



# How Companies Fly.

*e-wings open up new markets,  
slash costs and raise intellectual capital*



# VirtualSoft migrates your enterprise to a new technological zone where the flow of 'rich media' knowledge accelerates response and action.

The premise is simple. When interactive knowledge flows freely through the veins of your enterprise, it nourishes the 'communities of practice' – the pilots – who chart your company's flight path.

## The impact of 'Knowledge-on-demand'

At one level, business is all about timing and speed. At another level, it's about revenue generation and cost controls.

Your commanders can negotiate both levels – midflight – by tapping the rich knowledge-on-demand resources authored by VirtualSoft.

Solutions from VirtualSoft reduce training bills by as much as 60%. Promote teamwork and productivity across your entire supply chain. Enlarge the scope of product launches, seminars and sponsored events. Create a platform for customer interaction. Build bridges with the media. And leverage intellectual capital on demand – whenever and wherever needed.

## VirtualSoft: e-wings of information

VirtualSoft transforms your information rich company into a knowledge-based corporation. When that happens, indexed information in rich-media formats flows through various offline and



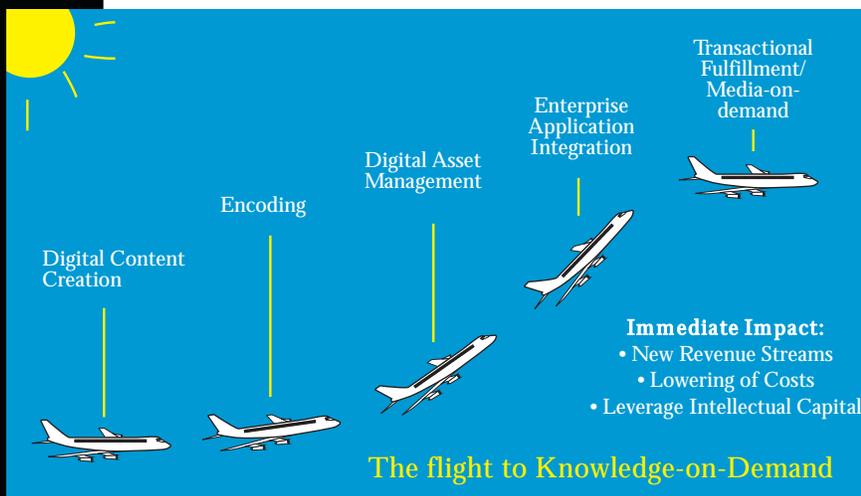
*Are you still in the turbo prop age?*

online tributaries. Empowering customers, employees, vendors and investors with knowledge on demand.

## Intranet Content Delivery Networks

VirtualSoft propels interactive knowledge through a customized Intranet Content Delivery Network or ICDN: a private corporate channel of 'broadband' quality.

A proprietary solution called vCode streams rich media content from inside your company's 'firewall'. vCode or VirtualCode produces rich media content of extreme clarity, while eliminating bottlenecks, congestion and unauthorized intrusions. VirtualSoft is among a handful in the world with ICDN expertise. Check the next two pages for possible flight paths.





**V**irtualWorkshops slash travel and hosting costs, raise retention levels and encourage enterprisewide participation. Viewers can access course material whenever they need it, returning to it for refresher doses.

The training modules, hosted on internet or intranet sites, reach every desktop on demand. Navigation aids allow each viewer to select sections of interest and relevance.

Each session is interactive. The viewer can fire questions and receive answers online.

The course material is delivered in the form of an elaborate multimedia presentation: a video of the trainer, multilingual audio, text, graphics and PowerPoint slides. The content can be revised and updated with ease and without undue cost.



**H**ow can you derive greater value from an expensive event? VirtualSoft's answer: an interactive webcast or VirtualCast. A webcast enlarges the target audience and prolongs the event through an online archive.

Footage can be VirtualCast 'live' and be stored for future reference.

PowerPoint slides accompany a video window for an extraordinary audiovisual experience. Rich media

streams and title graphics enhance the studio production.

A VirtualCast raises the impact of seminars, product launches, promotions, dealer meets, road shows, annual meetings and chairman/CEO speeches.



**T**he VirtualManager binds your workforce via online group discussions, video conferencing, remote meetings, threaded e-mail and rich collaborative tools. Result: Better coordination and teamwork.



**V**irtualClientell enhances the customer's experience through a rich channel of communication that streams high quality interactive video, audio, graphics and text. The system can simulate a showroom environment and create interactive product demonstrations through 3-D modelling and animation.



**I**n the near future, VirtualSoft proposes to have in place streaming PR service called VirtualVoice. Through it, you could host press releases in rich multimedia formats on a portal visited by a large community of journalists across media and geographies.

At a nominal cost, you could build bridges with print, electronic, radio and internet journalists.



*Without knowledge updates, can pilots fly?*

Your flight to new horizons begins with VirtualSoft



If your company lacks www presence, the answer isn't a mere website but VirtualImpact: A Web Ambassador that reflects your company's values and goodwill and catalogs its products and services with flair and style.

With the emergence of broadband, you could pack your website with clips of corporate spokespersons, product demonstrations, corporate events, training sessions and sales presentations.

Other embellishments: A powerful corporate introduction or even product usage and experience simulation (a test drive, for example) made possible by the graphic motion of 'flash'.



At VirtualSoft, rich media content development takes on a creative flavour. The disciplines of copy and art enter the equation.

Computer Based Presentations (CBPs) and Computer Training Modules (CBTs) are interactive CD-ROMs packed with action. Video, audio, 2-D /3-D animation and text add dimension, depth and motion to the message, creating a rich viewer experience. VirtualSoft's expertise lies in the entire development of CBPs and CBTs, from the thematic concept to compilation.

Electronic Reference Manuals (ERMs) transform sprawling and disorderly corporate archives into an intelligent corporate resource. Annual Reports, presentations design manuals, training manuals, minutes of meetings, company rules, employee records and customer profiles can all be compressed into digital data for instant distribution via CD-ROMs/DVDs, the internet, the intranet and extranet.

e-books combine text with rich graphics and multimedia. The format enhances corporate manuals, product demonstrations and even children's stories.

#### **Call for case studies and more information**

Find out how rich media strategies can help your enterprise re-engineer sales, service and fulfilment functions, slash costs, increase productivity, monetize intellectual capital and map new revenue streams. You'll discover new horizons: novel and interesting ways to fly your business with speed and precision. Like a seasoned pilot



*e-wings = Knowledge on demand = Speed + Maneuverability + New Horizons/ Functionality*



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