



CMO Digital

## Custom Branded Audio & Video Players

### Executive Summary



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# CMO Digital

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## Mission Statement

To build a business vertical that connects CMO Digital’s manufacturing strengths and business knowledge with Corporate Partners to create a long-term synergy that will bring profit to both CMO America and its partners.

## Executive Summary

### Overview

CMO Digital is a unique delivery vehicle for audio & video devices, accessories and content, in partnership with companies who want to reach a distributed user community with audio and visual content to serve their specific needs.

The program is an action plan for distribution of digital content serving three main categories – Corporate Training & Promotion, Medical Device training, and Pharmaceutical education and promotion.

### Business Focus and Strategy

#### Corporate Training

One of the first applications of our solution was with Automatic Data Processing, the national payroll company. **ADP has a large remote sales force** and wanted to take the materials that their prestigious training team creates and distributes, and make it more mobile.



# CMO Digital

In working with the ADP National Sales Force training team, CMO Digital was able, in 45 days, to **manufacture, customize, load** 100's of files, and deliver the ADP iLEARN training device. (see [www.cmodigital.com/adp](http://www.cmodigital.com/adp) )

ADP has made the device a **standard tool for all new hires** into the National Sales Team. Each salesperson is given an iLEARN device loaded with Roll plays scenarios, Interviews, Training Lessons, Mock Sessions with CIO's & CEO's, just to name a few examples.

The key benefit is that when their sales team is on the road, getting ready to meet with a prospect, they can review the Best Practice about the product or meeting with a specific type of person, and **have the ideas fresh in their mind** prior to their meeting.

Additional benefits to them included:

- Non-invasive software that does not require mandatory internet updates (like iPod)
- The ability to **pre-load content before distribution** so you can hand your users the information you want them to have.
- Excellent branding possibilities. Corporate logos can be placed on the players, accessories and the opening/closing animations.
- These players can be corporate branded give-a-ways, for the best customers or top producing employees.
- Long shelf life allowing for additional future digital downloads.

## ***Medical Device Training***

There are three key groups within a Medical Device organization that can benefit from the CMO Digital AVP. First and foremost is to use the tool as a hands-on training device.

A medical device company who sells high ticket items that usually require a great deal of training and support can utilize the AVP to reduce training and support costs in the field by providing audio & video presentations that will allow the users to watch the training while standing with the machine, or listening to step by step instructions on how to operate the machine.

Additional user groups would be internal or external sales reps, and technical support teams.

- **Medical Sales Reps**
  - Internal Training about current and new products
  - Listen to role play scenarios and interview sessions
  - On the road training tool – keep ideas fresh before a meeting
- **Doctors & Nurses**
  - New Product Launch, Education materials and Training



## CMO Digital

- Keep notes with the integrated Voice Recorder
- Reduce calls to support with onsite video reference tool
- **Marketing Team**
  - Brand Recognition on an Educational Training device
  - Ability to offer new downloads to keep the tool in the hands of the Doctors & Nurses

### ***Pharmaceutical Drug Promotion***

Recently, the Pharmaceutical Drug promotion industry was given a giant challenge with **changes in regulations**, removing all types of promotional materials from the list of what can be given to doctors. Pens, pads, etc - all removed from the list.

The CMO Digital AVP is a great tool that will serve both to **educate the medical industry** on all aspects of a new or existing drug that is in the marketplace, as well as serve as a **strong promotional item** that Doctors will want to keep hold of.

The tool will also allow new downloads to be delivered in a very inexpensive way to **continue the education of the medical staff**, and keep the name of the drug in front of the doctors.

Additionally, the AVP can be used to continue the education of the Drug Reps in the field, using **remote training methods**.

Similar to the Medical industry, advantages for each user group include:

- **Pharmaceutical Reps**
  - Internal Training about current and new products
  - Listen to role play scenarios and interview sessions
- **Doctors & Nurses**
  - New Product Launch, Education materials and Training
  - Keep notes with the integrated Voice Recorder
- **Marketing Team**
  - Brand Recognition on an Educational Training device that meets new Pharmaceutical standards
  - Ability to offer new downloads to keep the tool in the hands of the Doctors & Nurses



# CMO Digital

## The CMO Digital Solution

**Unique Digital Player** – The first action after becoming a CMO Digital partner is to identify audio and video content can be loaded onto a CMO designed Audio & Video Player (AVP) with intent of educating and communicating with a distributed user community. These devices will be unique in that they will be branded with the name of your team, company or product name, plus offer you the opportunity to continually update the available content to a remote user group.

**Digital Player Accessories** - CMO Digital, through its manufacturing partners, will work with you and brand various accessories that can be sold on the website – with your logo on the product. An example would be a retractable stereo headset or car charger. This enables you to continue to promote your brand and have new reasons to reach out to your user group.

**Support Website & Downloads**– Once the user group has the Digital player in hand, they will then be able to add additional audio and videos on their new device. CMO Digital will work to set-up your own customized website using our existing turn-key solution that will allow your users to download additional content that you make available to them.

See the following example:

INDIVIDUAL COMPETENCY UNPARALLELED EXCELLENCE **iLEARN**

**ADP** National Account Services  
Sales Learning & Performance

**ADP**

Jan 08 2006  
12:00  
My Music  
iCUE  
BACK VOL

Video Demo Audio Demo  
360° Demo

Player Content  
FAQ  
Specifications  
Contact Us  
Downloads  
Buy Accessories  
Check Your Cart

**The ADP Music and Video Player**  
This "Customized Music and Video Player" offers corporate users the opportunity for specialized training and communication to both internal and external teams.

**Possible Player Content:**

- Internal Audio and Video Training tools such as mock interviews
- Power Point Presentations (converted to AVI) for users on the road

**Benefits Include:**

- Excellent branding possibilities. Corporate logos can be placed on the players, accessories and the opening/closing animations.
- Non-invasive software that DOES NOT require mandatory internet updates.
- The ability to pre-load content before distribution so you can hand your users the information you want them to have.
- These players can be corporate branded give-a-ways, for the best customers or top producing employees.

CMO Digital – ADP iLEARN User Site

[www.cmodigital.com/adp](http://www.cmodigital.com/adp)



## Summary

The marketplace continues to become more and more clouded; the CMO Digital AVP can offer you an opportunity to set yourself apart both internally and externally, as a sales tool for your sales team, and a training tool for your customers.

The CMO Advantage:

**Turn-Key Solutions** CMO Digital has existing relationships as a manufacturer of Digital players and accessories, as well as the download solution, and is experienced in dealing with the technology market both in delivery and support.

### CMO Digital's Strengths

- International sourcing experience
- Domestic market knowledge
- Business solution & delivery track record

To learn more about CMO Digital, and the opportunity described in this document – go to [www.cmodigital.com](http://www.cmodigital.com), or contact CMO Digital at 941-870-3056.

