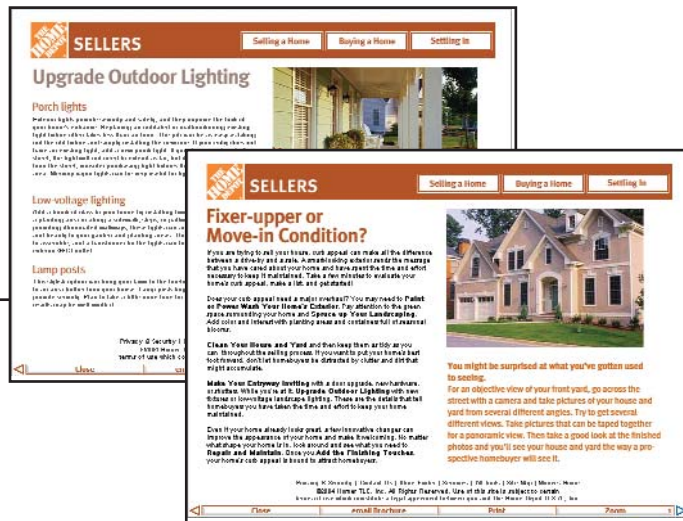


Even with the Internet becoming a necessity for your business and your home, print media is not going away. People still enjoy flipping through a print catalog, but more and more people are doing their shopping online. How do you integrate your print catalog and your customer's online shopping experience? By using an eCatalog. You can now create an experience that is uniquely captivating for your customer.

What is an eCatalog?

An eCatalog is the digital version of the print catalog. It replicates your printed edition with an on-screen version that gives the viewer the same experience as flipping through your print catalog. It incorporates full color pictures, sound, animation and special effects, plus they can even bookmark pages.



What's the benefit for having an eCatalog?

Familiar Format: The online version looks just like your print catalog. It has a rotation feature that shows the front and back, and once your customer opens the catalog, they can click the bottom corners to turn the pages. Instead of making dog-eared bookmarks, they can save it as a Favorite to their web browser.

Easy for Referencing: Customers can find the same items in both the print and the online catalogs, which makes it easy to reference and find your products.

Easy to Distribute: You can advertise the link to your eCatalog on a banner, eBlast, eNewsletter, articles, etc. Your customers can easily download the eCatalog from the link you supply them. You can also add the link to your email signature, just like you do with your web site address.

Help with Branding: An eCatalog repurposes your print edition's creative content precisely. This provides brand consistency and familiarity for your customer.

Shop Online: Digital catalogs can facilitate online ordering. Users can browse the digital catalog, read product descriptions & add them to the shopping cart. Then, with one click, the entire order is uploaded to the online checkout. Great for impulse purchases too.

Downloadable: The eCatalog will reside on your customers' desktops. It is fully self-contained, which makes it easy to view when not connected to the Internet.

Sound Files: WAV and MP3 files can be included within the eCatalog. Unlike print, you can enhance your products' features by showcasing them in audio and video clips.

Hyperlinks: There are no constraints with the number or type of hyperlinks - you can send viewers to a pop-up window for a more in-depth description, refer them to your site, or link them to a product that will complement what they are viewing.

Search Engine: A search window can be included and linked to a pre-existing search engine on your web site - this will aid viewers in their quest for information.

Charts & Spreadsheets: Excel spreadsheets and charts can be integrated within, or launched from, the pages of the eCatalog.

Trackable: You are able to track how many viewers accessed your eCatalog and which products or pages they visited the most.

Cheaper: It is significantly cheaper to distribute an eCatalog than a print version. You can refer your customers to your web site for easy download.

Personalization: In addition, versions of your eCatalog can be produced for different segments of the market, or they can be personalized for each of your customers.

To find out more, contact your sales representative or email us at internet@reedbusiness.com.