

sagaxis

ViewMail System Overview

"By the year 2005, Video e-mail or pointers to rich content media will replace text messages as the online communications mechanism. Text-based emails will seem as archaic as black and white TV." **Forrester Research**

"Online advertising is roaring back... in fact, online advertising will grow to \$14.8 billion by 2008... and, rich media advertising should represent more than half of that total." **Jupiter Research**

According to Greg Stuart, CEO of **Internet Advertising Bureau**, *"Marketers have figured out that (online is) where consumers have moved."*

The question is, are you ahead of the curve or behind it?

Are your customers waiting on you to deliver a solution or are they already seeking a solution from your competitors?

Sagaxis has created the first rich-media video email message delivery solution – ViewMail

Sagaxis ViewMail is the most powerful electronic messaging product available on the Internet. It is the first email delivery system to combine customized HTML user content with TV-quality video technology.

ViewMail allows you to utilize the latest in Internet messaging technology and, because it is so simple to use, virtually anyone with a PC can use ViewMail to communicate more effectively, deliver more powerful messages and build stronger businesses.

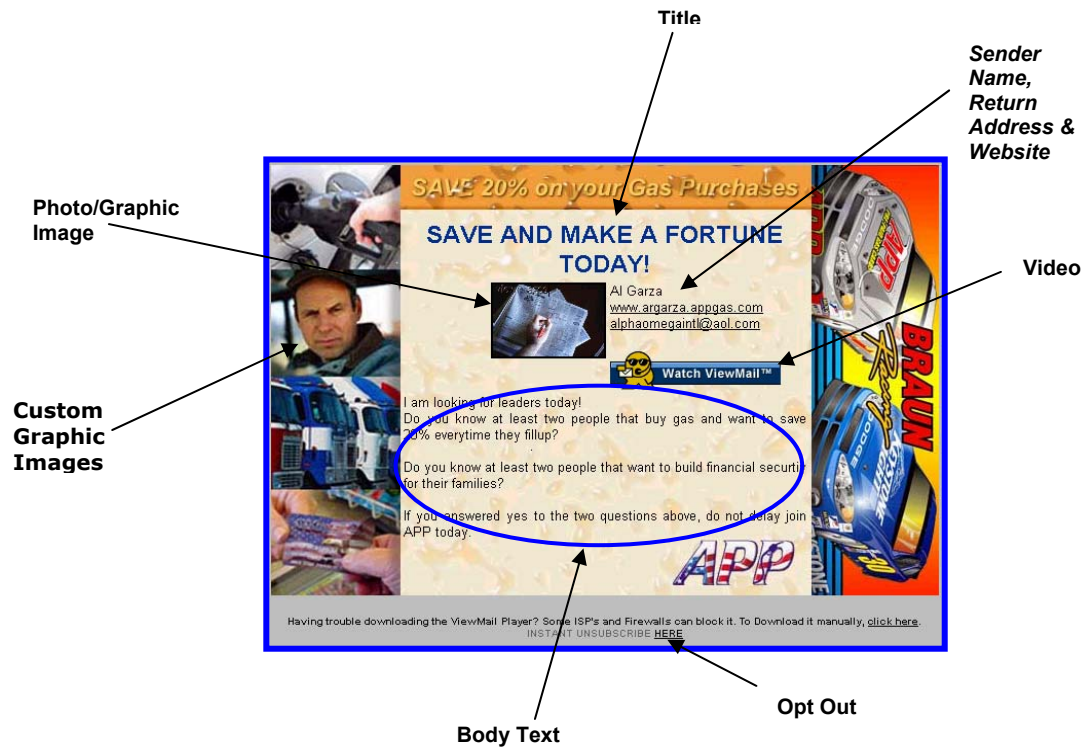
Nothing compares to the power of video and now with Sagaxis ViewMail, your message can be heard and seen by thousands, even hundreds of thousands of business prospects.

Video email is here and it is the next big thing.



Interactive Components of ViewMail

Developing a single ViewMail message, or a complete ViewMail marketing campaign, is completely interactive and so simple to use, even a child could create a ViewMail in less than 5 minutes. ViewMail components are illustrated and described below.



Nothing could be easier. Just follow the online instructions:

- Step 1: Name your campaign
- Step 2: Choose a custom template
- Step 3: Title your message
- Step 4: Insert a Graphic or Image into your message
- Step 5: Attach your personalized video message (ViewMail)
- Step 6: Type your personal message (body text)
- Step 7: Input your personal information (email, website, name)
- Step 8: Send your message to one or thousands of email addresses

It's that simple!

Who needs ViewMail?

Originally, ViewMail was developed to allow people a better way to communicate with friends and family. However, quickly after its release, ViewMail became one of the most flexible and powerful e-marketing tools for small- to-mid sized businesses. The uses for ViewMail are almost endless. Here are just a few successful uses of the product to date:

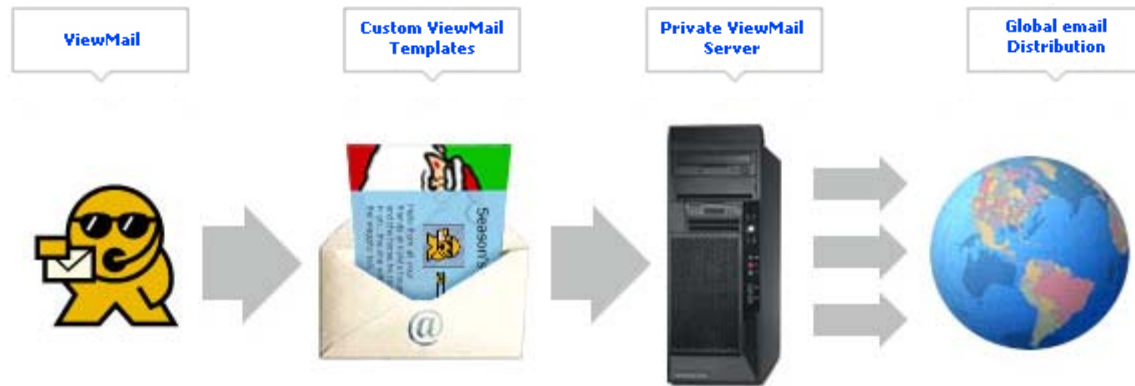
- Personal Greetings – happy birthday, get well soon, etc.
- Break-the-Ice Product Introductions
- Unique Friendly email Correspondence
- Customer Prospecting
- Thank You Notes
- Company Updates
- Corporate Announcements to Employees
- Special Offers
- Event Invitations / RSVPs
- Non-Profit Solicitations
- Fund Raising Efforts
- Product Demonstrations

The types of businesses that are using this exciting new e-marketing tool include:

- Service Providers
- Entrepreneurs
- Non-Profit Organizations
- Network Marketing Professionals
- Advertisers
- Resellers
- Local / Regional Entertainers
- Politicians
- Charities
- Retailers
- Auto Dealers
- Students
- Recruiters
- Realtors
- TV / Radio stations
- Sales Representatives
- Customer Support personnel

Say "happy birthday" like you mean it. Don't just send an email, send a ViewMail. With ViewMail you can send an HTML (web) email by choosing from a list of ViewMail templates. And, best of all, you can attach a personal video email message. So, not only will you be saying happy birthday in style, the person receiving your message will be able to see and hear you saying "happy birthday!"

Service Provider & Distribution Partnership Options



Sagaxis provides several options for Service Providers and Distribution partners including a complete turnkey “private-label” solution. All components of ViewMail can have your brand and reference your website for more information. This solution includes:

Custom Personal ViewMail Templates

ViewMail includes a suite of standard user templates for all kinds of special occasions. Each of these templates will include your logo.

So, when your customers send a ViewMail, they'll also be marketing you.

This is the ultimate “permission-based marketing” campaign for your business.



Your hyperlink goes here

Custom Corporate ViewMail Templates

In addition to the standard personal ViewMail templates with your branding, Sagaxis can also create custom ViewMail templates for corporate use.

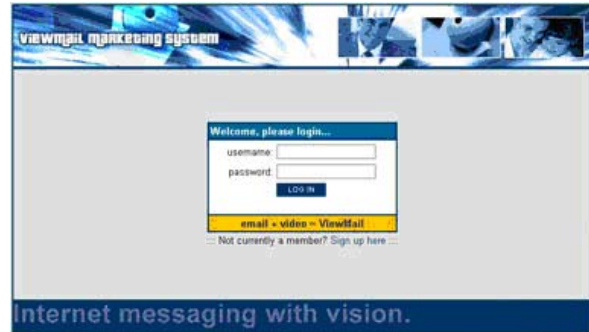
So, with your own library of ViewMail templates, you and your representatives will be able to use ViewMail to promote all of your products and services to existing and prospective customers.



Private-labeled ViewMail Interface

As with the ViewMail templates, the ViewMail Video Server and User Account Interface will also be completely branded with your corporate identity.

So, as your customers use ViewMail, every step of the way they'll be reminded that the service is provided by you.



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Your logo here

Convert Corporate Video Files

Sagaxis will help convert your library of corporate video files for use by your marketing professionals.

Please contact sales@sagaxis.com for more information.