



## Your Business is the Star with HERO



What if you had your own TV channel that could broadcast a weekly or monthly video message to each one of your customers? It can be yours with a new value-added module to the HERO® ordering solution from Ai2. Use dynamic video messaging to tell customers about shippers, specials, or pre-books. Showcase new products and lines. Make company announcements in a powerful and modern way. Send a special greeting or holiday message. It's like your very own TV channel targeted directly at your customers, who are seeing your message right before they place an order. Your customers will appreciate the personal touch and you'll love the communication capability. There are a lot of cooperative marketing dollars out there, making this a potential new revenue stream for your organization.

Here's a quick way to make a video that each of your customers will watch as they open the HERO® application.

You'll need:

- A digital camcorder and tripod
- The ability to import video to your computer
- Editing software - Windows Movie Maker comes standard with Microsoft Windows or you can use Adobe Premiere
- An actor or someone from your sales team



Shoot your video in your warehouse holding products, on your docks as the staff loads trucks in the background, or in an office with the executive team. Keep it short and sweet - under 30 seconds total. Try to stick to one message per video. Smile!

Once you've got it recorded, import the file into your computer. Edit the clip and add a title card or your company's logo to the beginning. Save it as a .WMV file and give it to your HERO® administrator for delivery to the retailers of your choosing. They'll get the video with their normal file updates and it will play automatically when they open HERO® to place their next order. It will expire when you choose.

Not a HERO® user yet? Call Ai2 today and get your demonstration of all the great benefits of this powerful ordering solution for your customers.



**(800) 835-3200**  
Or visit **www.ai2.com**

