

KAON v-BRIEF

TRANSFORMING COMPLEX MESSAGES
INTO ENGAGING INTERACTIVE EXPERIENCES

Inspire, Persuade and Motivate

Dramatic sales and marketing encounters move audiences to action through compelling strategic messages and solutions storytelling. Yet, few organizations deliver a consistent, crisp and engaging solutions message while also presenting relevant product information in a compelling manner.

Companies with complexity in their product or solution story often find it difficult to weave a unified and consistent message that illustrates their advantage or uniqueness, while delivering a compelling benefits statement. Often, this requires a combination of flow diagrams, systems architecture overviews, and/or explanations of key technology differences. In other instances, it requires demonstrating how the physical products behave or are operated and maintained.

What most senior marketing and sales executives need is an interactive tool that supports a high level discussion, and offers the opportunity to delve into appropriate detail, based on the audience requirement and interest level.

The **Kaon v-Brief™** addresses this business challenge with an interactive experience that helps organizations present and position products and services by putting audiences in control of their own user experience. By delivering an effective and succinct message, the Kaon v-Brief serves as a collaborative nucleus for highly interactive solution and product messaging. The Kaon v-Brief environment unifies formally disparate content and technologies, creating one powerful, branded, harmonious, and dynamic way to tell corporate solutions stories and detailed interactive product tours.

This engaging environment, simplifies sophisticated stories by seamlessly communicating strategic messaging, solutions overviews and detailed product information, all in an interactive manner. Customers, direct sales, marketing and partners can experience a brand and easily access related and relevant product and corporate information.



The **Kaon v-Brief** connects strategic messaging, solutions overviews and product information into one engaging environment that empowers users to experience your corporate story.



The **Kaon v-Brief**, presented on a high-definition, large-format **Kaon v-OSK** appliance with touch-enabled interactivity built-in, creates memorable customer experiences that inspire customer action.

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Compelling 3D Product Demonstrations

A key component of the Kaon v-Brief is visually compelling interactive 3D product demonstrations delivered with Kaon's patented technology. With extraordinary realism, individuals 'experience' virtual products by viewing them from every angle, exploring options and features (open drawers, change batteries, etc.) – an experience akin to having every product in hand.

With amazing visual quality that brings products to life, sales channels, customers and prospects benefit from clear product differentiation and heightened product knowledge.

A Repository Rich with Information

From network diagrams, to PowerPoint presentations, videos, and interactive product demonstrations, the Kaon v-Brief aggregates and organizes information so that customers and presenters can choose up-to-date content that is relevant to their needs.



Interactive flow diagrams weave together your product and solution story into one cohesive corporate message. The incorporation of rich media (3D product tours, video, 3D PDFs and PPTs) present an engaging way for customers to access and retain information.

A key feature of the Kaon v-Brief is its unique interactive flow diagram. Information flows visually between nodes in a functional diagram, alongside succinct descriptive information. Moreover, users have the ability to touch any node in the diagram to interactively experience a compelling event, such as a 3D interactive product demonstration, a descriptive pictorial explaining an important differentiator, or a video showing an application in use. By taking a dynamic approach to how information is presented, as well as how the user accesses the information,

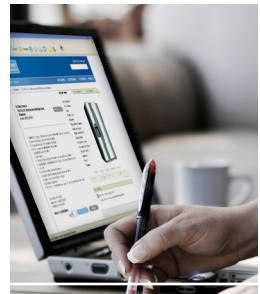
the Kaon v-Brief creates a sensational user environment in which people learn, retain information and become engaged with your solution and brand.

Self-Contained Engaging Customer Experience

One of the most dynamic benefits associated with the Kaon v-Brief is that it is deployed on the Kaon v-OSK® appliance. The v-OSK, Kaon's flagship product, is a large-format high definition (HD) display with an optical touch screen, built in computer and high performance graphics that is often showcased at executive briefing centers, tradeshows and retail stores.

One Solution, Multiple Applications

The Kaon v-Brief delivers an integrated dynamic experience that extends across the enterprise.



In addition to the Kaon v-OSK solution, interactive content can also be deployed (without compatibility or version issues) on laptops and corporate desktops, making information readily available to your sales team.

The Kaon v-Brief inspires the sales channel and motivates customers to buy, because it doesn't just tell the story - it shows it!

ISN'T IT TIME YOU BRING YOUR PRODUCTS TO LIFE?

FOR MORE INFORMATION ON HOW KAON
CREATES AN ENGAGING CUSTOMER EXPERIENCE,
CALL 978.823.0111 OR VISIT WWW.KAON.COM.