

NAV*CAT!*

Tell us what you need and we can have a quote for you on the spot!



With NavCat interactive files, you can combine all your sales tools—

- Catalogs
- Animations
- 3D Models
- Videos
- News Releases
- Interactive Forms
- PowerPoint® Presentations
- Brochures
- Flash Demos
- Data Sheets
- Case Histories
- Magazine Articles

All onto one low cost, two-click CD!

NavCat catalog conversions are produced using Acrobat PDF technology for documents, navigation and functionality, combined with your system's native media player for multi-media.

Let's Get Started!

Since NavCat integrated sales tools use your existing materials, there are little or no creative costs. And, since NavCat interactive files are easier to program than other CD formats, costs are far less than you might expect.

Quotes can be turned around in minutes. Normal production time is six or eight weeks.

Now is the time to save money the NavCat way.

Tell us what you need and we can have a quote for you on the spot!

E-mail the NavCat Team:
solutions@navcat.com

Call Toll-Free:
1.866.239.1187

To get the solutions you need!

Be a Winner!

NavCat technology offers an approach so surprising, so simple, and so effective, the national Business Marketing Association has recognized one of the very first NavCat sales tools with its prestigious Pro-Comm Award of Excellence.



NavCat is a registered trademark of Pumphrey Marketing, Inc. The NavCat Mark, the NavCat Compass, the NavCat Cat, Reduce Your Carbon Footprint, and NavCat Carbon Footprint Estimator are trademarks of Pumphrey Marketing, Inc.

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Measure the environmental impact of your printed materials...

NavCat Carbon Footprint Estimator™
Version 2.2

What impact does your collateral have?

Brochures	
How many different brochures?	20
Average # pages	4
Average print quantity	5,000
Catalogs	
How many different catalogs?	4
Average # pages	200
Average print quantity	25,000
Product/Data Sheets	
How many different sheets?	50
Average # pages	2
Average print quantity	1,500

Collateral Damage Report
(What your collateral is costing the environment)

Trees Destroyed	1,233
Wastewater Generated (gal)	1,494,402
Solid Waste Created (lbs)	57,976
CO ₂ Released (lbs)	153,909
Energy Consumed (KWH)	638,700

You can reduce these hazards with NavCat interactive files!

DISCLAIMER: The formulas used in the NavCat Carbon Footprint Estimator are derived from EPA and industry research for 100% virgin paper and average manufacturing. This is an estimate only. Recycled, process and geographic variables could enhance a different outcome. Estimates and outcomes subject to change based on new information.

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Use the NavCat Carbon Footprint Estimator at www.navcat.com to see the impact your printed materials have.



Nav*Cat*®

Reduce Your Carbon Footprint.

www.navcat.com

A product of
Pumphrey Marketing, Inc.

4853 Galaxy Parkway, Suite A
Cleveland, OH 44128
1.866.239.1187
216.464.9687





NavCat[®]
Reduce Your Carbon Footprint.



Printed Materials

Flash

Concepts

Web

Video

3D Models

Interactive Forms

Reduce Your Carbon Footprint, Boost Results & Cut Costs with NavCat!

NavCat interactive electronic files can help you save tens of thousands of sheets of paper, both the printing kind and the spending kind. NavCat catalog conversions are produced using Acrobat PDF technology for documents, navigation and functionality, combined with your system's native media player for multi-media.



NAV*CAT!*

Reduce Your Carbon Footprint, Boost Results & Cut Costs!



Why NavCat? Easy. To help you...

Save Money. NavCat interactive files can help cut production and distribution costs for literature and videos by as much as 90%. You could save thousands of dollars—tens of thousands—over the way you are currently doing things.

Make Money. Because NavCat sales tools put together all your marketing materials—catalogs, product sheets, literature, RFQs, POs, demos and videos—into an easy to use CD (or DVD), your sales force becomes more effective, customers more responsive.

Solve Problems. Catalog and literature consolidation, easy updates, video, animation, product demos ... all can be put into NavCat catalog conversions in an organized, easy-to-use format ... so your customers are just two clicks away from the answers they need.

Support Sales. Your sales reps and distributors will have all your information at their fingertips—in just two clicks.

With NavCat technology, you get a dynamic, interactive tool that adds new life to your existing print and video sales materials—in an exciting, new way!



All-In-One

NavCat document management provides you with instant access ...

All Printed Items. Catalogs, brochures, data sheets, application case histories, PR stories—anything that has been printed—can be put into NavCat conversions, and reached through navigation. NavCat PDFs can be made from Quark®, PageMaker®, InDesign®, and other desktop publishing programs.

Document Files. Virtually any document—Word® files, Excel® files, CAD files—that can be printed out from a computer can be made into a NavCat PDF and reached through navigation.

Multi-Media Files. Virtually any multi-media—video, animation, 3D models, PowerPoint®, and more—can be incorporated into NavCat interactive files and reached and activated through navigation.



E-Mail & Web Links. You can link any web site or specific web page with NavCat technology. You can also incorporate e-mail links to anyone in your sales, customer service or engineering departments.

Increased Functionality. NavCat PDFs can be made interactive—with text fields and Excel-like macros—and they can be submitted directly as RFQ or PO e-mails so you get the information you need in the format you require.

All Printable. Each and every page in NavCat files can be printed out on a desktop printer, an outside service bureau or commercial printer in printer-friendly formats.

Custom Software. We can incorporate and open custom programs you might have developed to support sales.

Interactive E-Forms

“E” Stands For Easy. With NavCat technology, you can put interactive POs and RFQs right at your customers’ fingertips. And they can e-mail them directly to you just by clicking “Submit.”

We can create text fields on your standard forms so your customers can fill out your forms just like they would fill in a paper form.

And we can set it so they can e-mail the form itself right back to you so you get the information you need in the right format you require.

Easy Attachments. We can set the form so your customers can add attachments, such as drawings, to speed the quoting and ordering process along.

Automated Ease. For IMTS we developed an automatic form fill in capability, which would be very useful for your repeat customers. All they would have to do is fill in their company data once, and then whenever they opened any form from you in the future, that data would automatically populate the fields. (See example.)

Forms Your Way. By building in forms that conform to your system, you save time, money and aggravation, making it not only a lot easier for you to do business but you also make it a lot easier for your customers to do business with you.

You minimize mistakes and maximize response.

Multi-Media Integration

With NavCat technology, you can combine all of your media into an easy-to-use two-click package.



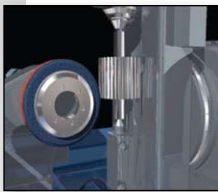
Video. We can take any format, AVI®, MPG, QuickTime®, VHS, Flash, digital tape ... and can incorporate complete videos or edit into clips by subject matter.



Interactive Forms. Combine PDF with e-mail and web technology so your customers have the convenience of filling out a "paper" form, and you obtain all required information in your exact format.



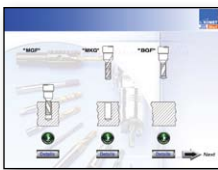
3D Models. We can take 3D modeling files, add texture mapping and create either a virtual reality model (QuickTime) or rotational video.



Animation. We can storyboard the 3D model to "demonstrate" a machine or process, showing concepts impossible to see in any other way.



PowerPoint. View as a PowerPoint, a movie, or as a PDF presentation.



Flash. We can incorporate an existing Flash presentation or create a new one. We can also convert video to Flash.

NavCat Examples



KOMET. NavCat Solution: Five major catalogs, more than 1,000 pages, 5 flyers, 17 videos, one Flash demo, 10 interactive solid models, direct web link to a distributor locator, a 90%+ cost reduction over conventional literature and video production and distribution costs.



IMTS. NavCat Solution: More than 80 interactive forms. More than 300 pages of content. Monthly due dates. Multiple vendors. Web links. E-mail links. Downloadable forms. All combined seamlessly onto a single NavCat CD. Saved The Association For Manufacturing Technology (AMT) a tremendous amount of time and effort.



TIMKEN. NavCat Solution: Stylish brochure. Classy video. Combined. With direct sales links, and web site links to check order status. An added dimension to traditional media.



DRAKE MANUFACTURING. NavCat Solution: Combine 52 video clips with material from web site and printed literature as well as published magazine articles plus machine specification data, links to distributors, and the ability to generate Requests for Quotes by machine type. You, too, can pick target markets and insert in publications to specific SIC, plant size and geographic selections.



STELLRAM. NavCat Solution: 18 catalogs, 4000+ pages, each with two-click access to every tool and the best insert for each application. Metric, Inch, French, German, Italian, and Spanish. Global e-mail access. Video.



AMETEK. NavCat Solution: Combine over 150 pages of catalog info, case histories, technology papers, full product spec downloads, company capabilities, and facilities overview. Plus ... links to the web site for online software demos, customer training seminars and e-mail contacts.



The Complete Answer

NavCat conversions are not only the world's best, fastest and easiest to use integrated sales tools, but they're the fastest, lowest cost way to update your web site.

Complete navigation is built into NavCat interactive files, so all it takes is a single HTML link to add hundreds of pages of linked product information to your web site.

Stauff Corporation wanted to post its new 388-page full color catalog on its web site and ease customer frustration with download speed. The solution: NavCat navigation pages were done in HTML with links to the specific catalog PDF pages on a product-by-product basis. Every PDF has searchable metatags for search engine optimization.

<http://stauffusa.com/customer/stcorp/catalog/clamps.htm>

For general use, we provide secure files that can't be changed. This is perfect for duplication and distribution.

But if you want, we can also provide you with an unsecured master file you can change to your heart's desire. All you need is Acrobat 6.0 Professional or later.

