

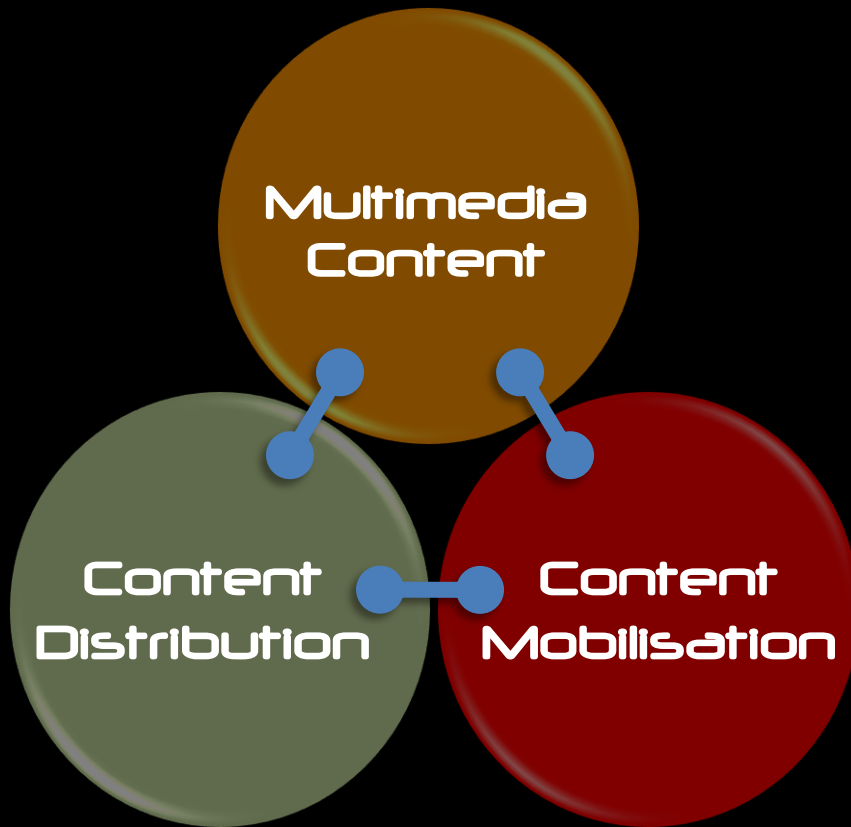


SolutionChannels Multimedia Services

*This document provides a brief overview of the unique
multimedia services that we provide*

**SOLUTION
CHANNELS**

Factors for consideration...



Capturing the Audience's attention using multimedia – across all channels and on any device

In order to maximise the effectiveness of your communications – and gain maximum audience exposure - there are 3 key elements to the programme:

- **Multimedia** Content
The Multimedia Content needs to be engaging, informative, relevant and impactful.
- **Mobilisation** of the Multimedia Content
Your audience needs to be able to access the content from any device (Mobile, PC and Smartphone)
- **Distribution** of the Multimedia Content
You need to reach your audience across all available communication platforms – SMS Text messaging, Email and Web and Social Media sites.

SolutionChannels – overview of our services

CONTENT



Professional Content Production:

We provide a comprehensive multimedia content production services.

Our unique skills include CGI, Avatar and 3D animation – as well as multimedia created from static imagery and video.

We create impactful scripts and offer professional voiceovers (in multi language) to help get the message across to the target audience.

MOBILITY



Content Mobilisation:

We will mobilise your content to make it accessible on any device (PC, Mobile & Smartphone) from anywhere in the world.

- **Multimedia on Any Device**

We support over 5,000 mobile devices (including iPad/iPhone, Android, s60 etc). We auto-detect the device type at time of access and deliver the content in the correct format for that device.

- **Simple user experience**

Our mobility solution is designed specifically for ease-of-use. It is by far the simplest and most effective solution available to enable access to multimedia and eliminates failure points for end-users.

DISTRIBUTION



SMS

SMS Text Messaging:

We will distribute the multimedia content to the target audience. *This text will contain a link to the multimedia – which is then accessible on any mobile/smartphone globally.*



Email Distribution

We can distribute multimedia content via Email on your behalf.



Statistics:

We capture Statistics for 'open rates' and viewing figures – to help you maximise the audience coverage and manage marketing effectiveness.

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