



PRODUCT
OnlineKAT

SHORT DESCRIPTION
Paging catalog on the Internet

APPLICATION
Paging online catalog with ordering functions

BENEFIT
Perfect connection of print and online



Perfect connection of print and online

By using OnlineKAT you increase your revenue, strengthen your position in multi-channel marketing and maintain a constant overview of the success of your advertising materials through the Controller- and Statistics-Tool.

OnlineKAT is the innovative solution to efficiently integrate print and online. Your advertising materials are animated, can be paged, and are embedded into your website along with an integrated ordering function. Many more features such as sound, video, and 3D-animation integration provide your customers with an excellent value add and invite them to a virtual window shopping and buying experience.

Turn pages like in the printed version, click to activate and order per mouse click: online shopping could not be more intuitive and simple.

Benefits

Your benefits

- Simultaneous strengthening of print and online
- Cost-effective testing of foreign markets
- Support for call centers and customer consultants
- Options for user behavior analysis

Benefits for your customers

- Quick search, find, and ordering of products that were discovered in print advertising media
- Emotional product presentation in the goods environment of a catalog two-pager

The most important functions

- Reuse of existing print data
- Product linking to your web-shop
- Extensive navigational elements
- Zoom function for stepless detail magnification
- Fully customizable
- Enrichment with audio and video files
- Controller-Tool for success control
- Statistics-Tool to analyze user behavior

Main functions

1



Page like in a print catalog and order per click

Your customers page through OnlineKAT in the same way as they browse through the printed catalog they are used to and are navigated through the product range intuitively. With just a few clicks your customer can order the product.

2



Detail zoom

With Super-Zoom you get a detailed view of the products in a way that is not possible in print. Your OnlineKAT automatically adjusts to the monitor size of your customers.

3



Full-text search

Free-text search offers your customers a fast and comfortable listing of the desired products. The search results can be shown easily and directly.

4



Detailed information

Make additional information from your databases available to your customers or provide information about current price reductions and availability directly next to the selected product.

5



Bookmarks and thumbnail view

Through digital bookmarks and the thumbnail view the customer stays on top of things. The customer can get to the desired page quickly and while browsing will stumble upon other offers that attract attention.

6



360° view, sounds and video

Present your products from all sides and with all functions and integrate video and audio files directly in your OnlineKAT e.g. for virtual fashion shows or image videos.

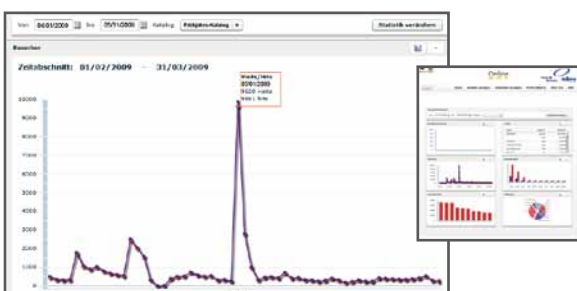
7



Controller-Tool

View your key performance indicators (sales, gross margins, returns, etc.) for each item and each page in OnlineKAT. The Controller-Tool is for internal use – any confidential numbers remain protected in any case.

8



Statistics-Tool

Analyze the usage patterns of your customers. You identify which pages and products appeal to your customers helping you gain the necessary insights to optimize your catalog.

KLINGEL

Marcus Noe, Manager E-Business, Robert Klingel GmbH + Co KG

„With OnlineKAT we can build bridges between the print and online offering, which is important for our customers. This way our users have an optimal overview of the entire product range across multiple channels and while doing so also can view it online through emotionally designed pages – a true value add.“

heine
IMMER ETWAS BESONDERES

Kati Lu Kühnberger, Channelmanagement,
Site Management & Technology Manager, Heinrich Heine GmbH

„With OnlineKAT we have found the ideal solution with which we can probe new foreign markets without incurring the high costs of printing another catalog in a quick and cost-effective manner. We save valuable time in this way and minimize the investment risk when cultivating new markets.“

design for life
hessnatur

Ingo Bittner, Marketing & Sales Manager, Hess Natur-Textilien GmbH

„With OnlineKAT we can present our catalogs attractively and interestingly on the Internet. We reach new customers fast and in an uncomplicated manner. However, our loyal customers also enjoy the possibility to browse our catalogs online. To us, a leading provider of natural textiles the benefits are clear: Reduction of the spreading loss for print catalogs, high level of flexibility, and most importantly: it is environmentally friendly and protects our natural resources.“

OnlineKAT is one of our innovative products. Upon request OnlineKAT can be fully integrated into our unique multi-channel system OnlineMediaNet. The unbeatable benefits of both solutions are combined to achieve maximum efficiency for your marketing.



Meyle+Müller GmbH+Co. KG
Maximilianstraße 104, 75172 Pforzheim
GERMANY
Telephone: +49 (0)7231-941-0
www.meyle-mueller.de

w&co MediaServices München GmbH & Co KG
Fritz-Schäffer-Straße 2, 81737 Munich
GERMANY
Telephone: +49 (0)89-678003-01
www.w-co.de