

YOUR STRONGEST ADVOCATE: A HAPPY CUSTOMER



Marketing budgets are thin. Competition for eyeballs is high. To catch the attention of potential customers, you need to engage as many of their senses as possible—without sending production costs into the stratosphere.

VidCast, a new service offered by NAVAJO, provides all the advantages of a video customer testimonial without the hefty price tag or production hassles. With NAVAJO VidCast, you'll receive a Web-optimized video of your customer saying all the right things about how and why your products or services made a difference for their organization.

How It Works

Your customer receives an easy to use, solid-state video camera in the mail that sits easily on a desktop and includes an on-board microphone. The device connects via USB, requires no additional software installation, and includes Web-based, interactive instructions to make the process as simple as possible. Working with your customers, we develop a script to guide them in the right direction. A live Web chat or a simultaneous conference call can help put customers at ease during the recording. Or, if they prefer, they can record the video later at their convenience. Customers can review the video and record as many "takes" as they like to ensure they are happy with the way they look on camera.

Camera in hand, they can take a quick walk around their office, chat with other team members and capture B-roll footage that can make the testimonial even more creative and authentic.

Once the video is recorded, customers simply transmit it back to NAVAJO via an easy, one-step upload process. NAVAJO edits the video to create a professional presentation, and your customer keeps the camera—a small but useful token of appreciation.

Benefits at a Glance

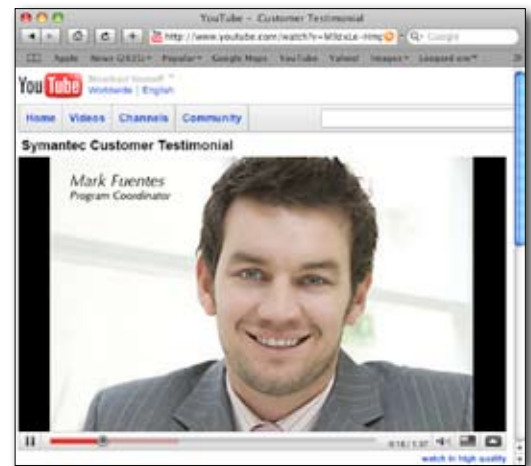
- High quality video
- Flexible interview options
- Fun and rewarding for your customers
- Audio repurposed for Podcast
- Fast turnaround
- Perfect vehicle for viral marketing



Innovative Yet Cost-Effective

Savvy marketing professionals are realizing that decision-makers—especially at technology companies—are becoming increasingly comfortable making purchasing decisions based in part on informal product testimonials circulated virally through new channels such as YouTube. NAVAJO VidCast gives you an effective way to reach these professionals. It's easy to promote and distribute. You can choose to stream the video from your Web site, provide links to downloadable audio Podcasts, or both. And NAVAJO can create a customized, branded presentation kit that can further boost your corporate image.

Here's your chance to grab a candid snapshot of your customers' success that can be used again and again—for press promotions, industry conferences, or bolstering your own Web site content. NAVAJO VidCast is the next best thing to making a happy customer available for a one-on-one conversation with your next sales prospect—at pennies on the dollar compared to what you'd expect.



NAVAJO VidCast testimonials proliferate quickly through multiple channels

Related services from NAVAJO Company

- Brochures and catalogs
- Data sheets
- Technical and business white papers
- Corporate publications
- Sales kits
- Direct mailers
- Package design
- Media communications

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