

## OBJECTIVE

Market Reader Pro<sup>™</sup>'s patent pending Advantage3D<sup>®</sup> technology conveys more compelling information than standard images and can add a new dimension to product images to achieve better business results!

Market Reader Pro<sup>™</sup> also uses this exciting, 3D technology to extend our online product and concept testing services. With this additional tool set, our clients can test consumers' responses to new products, ideas, or re-designs and receive results back within days.

## CURRENT PROBLEM

Flat images do not hold the interest of consumers in online catalogs and online product tests. Flat images are not ideal for detailing the features and operations of our clients' products. Other Web-based 3D technologies require users to purchase special equipment, software, high-speed links, or plug-ins. The plug-ins that are often required for viewing premium content are complex and crash-prone. Delays in loading images to Web sites create "dead air" time and cause viewers to lose interest.

## SERVICE DESCRIPTION

Our proprietary technology, Advantage3D<sup>®</sup>, is a Web-based software and image hosting solution which is used to create 3D images, panoramic images, 360-degree images, and animated images from pictures taken with a digital camera. Advantage3D<sup>®</sup> images are easy-to-view; no plug-in or high-speed link is required to experience them. A3D's product animations, walk-around images, panoramas, and slide shows offer:

- Dramatically improved first impressions and lasting visual impact over standard images
- Ability to test consumers' responses to new products, ideas, or re-designs online
- Improved ROI on Web and direct-email investments

- Reduced item return incidents
- Access to the widest audience because of the low technological requirements

Market Reader Pro<sup>™</sup> was contracted by Elbeco, one of the largest manufacturers of professional uniforms in North America, to build and launch a dynamic, database-driven Web site and hosting solution. By utilizing our proprietary Advantage3D<sup>®</sup> technology to display their uniforms in an animated 360-degree view, we were able to detail the functional operation of Elbeco's uniforms and help better explain the features and benefits.

Below is a table showing the increase in Web traffic in the initial eight weeks following Market Reader Pro<sup>™</sup>'s roll out of a new Web site for Elbeco. The new Web site featured many Advantage3D<sup>®</sup> images:

## OLD WEB SITE VS. NEW WEB SITE

	Old	New
Average Hits Per Day	16,426	<b>26,512</b>
Average Hits Per Visitor	15	<b>50</b>
Average Page Views Per Visitor	2.58	<b>5.07</b>
Average Time Spent	196 seconds	<b>327 seconds</b>
Average Images Per Day	11,985	<b>22,868</b>

## TECHNOLOGY

Viewers do not need a browser plug-in to view Advantage3D<sup>®</sup> images, and images are 1/3 the size of animated .gif images. This allows our clients to reach the widest base of customers. Our display technology is used to deliver the images to a wide array of Web browsers using Java technology. By using sequence compression, we keep file sizes to a minimum so that we deliver an extremely fast time-to-first-image. Viewers are engaged as the images come quickly and are interactive.

