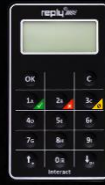


Function, Target Market and Value Benefit Comparison



Keypad Type	Reply® Interact Mini	Reply® Interact	Reply® Interact Plus	Reply® Interact Pro
Generic Sign In	YES	YES	YES	YES
Unique Sign In	NO	YES	YES	YES
Single Choice	1 OUT OF 5	YES	YES	YES
Multiple Choice	5 OUT OF 5	YES	YES	YES
Judge (Y/N/A)	YES	YES	YES	YES
Numeric Input	NO	YES	YES	YES
Sequence	NO	YES	YES	YES
Raise Hands	YES	YES	YES	YES
Texting (SMS)	NO	NO	YES	NO
Live Examination	UP TO 10 QUESTIONS	YES	YES	NO
Homework	NO	NO	YES	NO
Messaging Back	NO	NO	YES	YES
Batch Voting (Y/N/A)	NO	NO	NO	YES
Batch Evaluation	NO	NO	NO	YES
Candidate Elections	NO	NO	NO	YES
Target Market 1:	CORPORATE	EVENTS	EDUCATION	ELECTIONS (ALL)
Target Market 2:	ASSOCIATIONS	CORPORATE	CORPORATE	EVENTS
Target Market 3:	EVENTS	EDUCATION	EVENTS	ASSOCIATIONS
Target Market 4:	EDUCATION	ELECTIONS (Y/N/A)	ELECTIONS (Y/N/A)	CORPORATE
Target Market 5:	ELECTIONS (Y/N/A)	ASSOCIATIONS	ASSOCIATIONS	EDUCATION
Value Benefit 1	DESIGNED FOR SIMPLICITY	DESIGNED FOR MEETINGS	DESIGNED FOR EDUCATION	DESIGNED FOR ELECTIONS
Value Benefit 2	MINI LCD	TRUE MULTI DIGIT	TEXTING	BACKGROUND SIGN IN
Value Benefit 3	LOW COST	BEST OVERALL VALUE	HIGH LEVEL FUNCTIONALITY	SPEED AND RANGE
Value Benefit 4	COMPACT BUT POWERFUL	COVERS 80% OF NEEDS	SELF PACED HOMEWORK MODE	LOAD CANDIDATE LIST TO KEYPAD
SRP/LIST PRICE	€29.95	€39.95	€49.95	€69.95

A-Z of Benefits and Practical Uses



Reply® Audience Response Systems A to Z of Benefits

- A. Break the Ice
- B. Bring the presenter and the audience closer together
- C. Involve the whole audience
- D. Pinpoint hidden issues
- E. Bring to light hidden talents
- F. Harvest new ideas
- G. Encourage discussion and debate
- H. Generate a feel good factor
- I. Highlight a specific theme
- J. Expedite decision-making
- K. Empower individuals and overcome peer pressure
- L. Lower barriers
- M. Build team spirit
- N. Identify differences of opinion
- O. Entertain or create a sense of fun
- P. Consult with staff or customers
- Q. Facilitate self-assessment and/or benchmarking
- R. Encourage brainstorming/sharing of ideas.
- S. Gather market research information/conduct straw polls
- T. Help an audience retain complex information
- U. Enable an audience to follow difficult issues
- V. Gauge if an audience is being convinced or not
- W. Hold an audiences attention
- X. Generate instant feedback
- Y. Identify key issues quickly
- Z. Motivate your audience with all of the above

Reply® Audience Response Systems A to Z of Practical Uses

- A. Education & Corporate Training
- B. Brainstorming
- C. Consulting
- D. Real Estate Ownership Assemblies
- E. Continuous Medical Education (CME)
- F. Interactive Presentations
- G. Sales & Corporate Conferences
- H. Market Research
- I. Mediation
- J. Opinion Polling
- K. Employee Surveys
- L. General Assemblies
- M. Parliamentary Meetings
- N. Candidate Elections
- O. AGM's & Shareholder Meetings
- P. Risk Management
- Q. Team Building
- R. Quiz Games
- S. TV Productions
- T. CME & Medical Symposia
- U. Student Response Systems
- V. Safety Compliance
- W. Government & Military
- X. Health Care
- Y. Association Meetings
- Z. Decision Support



Audience Response Systems

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