

*"With EON Turbo, the already very successful 3D program on OfficeDepot.com can now reach out to all our prospective customers since the plug-in, platform and bandwidth barriers are now removed."*

*Henry Sauls, Director of Furniture, Office Depot*

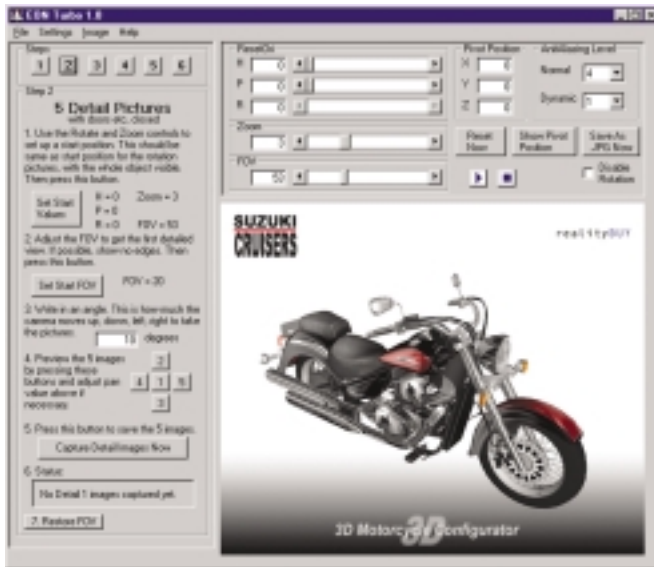
## Why use EON Turbo™ ?

Still today a large number of web visitors have slow modem connections and older PCs with limited graphical capabilities. For these users viewing interactive 3D has sometimes been a **challenging experience** with **long waiting** time for plug-ins to download and **less than optimal viewing** experience. **EON Turbo**, the latest addition to the EON family, **solves these issues**.



## Key Advantages

- **Improved customer experience** and **visual information**
- **Fast access** to 3D and **quick downloads** even on low bandwidth connections
- **Optimal viewing experience** with high visual quality even on old computers
- **Interaction: rotation**(auto or manual), **demonstration** key features and **detail view**
- **No plug-in** required
- **Platform independent**, compatible with 100% customer access (UNIX, Windows, Mac, wireless etc.)
- **Compact file sizes**, utilizing proprietary compression algorithms (available in extended version only)
- **Content conversion cost** - minimal once the content available in EON
- Integrated with EON Studio, thereby EON's visual programming-tremendous **production cost savings**
- **Value based price** strategy
- **Easy to use** interface



*EON Turbo Generator*

## What is EON Turbo™?

EON Turbo is an image based 3D publishing solution that **provides high visual quality content, fast downloads and 100% platform independence**. **EON Turbo Generator™** allows developers to convert existing 3D data as well as functionally animations to **easy publishing** on the web and wireless. **Users** can make hundreds of 3D objects readily available on the web or wireless in matter of minutes. The user can **rotate** the product, **look at** selected **details** as well as conduct a **product demonstration**. Content **updates** can be implemented with a **click of a mouse** compared with costly changes when using digital pictures or video.

*"The best sales tool we have seen in years."*

*Steve Barth, Dealer Network Manager, Suzuki*

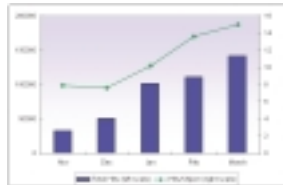
*"It is like having the **product in front of you** and the **sales person by your side.**"*

*Michael B. Berman, Product Manager, Dell*



## Retail-Return on Investment Example

- The total online sales increased **120%** for products that used EON's interactive solution vs. 64% for sales that use static pictures
- On average, **one sales transaction occurred for every fourth viewing** of EON 3D object
- The **total cost** for the EON's interactive 3D solution was **less than 1%** of the **incremental sales** generated



*Note: The sales were measured over a five-month period over 2 consecutive years.*

## Application Areas

- **Marketing and Sales Application**, providing the customers with a 360 experience of the product as well as product demonstration of the key features
- **Support applications**, installation procedures, user guides, repair and maintenance instructions
- **Interactive training** with complete visual demonstrations
- **Sustainable catalogs**, 3D content changes are rapidly addressed- one change in EON Studio can quickly update thousands of EON Turbo products



*"By using EON's solution at our **new product launch**, we have been able to provide our customers with **clear understanding of our products' key features.** It is like having the **product and an expert in one.**"*

*Angus Keddie, Product Manager BOC Edwards*



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