

NETOP™ Live BANNER™ Web Communication Banner

Netop Live Banner is a Flash powered web-based solution which makes it possible to place employees - live and in real time - in a banner displayed on an external campaign site. You can reach potential customers directly online through a news portal or Web ad. Customers see, hear and chat with you directly - with no troublesome downloads.

Increased online sales

Banner ads have the potential to reach thousands of customers. Live Banner increases your online sales by inserting live-streaming video and audio into your ad and giving you an instant customer connection.

Lower the cost of operations

Live Banner gives you a market advantage while lowering your costs. Introduce new products, increase sales effectiveness, and grow revenue with minimum investment, risk and support.

Two-way communication

Most Web advertising is one way. Live Banner gives you immediate two-way customer communications. Show your products in a banner or pop-up and answer questions from inside of your advertisement in real time.

Active selling

Live Banner is your opportunity for active dialogue with potential customers online. Rather than a passive click, actively sell through voice, chat and video. Shorten your sales cycle with Live Banner.

RESULTS

- Get closer to customers
- Answer questions immediately
- Clarify product features
- Shorten your sales cycle
- Gain a competitive edge
- Build market advantage
- Increase revenue
- Maximize Web advertising

With Live Banner you can insert live-streaming video and audio into a Web banner ad. Customers see, hear and chat with you directly; increasing sales and cutting costs.

FEATURES

Be closer to customers

Get closer to potential customers using Netop Live Banner. Your sales team is immediately available to answer questions, clarify product features, and close the sale.

Respond immediately

Act quickly by "pushing" information to interested customers via pop-up windows and URL links. Agents enter into a one-to-one dialog right from your Web banner ad.

Provide personalized service

Studies show that customers feel that they get quicker and more efficient service via a live call. With Live Banner there are no automated phone queues or pre-recording prompts to annoy your customers - just service.

Maximize Web advertising

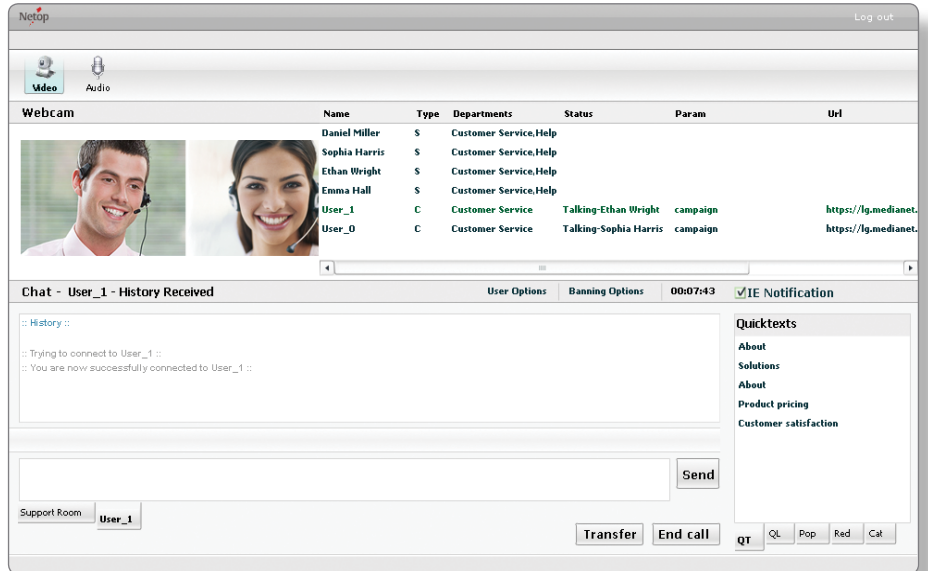
While countless potential customers browse through the Internet every day ready to buy your product or service, a personal and immediate response is often required to close the deal.

Close more online sales

With just one mouse-click, customers can connect one-on-one with a live representative, who through video, sound and chat leads each customer towards a completed transaction.

Secure communications

Live Banner can be deployed in a variety of configurations to work with any user environment, including those of highly complex industries.



Security and compliance

Our products are designed with leading edge technology and built to meet the security and compliance needs of the most heavily regulated industries.

- SSL encrypted, preventing unauthorized data access
- Live Banner is a fully hosted solution provided from our secure data center

NETOP LIVE BANNER REQUIREMENTS

BACK END

Recommended hardware (minimum):

- Pentium4 1.6Ghz/1GB RAM
- Mac G4 1.33Ghz/1GB RAM

Recommended software:

- OS: Windows XP SP2/Windows Vista/ Mac OS 10.3/Mac OS 10.4
- Browser: FireFox 2.0 or later/ Internet Explorer 6.0 or later/ Safari 3.0 or later
- Adobe Flash Player: Flash Player 8 or later (to achieve maximum security)

we recommend an upgrade to latest release available)

FRONT END

Recommended hardware (minimum):

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