

Make it Easy for your Customers to Buy and Use your Products

ready to enjoy a digital life?

AMERICA ONLINE'S **family luxe pack**

AMERICA ONLINE'S **Digital Imaging Made Easy**

America Online presents **Getting the Most from your Digital Images**

AMERICA ONLINE'S **GraphicSuite v.2.0**

Fastest, Easiest Way to Edit, and Have Fun with Your Photos!

Maximize the performance of your enterprise resources with products from **Raxco Software**.

The Search for the Ultimate Defrager is over! Introducing **PerfectDisk Version 6.0**

PictureThis! & Easy Photo Projects

AOL Presents Getting the Most from AOL 7.0

AMERICA ONLINE'S **YOUR WEB PAGE COMPANION**

AMERICA ONLINE'S **LIKE NEW**

Create hundreds of multimedia projects! Everything you need to create digital images is inside! Get started with a 48 page step-by-step manual!



Digital Media Works, Inc.
Make it Easy to Buy!

www.digmediaworks.com
914-765-0720

Digital Media Works, Inc.

- We are an Internet Marketing and Design firm that specializes in solutions for high tech and e-commerce companies
- We have a strong team of seasoned professionals who have developed a host of creative E-commerce solutions that increase revenue
- You maximize your ROI by hiring only seasoned professionals with proven success. This team will cater to your project needs without unnecessary expense or junior associates
- Stephanie Diamond*, president of the firm, has had over 25 years marketing experience including an 8 year stint as Marketing Director for AOL

*bios attached



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Is it Easy to Buy and Use Your Products?

Let us create the solutions for you:

- Can users navigate your website easily?—we'll redesign it.
- Are product features and benefits clearly explained online using audio and video formats?—we'll create "quick-view" flash movies
- Do you need to create a new easy-to use website?—we'll design and create the content from start to finish
- Does your user quickly understand the value of your product in comparison to the competition?—we'll create the graphics
- Is your e-commerce solution fool-proof?—we'll recommend and help implement solid solutions based on experience
- Are installation and operating instructions presented so that the user is not confused and frustrated?—we'll create workbooks
- Is your online tech support area really supporting the customer and cutting down on calls?—we'll create support and tutorial flash movies



Top Five Benefits of Providing Marketing or E-Learning Companions to your Products:

- Increased customer satisfaction and loyalty which lead to ***increased product cross-sells and upgrades***
- Embedded links in CD-ROM based videos and newsletters drive ***more qualified buyers to your online store***
- We can repurpose the tools we create to use on CDs, the Web and wireless devices resulting in **improved ROI!**
- “Members only” tutorials create **increased incentive to register products**
- Decreased customer support calls which lead to ***decreased tech support costs***



To Increase Product Sales and generate more revenue we will create:

- Flash and Videos for Marketing, Training and Customer Support
- New Website Design and Re-Design
- Custom Content Creation, Catalogs and Copywriting
- Custom E-Learning Tutorials Online and on CD-ROM
- Video How-to Project Creation and Retail E-Learning Seminars
- Interactive "Tour Guides" that demonstrate the use of your product
- Software Suites with Custom Interface and Quick Guide Manuals
- Hardware and Software Kits
- Paper-based E-Learning Guides



Maximize ROI

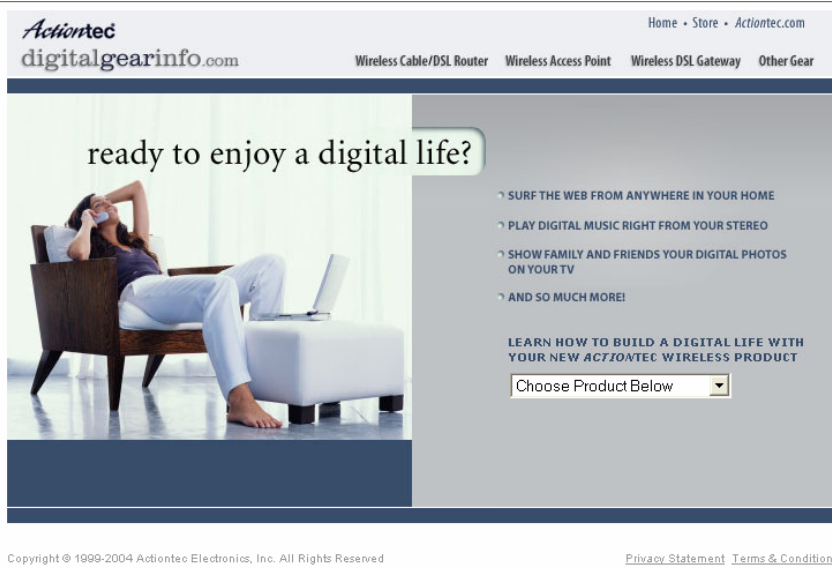
We will repurpose the content we create to distribute across:

- Websites
- Demos CDs
- Sales presentations
- Embedded marketing links in newsletters
- Internal product education and reseller training
- Wireless devices

Create several versions of the same material targeted at different audiences—save money and time!



FORMAT: New Website Design and Content Creation



Product: Complete design of New Website
Target market: Broadband Hardware buyers
View online at <http://www.digitalgearinfo.com>



- We'll create an exciting, easy-to-use website that suits your needs.
- We'll do the design, copywriting and anything else you need to increase sales.



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FORMAT: Website Re-Design

- Does your E-commerce website need a fresh approach? Users need to feel that they are dealing with companies who are keeping up with the latest tech advances
- We can create Flash and streaming marketing content that really sells your products!
- We can simplify navigation and maximize user satisfaction
- Let us show you the latest in product display including panoramic images and 3D photos



Product: Redesign of Raxco Website
Target market: Enterprise software buyers of Utility software
View online at: <http://www.Raxco.com>



FORMAT: Flash or Videos for Marketing, Training and Customer Support

Flash or videos provide the customer with targeted information in a quick and easy to understand format

We can create:

- Marketing flash movies that announce the features and benefits of a new product in an attention-grabbing way
- How-to flash movies that market a special product feature that sets it apart from the competition
- Support flash movies that target the top 10 customer support questions
- How-to videos that illustrate your FAQs or product installation



Product: Product Marketing flash movie to introduce new product version

Target market: Enterprise software buyers of Utility products

Extras: Interactive list of choices



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FORMAT: Custom E-Learning

- Interactive E-learning movies explain and demonstrate your products and services
- Each 2-4 minute movie features the use of your products packaged together as a cohesive CD product (approx. 65-70 minutes of video.) providing a new revenue stream
- Provides all the basic information needed to maximize use of your products with a link to your online store for additional purchases of products promoted in the videos
- Individual videos can be repurposed and packaged for a variety of other mediums—web, PDAs, wireless, etc. to maximize ROI



Product: Getting the Most from your Digital Images

Target Market: Intermediate

Special Features: Online store link



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FORMAT: Flash-based Sales CDs and Presentations

Can you capture an audience at a trade show or sales seminar?

Let us create the take-away CDs that get your products sold

These stand-alone CDs can include marketing movies, trial software, tips, white papers and links online to your store. Make sure when a potential customer hears your sales pitch—YOU MAKE IT EASY to BUY!



Product: Interactive Sales CD with trial versions

Target market: Enterprise software buyers of Utility products

Special features: Includes white papers, tips, flash marketing presentations, etc.



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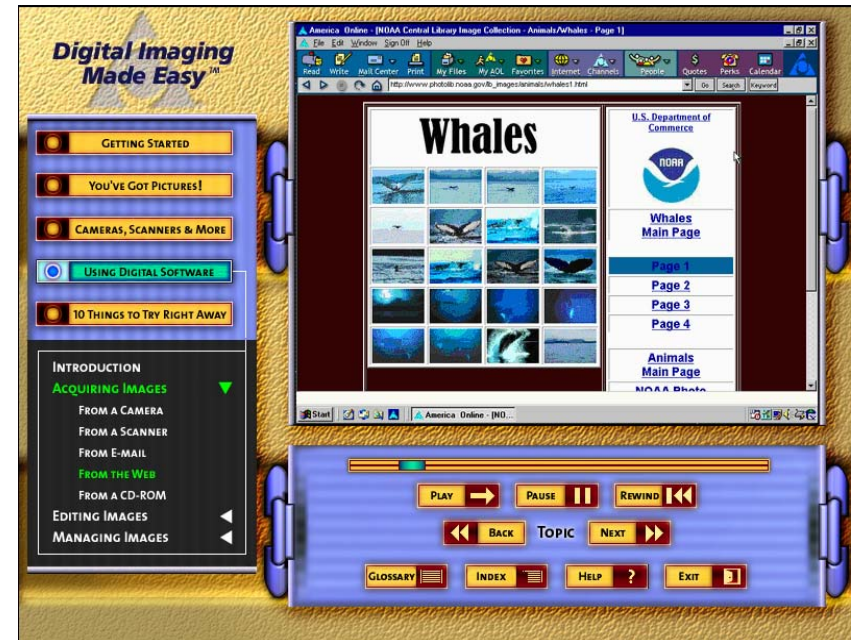
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FORMAT: Video How-to Project Creation and Retail E-Learning Seminars

- Targeted videos demonstrate how to create projects, e.g. greeting cards, scrapbooks, banners, etc.
- Easy-to-understand videos maximize enjoyment of software and hardware and promote customer loyalty and upgrades
- Retail seminars can be created to support the use of the e-learning products by customers and field staff
- Links to your product's online "community" can be embedded in the product to drive qualified traffic to your online store



Product: Digital Imaging Made Easy

Target Market:

Beginner/Intermediate



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FORMAT: Interactive “Tour Guides”

- If you have a feature-rich product, a “tour guide” format will provide your user with the roadmap she/he needs to feel satisfied with their investment of time and money
- Video instructions can provide new hardware purchasers with the ability to visually follow installation and usage of the product-- thus cutting down on tech support calls
- Heavy emphasis is placed on the “what and how” of each step



Product: Official AOL training CDs versions 4.0—7.0

Target market: New AOL members and those who were upgrading to a new version of the software

Special Feature: “How do I?”—Link list to videos that answer questioned about how to use AOL’s major features

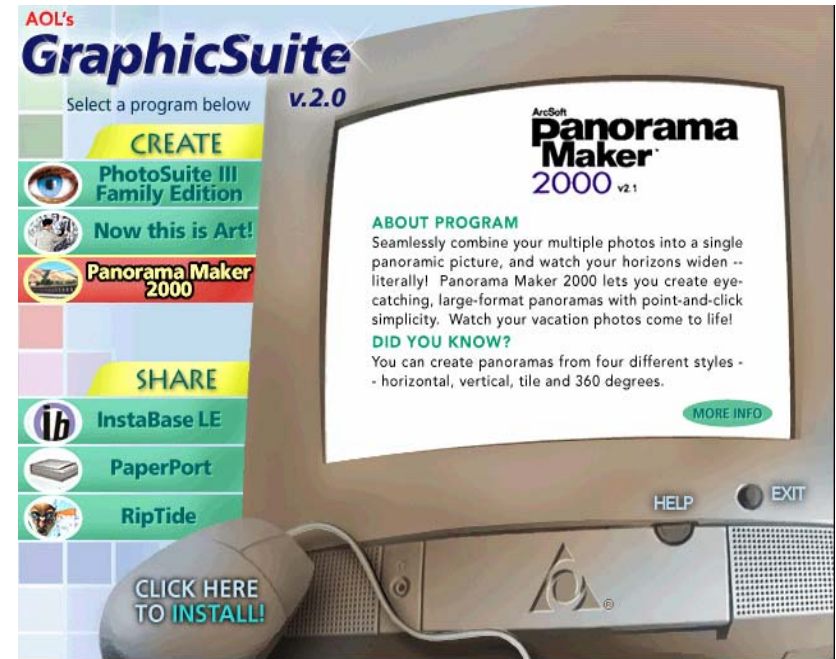


FORMAT: Software Suites with Custom Interface and Quick Guide Manuals

- We know that product installation is one of your top five tech support calls. Let us take your software suites and wrap them in a cohesive interface that helps the user determine system requirements and facilitates installation

- A cohesive interface enhances customer satisfaction and encourages customer loyalty – which leads to increased cross sells and upgrades!

- A short form step-by-step manual written expressly for the suite by certified training experts will increase usability and decrease support calls



Product: GraphicSuite

Target Market:
Beginner/Intermediate

Special Features: Custom interface and step-by-step guide



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FORMAT: Hardware and Software Kits

- Let us create a custom hardware and software kit for you that includes e-learning videos, custom suite interfaces, special step-by-step guides and much more!
- Packaged kits can increase margins and enhance customer satisfaction
- We can source and license products for you to add to your kit --making a more complete offering
- We can create field training seminars for customers and field sales to support the use of the kits-- encouraging product loyalty and purchase of upgrades



Product: Picture This!

Target Market: Beginner/Intermediate

Kit Includes: Digital camera, Custom software suite, How-to workbook, Photo paper, Printable T-shirt and Mouse-pad



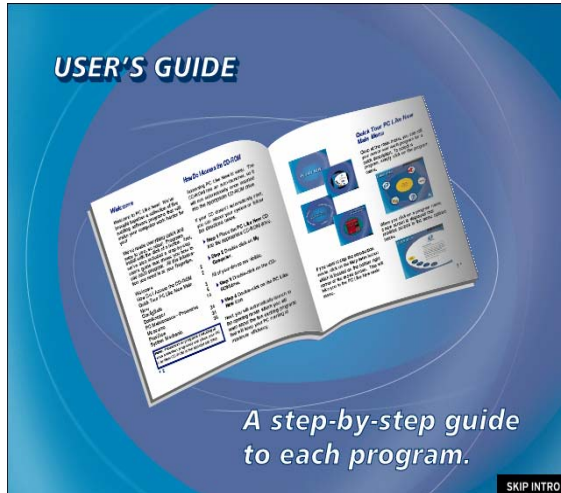
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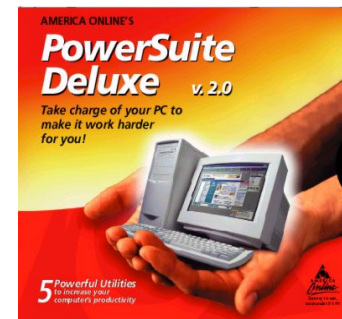
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FORMAT: Paper Based E-Learning Guides



- We can develop professional custom workbooks, quick guides, tip sheets, brochures and premiums for cross marketing, new customer acquisition and retail training seminars
- Let our certified training experts source or create custom paper-based premiums that help your product stand above the competition

- We can create print-on-demand products to hold the line on inventory costs
- Provide your customer with the knowledge she/he needs to become a loyal user of your product



Product: PowerSuite Deluxe
Target Market: Beginner/Intermediate
Special Features: Custom interface and paper based step-by step guide



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Partial Customer List

This is a partial list of businesses for which our virtual team members have performed significant roles in Web, CD-ROM or application development

- America Online
- Actiontec Electronics
- Allied Arts
- BMG Entertainment
- The Dallas Mavericks
- Delta Dental Plan of Oklahoma
- Dollar Rent A Car
- Hitachi
- LeapZone
- Macworld Magazine
- Raxco Software, Inc.
- T.G.I. Friday's



Want to learn more about us?

- Check out our website:
www.digmediaworks.com
- Call us: 914-765-0720 so that we can discuss your project in depth
- Email us: Info@digmediaworks.com



*Stephanie Diamond Bio

Principal, Marketing Strategist

- Stephanie Diamond is a seasoned 25+ year management/marketing professional with experience building profits in a broad range of product and service businesses. She has demonstrated experience in marketing, e-learning, product development and e-commerce.
- In her eight years as Marketing Director for AOL, she selected all the software products sold to AOL members online. She evaluated all the major software (and hardware products) on the market. She quickly learned to spot which products worked and which would create support nightmares. Using the knowledge she gained, she created a line of over 20 highly successful products that sold millions of copies for AOL.
- She has worked for such media companies as Newsweek, Redgate New Media and AOL Time Warner.



*Marc Barker, Bio

Virtual team member, Lead designer

- Marc Barker – Digital Media Works, virtual team member and President, aeternitas, inc.
- Formerly Executive Vice President of Interactive Services for Vectrix Corporation. Marc headed up all interactive CD-ROM production for Vectrix and has created over 35 unique CD titles.
- He oversees production teams consisting of project managers, designers, animators and programmers. Projects have ranged from Business-to-Business marketing and communication to fine art CDs.
- Marc co-founded Cosus Interactive, an Oklahoma based interactive communications company in 1995. Previously he was on the staff and faculty of the University of Central Oklahoma where he was instrumental in the founding of the Presentation Production Center, taught principles of interactivity and was production supervisor for the Multimedia Technology Laboratory.
- Marc has over 8 years experience in the field of interactive media, over 20 years experience in the arts, and remains involved in local fine arts projects.

