

TARGETED MARKETING THROUGH CD-BASED WEBSITE DISTRIBUTION

- TARGET YOUR DELIVERY
- REACH WIDER AUDIENCES
- DELIVER BETTER CONTENT
- REDUCE PUBLISHING COSTS
- LEVERAGE YOUR INVESTMENT

A WEB PUBLISHER'S DILEMMA

You've spent a lot of time and money creating a big, beautiful website with all the bells and whistles you and your audience want. There's just one problem: not enough people see it. Why? Because visitors leave your site in frustration instead of waiting for those big graphics, videos, and applets to download. Of course, this assumes that they know about your site, are prompted to go there, and have Internet access—three big assumptions.

THE WEBDISC SOLUTION

We create fully browsable copies of your website on CD, business-card CD, or DVD. With WebDisc, you can deliver existing website content directly to your target audience, in an immediately usable format that requires no special software or hardware. Give your customers instant access to your information, with no bandwidth requirements—and no server costs. Stand out from the one billion pages on the Web and reach audiences that can't find you. Leverage the value of your existing information with inexpensive, efficient, and distributable copies.

“What is the most dangerous thing you can say about a Web or intranet site? *If we build it, they will come.* Three years ago it might have been that easy. Not anymore. Here is today's reality: If you build it *and* you make it download fast... *and* you make it easy to find... *and* you make it a great experience for visitors... *and* you pay attention to what your visitors want... *and* you make a proactive effort to stay in touch... only then does your site stand a good chance of succeeding.”

—ZDNet News

HOW WEBDISC WORKS

Our advanced spidering technology retrieves everything you want to copy from your webserver and rewrites the data in an offline format. This reformatted data (and any other files you want to make available) is copied to WebDisc CDs or DVDs. “Submit buttons” and other links that require interaction with your webserver are seamlessly linked from the disc to the server.

The result is a disc which displays your site in blazing speed, yet allows users to interact with the live intranet when an Internet connection is available. In essence, WebDisc merges the storage capacity, portability, and high-speed format of the CD/DVD with the ease-of-use, interactivity and rich content of your website—the best of both worlds.

Because WebDisc frees your webserver from the demands of WebDisc users, your server will respond more quickly to other requests. WebDisc allows you to provide better service without having to incur expensive network upgrade costs.

A unique feature of WebDisc is its almost universal user base. Because WebDiscs contain pure data (meaning that no software is installed on the end-user's system) they can be viewed using *any* computer with *any* operating system and *any* browser.

YOUR WEBSITE IS MORE EFFECTIVE WHEN VIEWED AT HIGH-SPEED

More than 95% of web surfers access the Internet through slow dial-up modem connections. This means that most Internet users can't effectively view high-bandwidth video, audio, graphics and other key message delivery tools.

Consequently, a large number of web surfers leave sites in frustration because of download delays.

WebDisc eliminates customer frustration. When high-bandwidth files are stored on WebDiscs, they can be viewed at almost instantaneous speeds. No more download delays means that your customers are more likely to view your valuable website content.

We can also work with your site developers and multimedia partners to incorporate previously impossible-to-deliver high-bandwidth content into the offline version of your website. Replace the thumbnail images currently on your site with large, high-resolution images, or even video clips, to deliver your message more effectively.

Add those bells and whistles that you and your viewers want, with no strain on their bandwidth—or yours.



The Discovery Channel's outside sales force uses WebDisc as a powerful sales tool to deliver fast and reliable website content in presentations.

ABOUT TENMAX.COM

Tenmax.com develops advanced and innovative web spider applications for the Internet and corporate markets. Tenmax's fully scalable spidering technology provides solutions which range from highly specialized and targeted data gathering tools to broad-based marketing applications. In addition to WebDisc, the company's products and services include WorldBase, a worldwide data mining service fed by an ultra-highspeed webspider, and Teleport Pro, the world's most widely distributed offline browser.



POPULAR WEBDISC MARKETING APPLICATIONS

Direct Mail Campaigns

With WebDisc, you can distribute your website in a variety of ways more convenient to your customers than the Internet. Low-cost WebDiscs, together with proven direct marketing techniques, can increase customer awareness and generate sales.

Sales Presentations

WebDisc is an excellent demonstration tool, enabling forceful sales presentations to customers in any environment. After your presentation is over, your WebDisc is a great "leave behind" for your prospect.

Trade Show Handouts

Last year you gave away coffee mugs and t-shirts at that important conference. This year, give them something more useful. WebDiscs are unique and usable giveaways that stand out from the stack of brochures your prospects take home.

E-Catalog Distribution

Customers can zip through the bulk of your e-commerce site on WebDiscs, then seamlessly link directly to your server to buy items they discovered and chose from the CD. For more information on WebDisc e-catalogs, see our data sheet entitled *CD-Based Electronic Catalogs Solve E-Commerce Server Bottlenecks*.

MORE ADVANTAGES OF CD-BASED WEBSITE MARKETING

Targeted Message Delivery—The Internet will contain more than one billion web pages by the year 2000 and the number of new websites is growing at a phenomenal rate. 84% of regular web surfers have experienced difficulty in navigating the Web. (Source: NetSmart Survey, August 1999). Don't let your valuable website content just sit there, waiting to be found by lost Web surfers. Send it directly to your most interested audience in a format they can use.

Wider Audiences—Nearly one-third of U.S. households with personal computers don't have Internet access. (Source: Arbitron NewMedia Pathfinder Study, June 1999). Worldwide, almost two-thirds of computer users are not connected. (Source: Computer Industry Almanac). With WebDisc, you don't have to wait for the world to catch up. You can reach them right now.

Expanded Delivery Options—Although your best marketing information may be on your website, your audience must access it through an often slow and unreliable Internet connection, if one is available at all. Now there's more than one way to get your message out: mail WebDiscs to targeted audiences, attach them to books or magazines, include them in press kits, pass them out at trade shows. Your message won't be stopped by the Net's limitations.

Reduced Publishing Costs—You've already spent time and money creating content for your website. Converting this content to print materials is an expensive and unnecessary undertaking. Reduce costs and increase customer interest by publishing these materials electronically and distributing them on WebDiscs.



The Bank of New York distribute WebDiscs to internal and independent sales channels to promote sales of web-based services.

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