



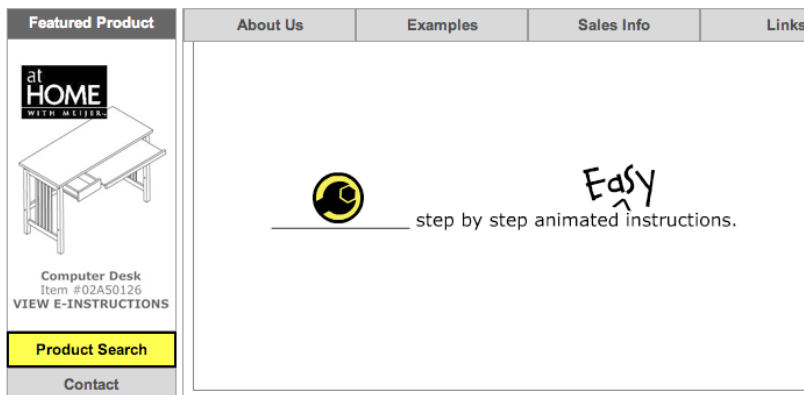
# Assemble Your World™



The World's First  
Online Animated Instruction Sheet  
[e-instructs.com](http://e-instructs.com)



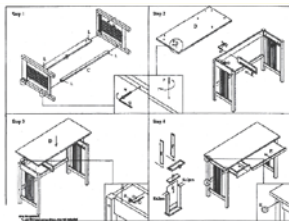
## e-instructs.com a New Business Tool that “Changes The Game”



e-instructs.com™ was designed to help people worldwide assemble and use products more confidently by virtually bringing its paper instructions to life.

e-instructs.com is an innovative Web service that transforms a products instruction sheet and manual into a business tool that will help improve customer satisfaction and increase sales of related products, accessories and replacement parts – all while reducing product and service costs. So, what is this new technology and how will it help you achieve these goals?

The concept is simple:  
Through live animation, the customer watches the product assemble itself, step-by-step, on their computer or Web-enabled mobile device.



Sample of a printed  
4-panel instruction sheet.



Sample of a  
step in a typical  
e-instructs.com  
on-line animated  
instruction.





Steps Menu identifies current step and allows for quick movement throughout the e-instruct

Context sensitive help for easy access to the Cybrary, Information, Parts, Tools, the Original Instruction Sheet, and Printing

Easy to use player interface allows navigation through every e-instruction



## How does e-instructs.com “Change The Game?”

### By Enhancing Customer Experience

The change from printed-paper instructions to e-instructs.com offers many benefits to customers. With its visual approach and easy-to-follow instructions, customers will be pleasantly surprised at how simple it is to assemble most any product.

The beauty of having fully interactive animated product instructions online is that the customer is in complete control of the experience. They can view the product assembly online at their own pace – anytime, anywhere – using familiar DVD-like controls, which allows the customer to interact with the e-instruction, navigating through the steps and zooming in on specific details as necessary.

An easy to understand interface also allows the customer to pull up context sensitive help menus, explore the detailed parts list, view the tools needed for assembly, and then print all or select pages of the e-instruct.

With e-instruct's “one-click” ordering, replacement parts and accessories can be easily purchased online, making increased sales just a mouse click away from any e-instructs page.

From products simple to complex, e-instructs.com can help manufacturers ensure a better experience for their customers by providing the means to a smoother product assembly, this makes life easier for the customer. All of this translates into many long-term benefits for any business.



POWERED BY  
**e-instructs**  
e-instructs.com

PRODUCT:  
Item#: Center Mount Style

STEPS 1 2 3 4  
NOW PLAYING STEP 2 OF 4

CLICK PLAY TO CONTINUE STEP

Hose  
Part #  
Qty: 1  
ORDER PART

Thread wand assembly onto hose to prevent hose from becoming lodged in faucet when installing weight.

PLAY AGAIN

Detailed views of parts with "One-Click" ordering

Animated details show transparent views, how pieces are inserted, rotated, and more.

## By Providing More Detail

At some point every customer has opened a box, eager to assemble their new product and found a big bag of assorted screws, but the accompanying instructions show only one size screw. Many times, there's no concept of scale. With e-instructs.com, the customer is provided detailed views of all fasteners (to scale), small parts and their assemblies.



As the saying goes, "it's all in the details" and e-instructs tackles even the smallest details. Through the use of animated call-outs, e-instructs demonstrates to the customer exactly how these small pieces move and fit together, significantly simplifying your products assembly. When it comes do details, e-instructs uses animated line drawings, transparencies and cut-away views to reveal the intricate details of your product's assembly that are not easily represented using pictures or video.

## With It's Personal "Cybrary"

Once registered with e-instructs.com, customers will have access to their own personal digital library, or Cybrary. They can store all of their instructions online in one easily, accessible place — they'll never have to waste time searching for printed instructions again!

This Cybrary can be accessed from home, work or over any Web-enabled mobile phone, whenever the customer wishes. No more fumbling through the kitchen cabinets for lost instructions! Also, if a customer loses or breaks a part, they can simply log in to their personal Cybrary and order replacement parts with just one click. Now that's changing the game!

## With Safety First

e-instructs.com's animated Notes, Cautions and Warnings call attention to the items manufacturers need their customers to see. These pop-up cautions cannot be bypassed by the customer viewing the e-instruct. Now manufacturers know their customers will see every note and warning.



Click Here

e-instructs Assemble your world: **your cybrary**

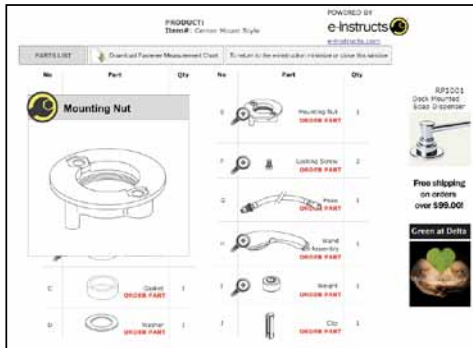
product name	manufacturer	model #	category	date added	remove
MyHome Desk	merger	8383838-9	furniture	01/01/2009	
PuffyBucket Fun Center	Mattel	A93938-99	toy	04/01/2009	
12 x 12' tent tool shed	Handy Home	4456-w00	structure	03/01/2009	

Accessories

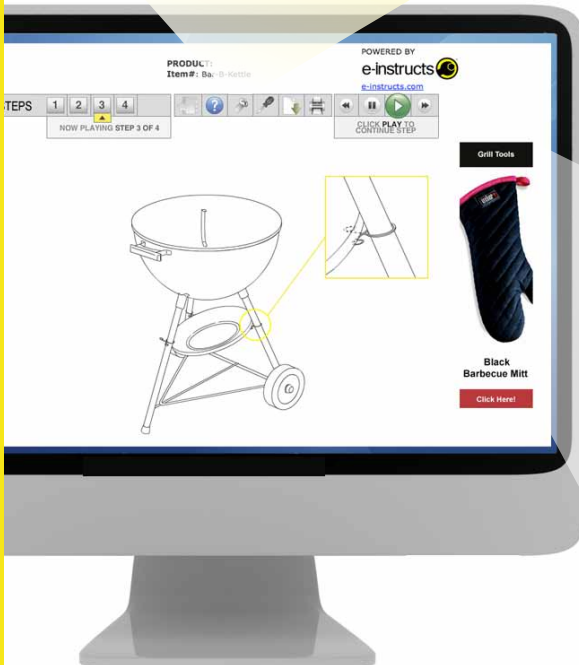
Work Table

Click Here!

Rotational banner advertising targeted at the customer's Cybrary contents



“One-click” ordering, enlarged detail views, printable list of hardware parts (to scale), all from the e-instructs parts list



Through e-instructs.com customers who have purchased a charcoal grill would see rotational banner ads for other items that are often purchased with grills — such as charcoal, grill utensils and grill covers. Ordering these items is just a click away.

## e-instructs.com = more revenue

### Expand Your Customer Base

Many people shy away from products that require assembly because they anticipate a complicated, frustrating experience that may be beyond their capabilities. e-instructs.com helps you target these new customers and actually makes following the instructions simple and fun for the whole family! When a customer sees the e-instructs logo on a product’s packaging, they’ll immediately know that they can count on it being easy to assemble, and this gives manufacturers an edge over their competition. Using e-instructs.com will also allow manufacturers to tap into the ever-expanding “internet generation.” This market does everything on the internet and digital online e-instructions are a great way to positively change their thinking about any product.

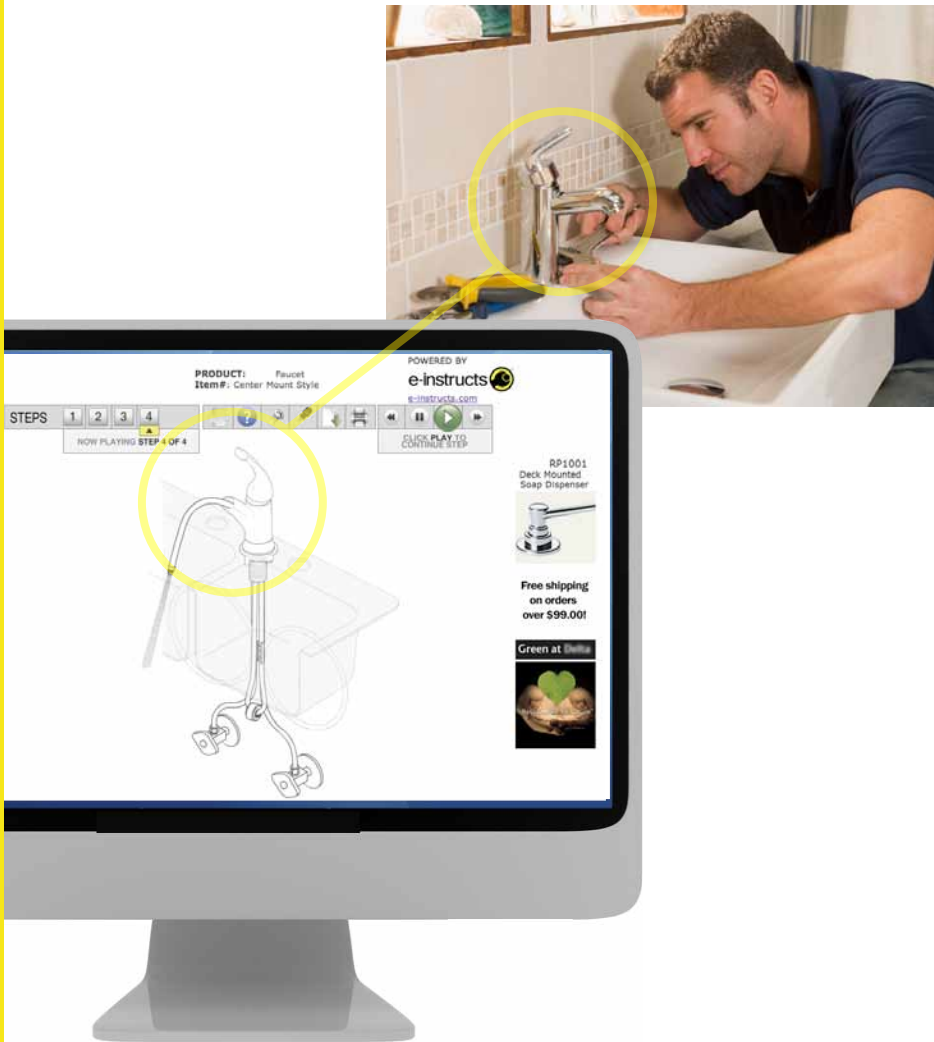
### Easy “One-Click” Ordering

Every e-instruction contains a complete parts list for the product being assembled. Available parts have an “**Order Part**” button that links directly to the approved webpage where that part can be purchased online. With e-instructs.com, customers can directly order from manufacturers, retailers or third parties — taking the guesswork out of ordering replacement parts and accessories, thus increasing revenue.

### Increase Up-Sell Opportunities

e-instructs.com helps increase revenue by providing unique up-sell opportunities. We call that “**Smart Product**” Selling: while the customer interacts with a product’s e-instruction, they are presented with available accessories, related products and services all within the e-instruct they are viewing. Using easy, “**One-Click**” ordering, the customer can quickly and efficiently order any of these items. Additionally, through the e-instructs Cybrary, manufacturers and retailers can take advantage of direct one-to-one marketing opportunities. Cybrary marketing offers customers special offers and opportunities that match their buying profiles and needs — this can be far more effective than any “shotgun marketing” approaches.





Available 24/7, the easy, step-by-step animated e-instructions allows customers to answer their own questions when they need answers... avoiding lengthy hold times or waiting for customer service departments to open.

## e-instructs.com = cost savings

### Reduce Costs

e-instructs.com can help reduce or eliminate the manufacturing costs associated with printed instructions. Companies won't have to waste resources printing an entire instruction book in multiple languages — customers will appreciate being able to print only the pages they require. One very important game changer, available only at e-instruct.com, is the ability to rapidly update the information in the e-instruction, unlike a printed instruction, which allows for greater flexibility in communicating quickly to customers and savings on reprint costs.

### Reduce Call Center Costs

Contacting a call center for assistance can be frustrating, time-consuming and it's not always that helpful. Plus, call centers are costly for manufacturer and retailer. Try explaining to a friend how to assemble their new computer desk over the phone. Obviously, it's a difficult task — and this is the trouble when a customer contact a call center for help.

e-instructs.com can help reduce or eliminate costs related to support services and call centers. Think of all the calls your team receives from customers who don't understand the product's instructions, or from customers who have questions regarding the instructions. Our animated e-instructions leave no room for misinterpretation. We like to say, **“if a picture is worth a thousand words, then animation is worth a thousand pictures.”**

### Reduce Client Frustration and Returns

e-instructs.com's clear and concise method of instruction helps reduce or eliminate costs associated with returns due to poor instructions that lead to difficulties assembling the products. It's very costly for a business when a customer returns a partially assembled product simply because of poor instructions — your brand image suffers, the customer might choose to purchase a competitive product and the product itself may be a total write-off.



**e-instructs.com can reduce expenses, provide an enhanced customer experience, and expands customer bases to include those individuals who normally wouldn't buy a ready-to-assemble product without aid of e-instruction.**

## **e-instructs.com = satisfied customers**

### **Positive Assembly Experiences Will Enhance Your Brand Image**

One of the most important benefits of **e-instructs.com** is the positive impact it will have on brand image. Besides helping reduce costs and increase sales, e-instructs.com is a great marketing and branding tool.

It goes without saying that when a customer has a good first experience assembling a product, it builds trust in that brand, increases loyalty, and can increase future sales — but it also leads to positive word-of-mouth and online feedback.

There are significant marketing and public relations opportunities for a brand using e-instructs.com. Using this web service is a great way to illustrate how companies are “doing more” to elevate the customer experience with their products. e-instructs.com also helps foster fun, family experiences.

### **Increase Your Web Presence**

The Internet is the ultimate customer resource when shopping for products and e-instructs.com can help significantly boost your products' Web presence. With e-instructs.com, companies enjoy gains in search engine exposure as well as targeted marketing opportunities. In addition to being able to promote related products and accessories, complimenting third-party companies can place advertising right on your product's e-instruction page.

### **Go Green!**

More and more customers are becoming “eco-conscious” and intentionally seek out products that are environmentally friendly. Many retailers give better shelf positions for product that are “green.” e-instructs.com can help businesses “go green” by giving them the ability to reduce the amount of paper and processing necessary to produce instructions. Not only will this decrease the amount of paper and plastic sure to wind up in landfills, but it will also reduce costs and waste.





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## Let e-instructs.com help you Change the Game.

**e-instructs.com** is the logical evolution of paper instructions. Showing the customer how the pieces of a product move together during assembly, instead of simply telling them, has countless benefits — which can yield tangible results for any business.

**e-instructs.com** allows manufacturers to take the lead from competitors by changing the game. Contact e-instructs.com to see how we can help change the game by using e-instructions to reduce expenses, provide enhanced customer experiences and ultimately – helps businesses grow.