

Moving to an Experience Based Society

The accelerated globalisation has lead to an increase in competition, shorter sales cycles and a need for companies to **rapidly adapt to new trends**. As products are becoming commoditized, companies need to provide an **attractive differentiation** in presenting the product.

At the same time **new interactive formats** such as edutainment, computer gaming and digital media are setting **higher customer expectations for the product experience**. Today customer does not only expect an excellent product and service but also to enjoy a unique sales experience.

In this new world ordinary **CRM packages and traditional catalogues** are not any longer providing the experience that customers are expecting. There is a need for a new solution.



What is EON Sales Assistant™ ?

- EON Sales Assistant is an authoring tool that allows user to **easily create complete interactive 3D sales applications**.
- Developers with **no programming experience** are able to customize an application that provides sales people with a consistent sales approach for their product line and accessories.
- EON Sales Assistant enables a customer to **select and configure** a product of their choice in full 3D.
- The customer can interact with a product by **rotating, panning and zooming** in the products key feature in real-time.
- Accessories can be added to the model in real time, and **unlimited configurations** can be created on the fly along with a **custom brochure**.

Why is EON Sales Assistant Important?

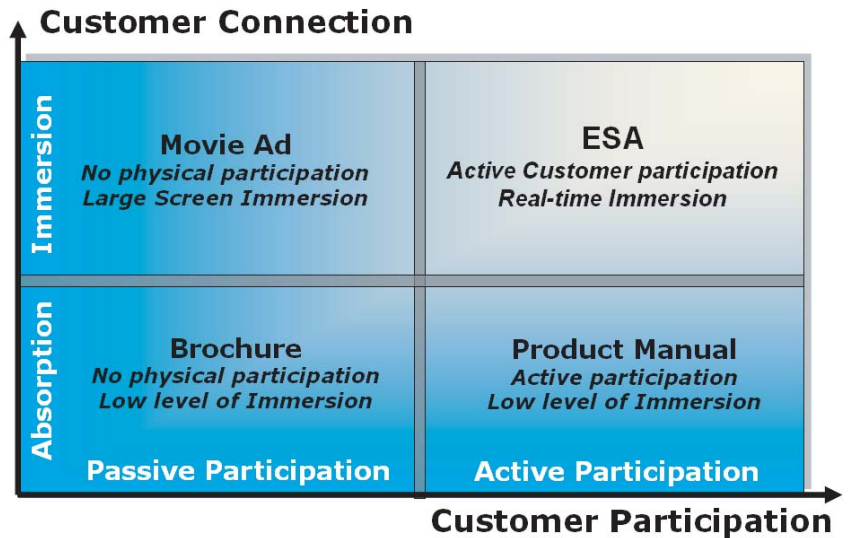


How can you engage your customers in a unique experience?

A crucial element in sales and customer presentations, is to provide the customer with a large sense of engagement and control of a given situation. **The more control, the more satisfaction** there is with the purchasing experience. An essential factor for better control is to allow influence selection, feature presentations as well as **customization of the product**. This is the key essence of EON Sales Assistant (ESA).

At the same time the costs associated with creating and maintaining visual communication for sales and marketing are sky rocketing. In this context ESA is replacing expensive manual sales process with a cost effective, automated, open and scalable approach.

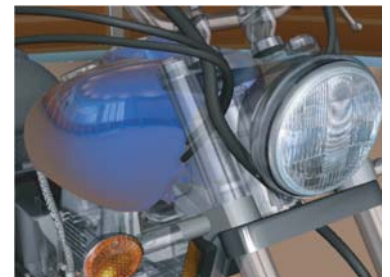
In a nutshell, **ESA provides an interactive, exciting experience** while **communicates sales**, technical information and marketing highlights.



EON Sales Assistant is a Virtual Sales Arena



- **Active customer participation**
- Interactive selection and **co-operation** in the sales process
- **Visual communication**
- **Selection and customization** of the product
- **A sense of control** in sales and customer presentations
- Engagement of the customer in a **mental and physical experience**
- **Excitement & Satisfaction** with the service experience
- **3D Interactive metaphor** that communicates the specific offer
- **Eye catching attraction** to the product
- Capability to **interact, explore and configure** the virtual product
- Opportunity to **differentiate from the competition**
- Provides the sales team with a **better sales tool**
- Influences **customers' emotions and behavior**



Key Benefits

Developer perspective

- Complete: includes all software components necessary
- Simple: no programming experience required
- Effective: easy step-by-step workflow



Sales perspective

- Proven ROI: increased product sales and lower inventory cost
- Strengthens brand
- Consistent sales approach
- Decreased product returns

Customer perspective

- Interactive: rotating, panning and zooming of the product
- Informative: key features and access to all relevant information
- Personalize: unlimited number of configurations

The EON Sales Assistant Workflow

The first step is to **import the CAD models using the EON CAD tool**. EON CAD has over 55 formats including native: CATIA, Maya, UG, pro/E, Microstation etc. The tool provides also gap healing, automated normal correction, and geometry/surfaces reduction.

The second step is to **add the data in the product management database** using the Administration tool. The data includes product list features, pricing information, product linking, accessory management and all company information.

The final step is to **design the customer user interface** and the selection based personalized brochure.



Target Markets

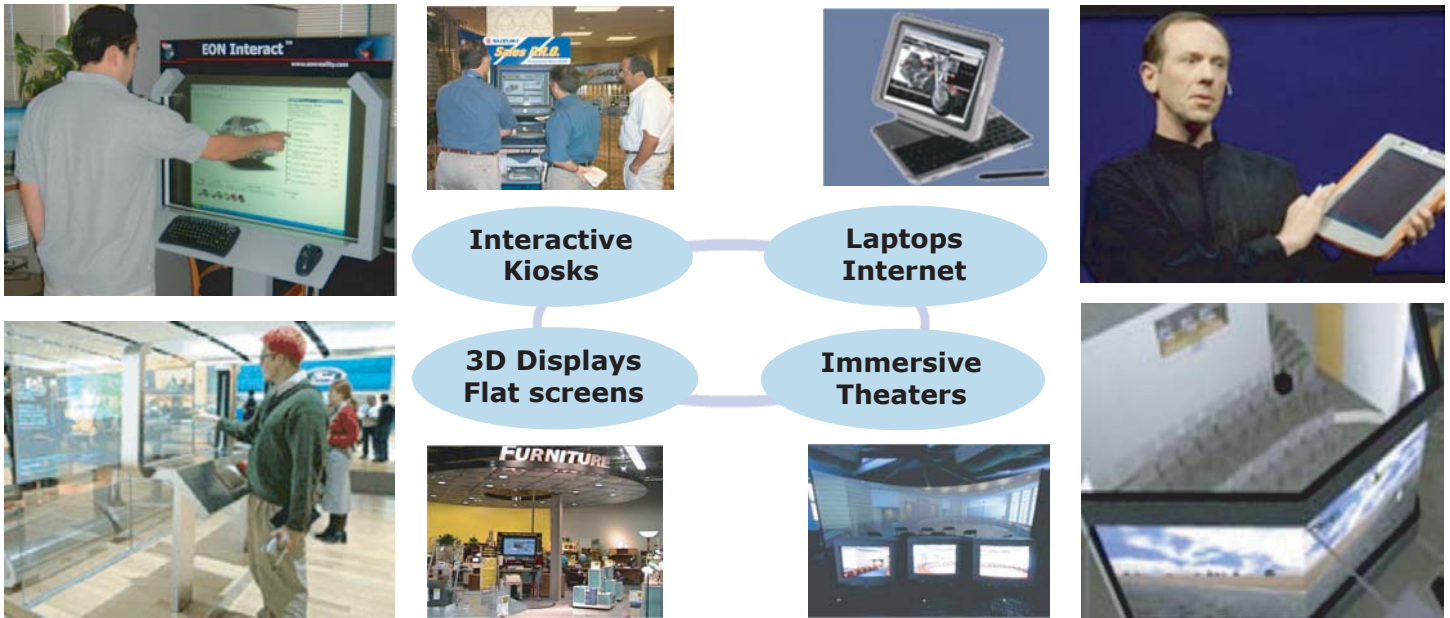


"The new EON Sales Assistant has been developed in direct response to the significant increase in corporate demand for customer centric, interactive 3D sales application solutions. This product is providing companies and partners to address various markets that are in need of engaging, visual sales communication. It will also provide enhanced existing enterprise solutions provided by companies such as SAP, Oracle and Siebel." Mats W. Johansson, President of EON Reality, Inc.

EON Sales Assistant™

The Virtual Arena for Experience Based Sales

Multiple Interactive Display Options

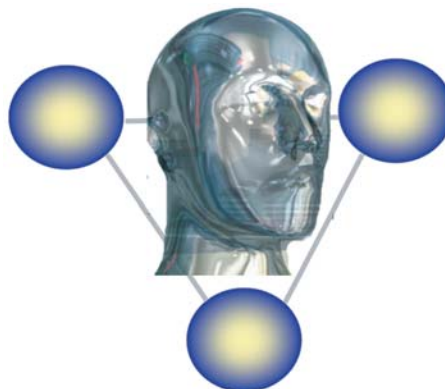
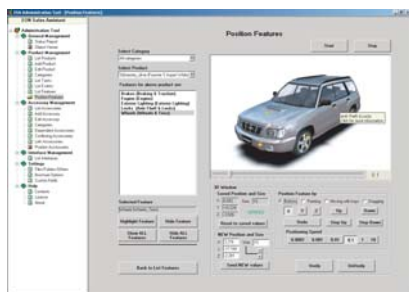


"EON Sales Assistant combines customer validated sales functionality with an easy to use 3D authoring environment and extensive support for various publishing formats from Internet to stereoscopic displays. Finally, our non-technical users can enjoy simple tools that addresses their corporate needs," said Dennis Cafiero, EON Reality's Application Development Manager.

The Turnkey Solution for Interactive Sales

In summary, EON Sales Assistant provides a complete experience with an active customer participation and a real-time immersion in the optimal virtual product arena.

Complete Software Tool



Interactive Displays



Virtual Sales Arena

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