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Press Release

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TakeAIM Introduces Interactive Slides for Online Financial Presentations

CAPISTRANO BEACH, CA—TakeAIM today introduced Interactive Slides© for presentations over the Web. First launched with financial industry sales applications, the company's new proprietary technology permits presenters to show remote viewers a slide with information that the viewer can modify or approve.

As a typical example of interactive slide technology, TakeAIM CEO Douglas Wolfgram demonstrated an application for telephone sales of home mortgages. Displaying a slide to users at remote locations viewing on Web browsers, Wolfgram simulated a Personal Presentation from a telephone salesperson. With an interactive slide containing three sample loan calculations based on loan amount, interest rate, and loan period, he showed how a remote viewer could adjust the onscreen information to calculate and compare actual monthly payment options, using only a mouse. When actual mortgage customers create information using the Interactive Slide in this way, TakeAIM's system records the inputs and stores them in a database for estimate reports.

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"This is one of numerous examples of a presentation over the Web that requires information from an audience member to complete a sale," explained Wolfgram. "We developed Interactive Slide technology responding to our users' requests. Selling or informing over the Web is often a two-way process. Lecturing in one direction can't close a sale or create an agreement."

The TakeAIM Web site www.personalpresentations.com is headquarters for TakeAIM-PRESENT, a Personal Online Presentation Center that enables users to "convert an ordinary phone call into an online Personal Presentation with just a few mouse clicks."

About TakeAIM:

TakeAIM's founders have been developing and implementing sales and marketing technologies for nearly 25 years. They boast extensive experience in numerous technologies, integrated to tackle the full spectrum of sales and marketing issues. Their online services emphasize creation and delivery of high-impact direct presentations, data collection from prospect interactions, and customized reporting for sales and marketing management. Their past clients have included Toshiba, SGI, Philips, NEC, ITT, Litton, Fujitsu, and HP.

TakeAIM's integrated technologies include interactive graphics, database management, networking, Web applications, CRM, and SFA. The company also offers a wide array of services, including marketing strategy development, presentation development, graphics and copywriting.