



A Stroke of Genius for Your Business

AV Product Resellers

You won't find today's customers using yesterday's marketing techniques



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“As a customer of iQ’s services for over four years, we know full well that we could not duplicate their services. We have gained many new, valuable customers as a result of iQ’s marketing program and source dealer locator. We find their services to be an invaluable asset to our overall sales and marketing activities.”

George Simmons
VMI, Inc. - California

“We utilize the many features offered through iQ to expand our own knowledge, improve our product base, and most importantly our customer and sales base.”

Kay Baker
Vice President; Sales and Operations
Film/Video Equipment Service Co., Inc.

With InfoComm iQ

you'll be able to tap into opportunities you never thought existed. It's up to you! You can use InfoComm iQ's powerful marketing tools to:

- Give your customers and prospects what they really want and need. iQ catalogs are used nearly 175,000 times each month.
- Enable prospects anywhere to find you, based on your product lines and geographic location through our locator functionality.
- Present an attractive, contemporary, current and marketing-oriented website
- Use our "new products" announcement program, iQ SmartAnnouncer, to keep your staff, customers and prospects aware of the many new products your company brings to the marketplace each month.

For AV dealers and integrators, InfoComm iQ is simply the best, most relevant online marketing tool available. It's easy to use, it's inexpensive, and according to hundreds of other customers, it's probably the single best marketing decision you will make all year.

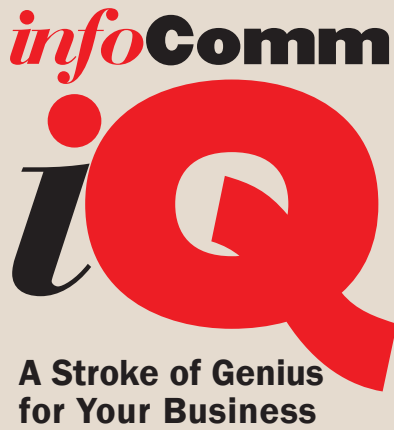
With around half a million iQ page views accessed by potential customers every month, shouldn't your company be listed when they come looking?

For more details and pricing information please contact:

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www.infocomm.org

InfoComm
INTERNATIONAL



"Utilizing the iQ catalog development tools we have significantly improved the quality and effectiveness of our web site. They were very intuitive and easy to use."

Earl Engle
President
Patlin Electronics

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Here is the iQ "baker's dozen" of great marketing solutions. Contact your iQ sales representative for a proposal that's right for your company.

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| 1 | iQ SmartSource Customized product catalog created and maintained exclusively for your website. |
| 2 | iQ SmartCatalog/I Our tools allow you to create a custom integrated solutions catalog exclusively for your website. |
| 3 | iQ SmartCatalog/R Using our tools you can create a dynamic web-based rental catalog. |
| 4 | iQ SmartCatalog/S Show examples of your staging services on your website. |
| 5 | iQ SmartInfo News and tips from the AV industry plus a customizable calendar of events and a self-published channel you can update quickly and easily. |
| 6 | Find a Source Link Your company offices listed in hundreds of iQ catalogs designed to funnel new business opportunities to you. A simple zip-code search helps customers find you first! |
| 7 | Find a Source Link - Premium Upgrade your link to stand out. |
| 8 | Find a Source Link - National Tell the market you provide your services nationally. |
| 9 | iQ SmartShowcase Allows you to select specific products for your catalog from the extensive iQ database. Feature products in the order you prefer. Unlimited price profiles and username/passwords allow special pricing for special customers. |
| 10 | iQ SmartPublishing Create your own product packages or system profile data sheets for exclusive display in your iQ catalog(s) using the easy-to-use, fill-in-the-blanks form. |
| 11 | iQ SmartLook Customize the look and navigation for each of the iQ products you purchase. |
| 12 | iQ SmartAD NEW program allows dealers to display select manufacturers ad banners within their catalogs. Many manufacturers are offering co-op funds directly to their approved dealers. |
| 13 | iQ SmartAnnouncer NEW program allows dealers to participate in a "new product" email announcement program. iQ will send monthly e-mails, on your behalf and with your branding, to the customers and prospects that register on your website and/or your company staff. Each email contains live links back to the new products in the catalog on your website. |