



## **INTERACTIVE BUSINESS CARDS** **- The innovative multimedia marketing tool**

CD business cards offer you the chance to present your organisation in a variety of interactive ways. These are far more informative than standard printed business cards. This revolutionary product is essentially a business-card-sized CD-ROM's that can play in any computer CD drive, giving you the ideal platform from which to present your business.

### **Advantages of using an Interactive card.**

The interactive card can link directly to additional information on your company website when used in conjunction with a PC connected to the internet.

For example, you may have a company video on the card and a link to your latest products and prices. As we all know, products and prices change on a regular basis, if these run from a web application, the information never goes out of date saving time and money printing new brochures.

“An interactive card is generally a more cost effective solution than printing brochures and traditional business cards. They have a long shelf life and are far more durable and hard wearing than one would expect. It has less chance of being lost beneath a pile of paper, and is more likely to be shown to other people, because of the novelty factor.” Describes Tom Sykes, the company's Sales Director.

Anything that can be digitised can be put onto these discs containing the capacity of 40 standard floppy discs. That's 50mb! You can show everything a potential client needs to know about your business, from a full company presentation, details of products and services, interactive location maps through to automatic links to your company's web site.

As the card is so small it's a discreet and dynamic way of introducing your company and services as well providing the recipient with all the information found on a normal business card.

“Video is a powerful way of introducing yourself to a new or existing client and many of our customers utilize this feature when producing their card” enthuses Paul Hooper, Managing Director.

First Sight Media also offer the solution on personalised USB flash drives. The main content can be locked allowing the user to benefit from the additional re usable storage space that the flash card provides.

**For additional information on this dynamic product please view our Interactive Media Page, give us a call on 0800 072 8753 or use our contact form. With no obligation; there's nothing to lose!**