



JON OTTO PRESENTS: SCODIX THE BUSINESS DIFFERENTIATOR

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Introduction

My name is Jon Otto and I'm with Visions. Today, I see a lot of people I saw last year, when I was here. I didn't have a Scodix last year when I was here. In fact, I was actually being wined and dined as a purchaser from Scodix last year. We were wined and dined, by HP and HP wanted us to buy a 12000, and Scodix wanted us to buy an Ultra. They were both afraid that we won't have the budget to do both. We didn't know how we were going to do both, either.

Today I am here to tell you we have a HP Indigo 12000 digital press and a Scodix Ultra enhancement press sitting on our floor. We probably have one of the most sophisticated digital press rooms in the Upper Midwest when it comes to technology and this transformation was within a year.



*Jon Otto, President & CEO,
Visions Inc. Brooklyn Park,
Minnesota, USA*



We are really not that different than most of you sitting out there. What makes you different? How many of you and I know there's a few of them out there, have a Scodix sitting on your floor? Well, thank you for being early adopters. When I saw what I can do with this, or our company can do with this, it got us excited again. And you know what? Our customers are excited too.



About Visions Inc.

Visions Inc., has been around since 1985. We're a Native American owned company. We have a very innovative service offering and we have a footprint that delivers across the United States and Canada.

Enhance Your
Competitive Edge



Scodix
Foil



Scodix
Sense



Scodix
Spot



Scodix
Braille



Scodix
Metallic



Scodix
VDP/VDE



Scodix
Glitter



Scodix
Crystal



Scodix
Cast&Cure

Selling Scodix enhancement jobs

What we've done is coined this digital enhancement, this extra sensory print, because it brings images to life. This equipment allows you to make another connection with your customer. The fun thing to watch is our sales person come back from an appointment, after they've been demoing Scodix, and see that their eyes are big and they're smiling, because their customer has said that they're excited about what they've seen.

A look at the Scodix applications and customers reactions



If you take a look here, you can just see the raised surface, and the multiple foils, you can actually feel the difference. You're creating an experience. Print is now becoming an experience.



Now look at these foils. look at these greens, these beautiful foils. Then you're laying poly on top of them, so you're adding texture on top of them. Just look at what you can do!



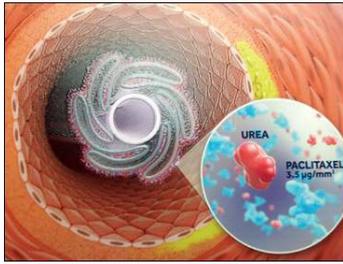
This is actually a metallic look. You can't even tell it's metallic, but you can actually start seeing the texture with the lighting on these pages.



3M came to us and said "Look, we want to launch this new product, and we want to make a splash. And we don't know how to do it. So, can you help us"? And, it just so happened, that my Scodix press was installed the week before., and the installation team was still there, and they were working with us. So, we printed this up, ran a sample and a demo.



Zooming in on this, you can see the raised surfaces, you can see what we did and how we created this diamond pattern affect. When we delivered this to the customer, they said, "hands down, you guys won the project and we need 250 sales kits, to make this product launch."



What we were able to do with Scodix, is put the texture in the image. "People were lining up to get their brochures", which a direct quote from them.



This customer came to us and said, "Look, I want to sell jewelry. I got to sell jewelry and I need something that differentiates". We actually enhanced the print with texture, and we even dropped little specks of foil in there, so when you turn this page, it glimmers. We sent it back to the customer, and they said, "Oh man, we love this, this is great." What they told us is: "you have our business, from now on."



Direct mail's got life! The response rates that we're starting to drive and what our customers are telling us is that their response rates are starting to go up, you're providing added value and you're providing benefit. This change is happening because of the enhanced piece vs. a non-enhanced piece. We are bringing that value to them.



What Scodix is doing for us, it's opening up markets. It's getting people excited about print again, and it's allowing us to actually provide the differentiator that our customers are looking for.



It doesn't have to be complex. You can do very simple techniques and be extremely affective. So many different applications you can think of to apply this to. And you don't even need to print color. You can actually just lay down poly or foil.



Foil is starting to take on a whole new life, because you can use foil on short runs, you don't have to do long runs.



How Scodix has enabled growth and affected our ROI



The Scodix press has allowed us to open up new markets, improve our ROI, get business that actually wouldn't have come to us before. It positioned us as a technology leader.



The question I ask you guys is; What's your differentiator? Do you have one? Are you looking for one? Like I said, last year I was a buyer, this year I'm a speaker, that's how fast this can happen. Our HP 12000 and Scodix Ultra has dramatically enhanced our business, and actually enhanced our reputation within our market place.

Scodix as a partner and final thoughts

The Scodix organization, the people, they have a philosophy, that blew us away. They understand that if we are successful, as owners of their equipment, that they're going to be successful. They do everything in their power after they sell it to us, to ensure that we're successful. If something goes wrong, something goes down, in equipment, it happens, they're there. They're making sure that we're up and running, and we're able to function and deliver.



You don't just buy something, you purchased into a family, and you've got a partner that's really interested in making sure that you succeed.



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