

# the Naledi3d Factory 3d-Sell-Interactive

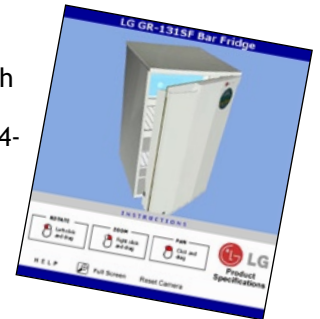


Help your sales go Global

## What is 3d-Sell-Interactive?

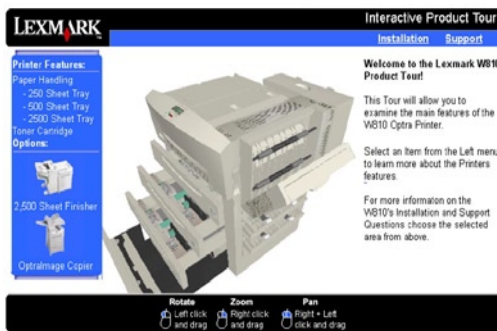
**3d-Sell-Interactive** is a powerful new way to help you grow your local and export sales. Through interactive 3D digital content, manufacturers and retailers can impress a global market with ease. The ability to **SEE**, **TRY** and then **BUY**, increases customer convenience and provides a 24-hour non-stop global selling environment. This is **THE** sales tool of the 21st century and now is the time for South African manufacturers and retailers to exploit this to the full.

Export-led growth is a key to South Africa's economic growth. Successful global e-tailers are increasing their market share at an astounding pace - and penetrating our markets. South African manufacturers and retailers need to do likewise to remain competitive.



## Why use 3d-Sell-Interactive?

Traditional marketing drives are based on brochures, videos, trade fairs and product demonstrations. Now you can add digital content to your marketing strategy. Place your products on the internet or on product CD's and let your customers see your products - 24/7. Companies like Office Depot, Lexmark, Suzuki and others are boosting sales by using interactive 3D sales technologies. Here's what some of them have to say: *"The cost vs. potential sales increases to the dealer really puts the Suzuki P.R.O. on top."* - Steve Bortolamedi - American Suzuki Corporation's Dealer Network Manager. *"Sales for the products that use 3D Content solution have doubled over 12 months compared with average sales for the products that use normal pictures"*. Henry Sauls, Director of Furniture Office Depot.



Let's face it, when a process or concept is explained to us, we picture it in our minds, so **3d-Sell-Interactive** is a much more natural way to market.

**3d-Sell-Interactive** offers a completely new way of getting the message across. It leads to greater understanding, comprehension; and a far easier purchase decision.

Let us work together to define how **3D-Sell-Interactive** can help your marketing initiatives:

- In-store and Internet-based marketing
- Time and cost effective marketing
- Improved customer understanding - easier buying decisions
- Customizable and updatable to address YOUR needs

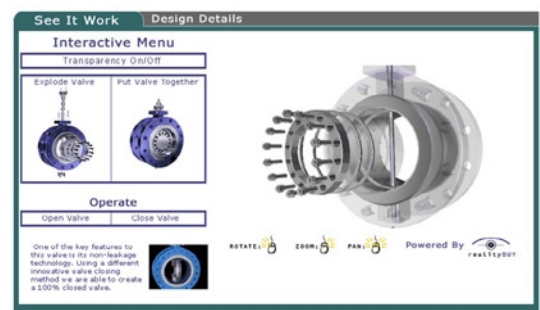


## Application Areas

- In-store marketing via PC kiosk-based demonstrations
- On-line internet demonstrations of your goods
- 3D interactive product guides on CD-ROM
- Interactive 3D content at exhibitions

## Benefits

- Re-usable models - also use them in your maintenance and support training programme
- Can range from digital viewing to back-end purchase systems
- Customizable - language, branding, text and audiovisual
- Customers have 24/7 access to your marketing
- Allows customers to interact with & configure products before purchase



## Contact Details

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