

VideoPak [®]

Web-Link

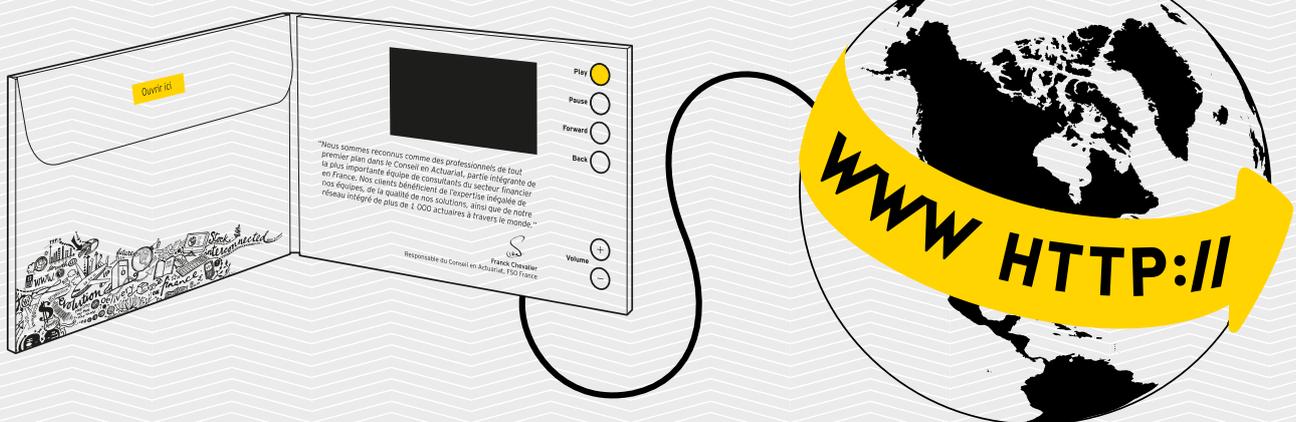
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..INTRODUCING

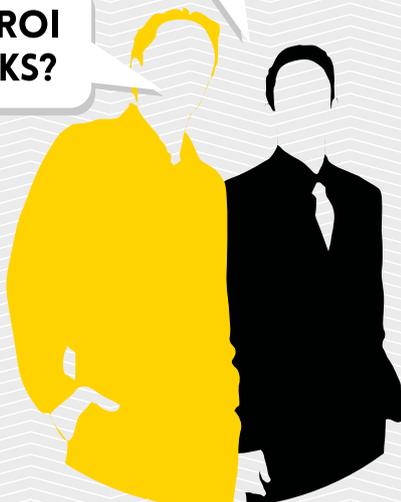
Web-Link



VIDEOPAK, GLOBAL LEADERS IN THE DESIGN AND MASS PRODUCTION OF VIDEO BROCHURE TECHNOLOGY ARE PROUD TO ANNOUNCE A BRAND NEW PRODUCT FEATURE... VIDEOPAK WEB-LINK.

HOW CAN SUCCESS BE MEASURED?

WHAT IS THE ROI ON VIDEOPAKS?

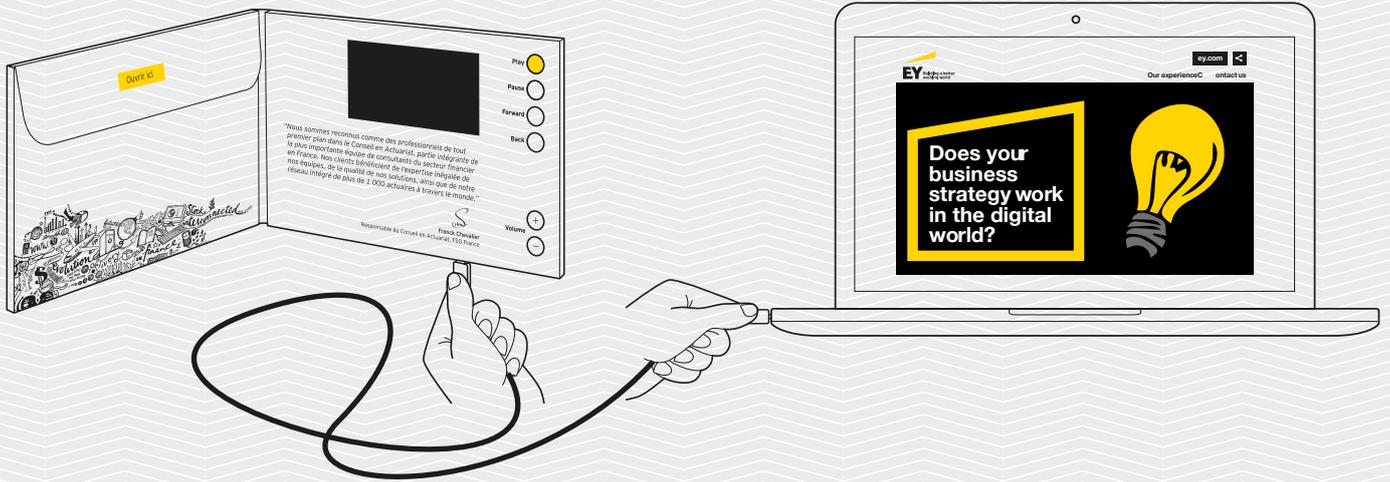


Clients have been asking for innovations around tracking and metrics for **VideoPak**.

We responded with the inclusion of **NFC tags**, **QR codes** and unique numbering to allow campaign analytics.

This was in addition to our already **hyper-personalized** product offering of variable data print personalization and personalized videos.

We are now proud to fuse Digital Key web-launch technology into our VideoPaks. We call this feature '**Web-link**'.



VideoPak users now have the opportunity to **continue the interactive experience by connecting the VideoPak to their computers** and experience your **website launching automatically** with no need for any clicks or typing.

If the end user wishes 'find out more' or 'make a purchase', the web-link feature will allow for **continued engagement and interactivity** via the **Internet**.

The power of VideoPak Web-Link doesn't stop there. **The web-link** technology is created so that each VideoaPak has an **individual ID**, meaning you **see exactly how many** or even '**who**' has expressed an interest in your promotion, because they have taken the next step of '**connecting**'.

The web-link feature comes with a **cloud based reporting / analytics system** so you can access your data and see the take-up of your promotion in real-time. Every '**connection**' is **recorded / tracked and logged**, so you can **measure your success** in great detail allowing you to draw valuable information from the analytics.

VideoPak **Web-Link** technology can be incorporated into any of our VideoPak's whether standard size and shape or bespoke.

VideoPak Web-Link costs just an additional **£0.95** per unit.

