

# OEM Marketing: Expertise, Experience, and Capability



## In Early Release...

When you need a photograph of a yet-to-be-released or prototype product, OEM Marketing can produce a finished photograph or illustration from engineering drawings or prototype parts.

Use this capability to bring advanced training to the sales force with static "photographs" or animated product demonstrations. Provide photographs to the new products editor when the photo session is still weeks (or months) away.

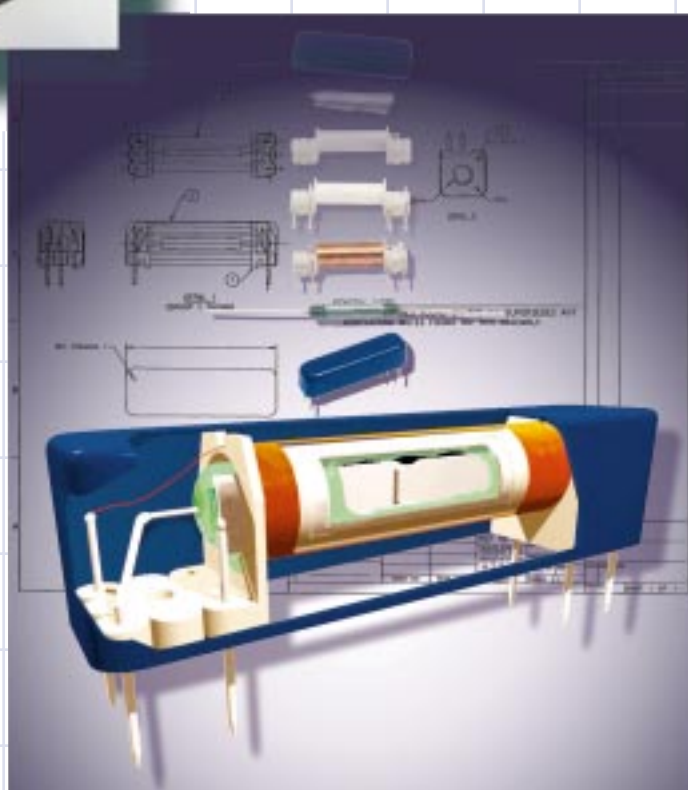
## Technical Documentation Prepublishing

OEM Marketing possesses both technical education and direct industry experience in sales engineering, applications engineering and product marketing. With our extensive prepublishing expertise, we provide you with a single source for the copywriting, design and production of any type of documentation you may require.

At right is a sampling of the projects we have completed.



These two images show a press release photo created from a photograph of an unmarked prototype and a finished cutaway drawing created from a set of prototype component parts.

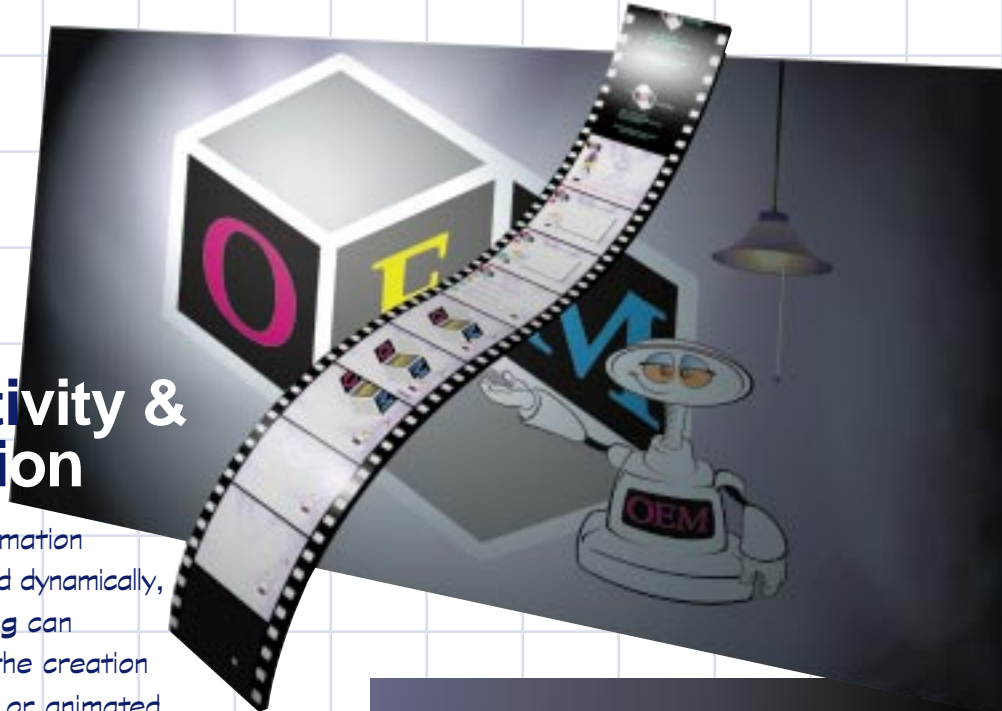


## Interactivity & Animation

When your information is best presented dynamically, OEM Marketing can assist you with the creation of an interactive or animated vehicle for your message. From custom-created cartoon characters to help break the ice, to products that assemble themselves out of their component parts, we will bring your ideas to life with live or completely computer-generated footage.

Use these capabilities for post-sales or reference documentation, training materials, a World Wide Web presence, or to help your sales force or customers visualize a complex concept. These are but a few of the specific areas where OEM Marketing can effectively apply animation and interactivity for distribution on CD ROM, on-line, or both.

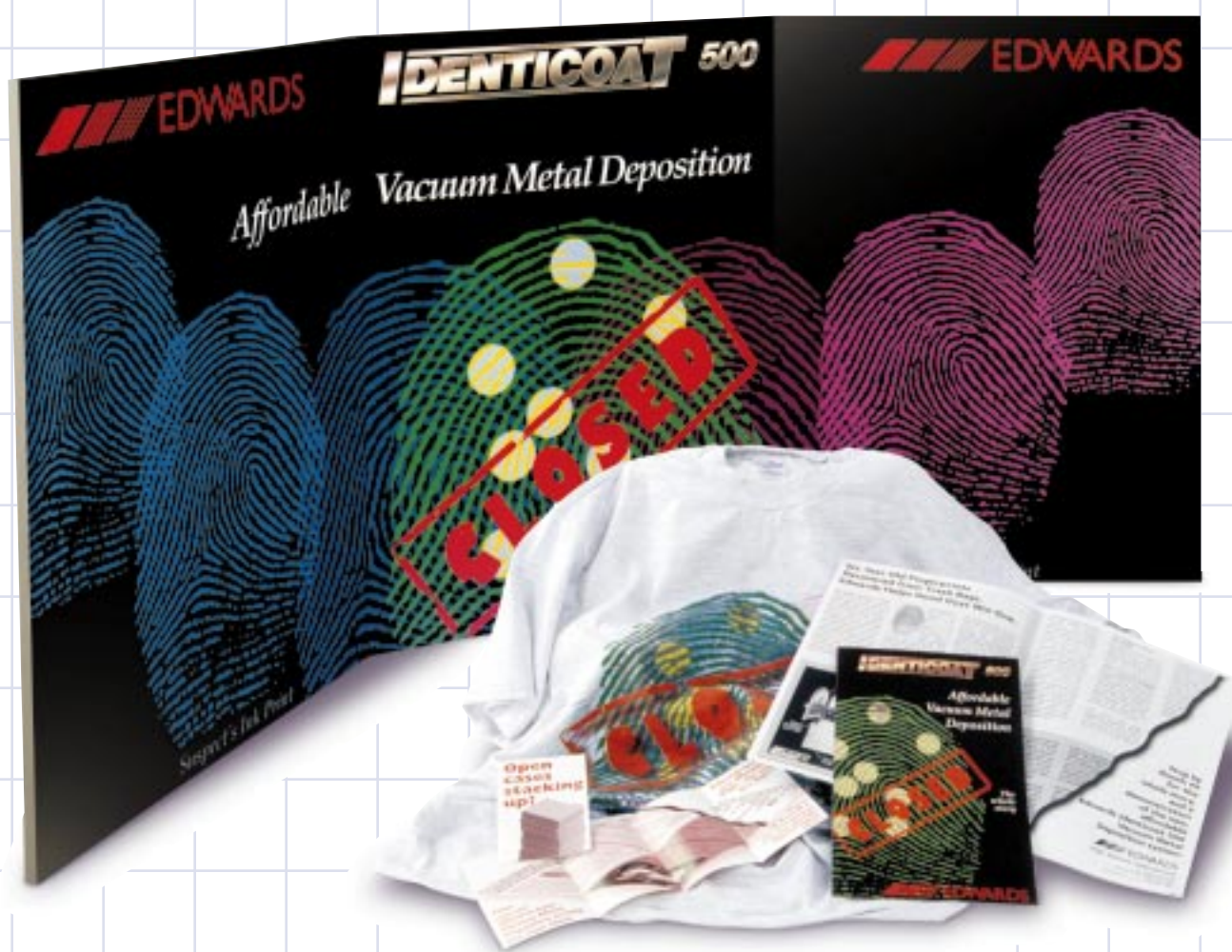
"Gig", the little character in the upper image at right stars in OEM Marketing's own interactive demonstration; the lower image contains a number of screens taken from a multi-level, electronic catalog project.



## From Project to Plan...

With your strategic objectives and budget constraints as guidelines, OEM Marketing can work with you to define an overall tactical marketing plan to achieve those objectives. When the plan is already in place, we can help you execute a single piece or the entire coordinated effort.

This image is of a coordinated product introduction including pre-tradeshow mailer, tradeshow guide advertisement, pre-sales brochure, tradeshow t-shirt giveaway, and tradeshow booth graphics (4'x 9'; not to scale).



## Foundation:

### Engineering Expertise

Combine the following and augment with 20+ years of direct industry experience:

- Sales Engineering;
- Applications Engineering;
- Fluent translation among the languages of Engineering, Marketing, Sales, and Customer.

## Supports:

### Sales & Marketing Experience

Assemble high-level Sales & Marketing support with:

- assistance in completing a long list of tasks all assigned First Priority;
- an efficient exchange of project information among all disciplines of client staff using technical knowledge and marketing experience to decrease client staff workload;
- an in-depth understanding of the product, its advantages and disadvantages, markets, distribution, and competitors;
- a staff extension with 20+ years of experience in Sales Engineering, Applications Engineering, and Product Marketing.

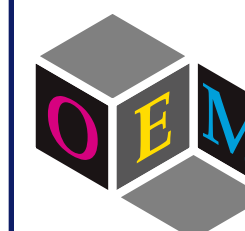
## Technical Prepublishing Capability

10+ years of leading-edge graphic design and prepress providing:

- a resource for the latest pre-publishing tools and techniques available to create any means necessary to carry the marketing message to customers;
- print and electronic distribution;
- ability to work on a project basis or toward implementing a complete tactical marketing plan.

#### NOTES:

1. Single source for copywriting and production of all types of technical documentation.
2. Fluent in languages of Engineering, Marketing, Sales, and Customer.
3. Flexible, works on project basis or helps with entire campaign.
4. Works from either Engineering or Marketing side; integrates very well with both.
5. Call to set up an appointment: 603-647-6584.



# OEM Marketing Inc.

DWG. NO.	603-647-6584
REVISION NO.	080915R1
DATE	SHEET 1 of 1

TITLE  
**Expertise,  
 Experience, &  
 Capability**

