



Make collection of customer email data EZ!

### ▶ PRODUCT SPECIFICATION

#### COUNTERTOP EZopts EMAIL ADDRESS COLLECTION TERMINALS



#### WALL MOUNT EZopts EMAIL ADDRESS COLLECTION TERMINALS



▼ EZopts Terminal  
12" Stand Mount

#### eMail Address Collection –

It is understood that email messaging is less expensive, more targeted and faster than traditional marketing. The Key to creating the best value from the email medium is the creation of a proprietary database of your own customers.

mailing and staffing made these programs prohibitive. The rapid adoption of email makes reaching your customers efficient, fast and costs just pennies! The EZopts eMail Address Collection devices now make managing the process of collection EZ and tied to our Opt2u eMail Management software, simplifies the task of building your customer file, managing your data and distributing cost-effective customer eMail campaigns. eMail management made EZ!



▼ EZopts Terminal  
Customized

#### Making Sense of EZopts eMail Address Capture and eMail Campaigns –

Since the beginning of mail delivery, stores have known that building their customer files would enable them to increase sales and build customer loyalty. But the costs in printing,



EZopts terminal used in The 2003 "BOTOX® National Mall Tour" roadshow.



Custom EZopts Terminal Used at McDonald's Restaurants



Customers enter their email address, which adds to your database.



### Software Interface:

**Keyboard** – A Graphic Touch-screen is programmed to act as a Qwerty keyboard. Bright and colorful, it can be customised to match the graphic look of the target client's business.

**Data Capture** – When email address information is input via the graphic keyboard, it is stored in an onboard database for transmission to a web-based Opt2u database.

**Content Buttons** – These on-screen graphic icons can be updated periodically and are programmed to launch content stored on the EZopts device.

**Automated Content Up-date** – The EZopts unit can be updated with fresh screen and video content.

**Video Player** – MPEG files are configured to run in video windows, either overlaying the keyboard or on separate monitors.

### Hardware Specifications:

- Touch-Screen – 15" and 12" digital TFT screen. (resistive)
- Computer Details – 1 GHz Pentium III processor.
- Operating System – Windows XP pre-installed on hard drive.
- Graphics – Resolution: 1024x768, 32Bit Windows True Color.
- Audio – Supports Microsoft Direct Sound.

### Web Connection Options:

Dial-up Modem – 56k modem.

Ethernet – 10/baseT and 100/baseT ethernet connection standard.

Wireless Ethernet – 80211: b wifi connection, with upgrade card, to existing ethernet network with outside connection to web.

Wireless – Cellular connection using new 1.2 GHz services.

### Stand Options:

Pedestal – 36" free-standing pedestal allows positioning of EZopts unit in any in-store location.

Counter-Top – Small footprint stand allows for mounting on counter-tops.

Wall Mount – Wall mounted bracket allows for installation of unit using no counter space.

### Upgrade Options:

**Post-Cards** – Provided both on the client's web site and on their EZopts Terminals, the Post-Cards are a collection of photos that inspire a customer to send them to a friend. This option enables a viral pass-along expansion of the customer database.