

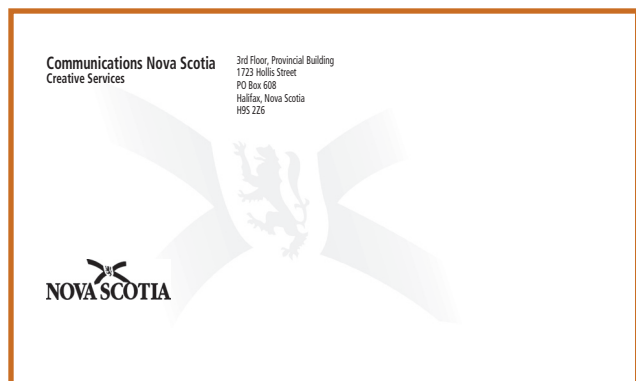
Create and order business cards and stationery online

Our online business card and stationery system is an innovative way for you to serve your clients. It automates the creation, proofing, approval, ordering, and administration of both business cards and stationery items like letterhead, envelopes, etc.

This robust, fast, and customized system is developed using your corporate design standards and workflow processes. Working closely with your graphic designers, communications personnel, and print production staff (or commercial printer), we build a unique system that allows users to quickly create and order professional grade business cards and stationery products.

Cyan 7 develops your custom online creation and ordering site that can also be branded with your web site look and feel. Users create an exact PDF proof, approve it, and submit their order which is then sent to the printer(s) of your choice.

Our professional typographic processes create the highest quality print manufacturing files which can be overprinted on shells or masters that have been offset printed. Increasingly, digital colour printers are used to directly manufacture the ordered items because of their high quality and rapid turnaround times.



#10 envelope, business cards to the right - illustrative samples only

Cyan 7 Systems Ltd.
www.cyan7.com
 June 2007

Benefits

- Allows users to directly create their print items which eliminates the interaction between a client and a desktop publisher - *saving labour costs and customer frustration.*
- Provides a direct link between customer and print production - *automation that saves money on low margin print items.*
- Ensures adherence to graphic design standards through programmatic control - *better branding.*
- Provides enhanced control of the entire stationery purchasing process - *greatly improved management.*



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Typical Self-Serve Ordering Process

A typical self serve module allows you to create, proof, and order one stationery item at a time. The following workflow sequence illustrates a typical creation and manufacturing scenario :

Step	Description
Select an item	The user selects an item from the various products available on the site.
Select a model	Most sites feature a number of different models that can be created and ordered. For example, there can be several different models of business cards.
Generate a PDF proof	The user completes the required information to generate an PDF proof of their item. Our studies show that the average user creates 4 proofs before obtaining the desired result.
Approve the proof	Approve a PDF proof that is an exact version of their final print item.
Place the order	Select a quantity, provide shipping info if required, and place the order.
Pay for the order	Can use credit card or university account to pay for the order.
Confirmation e-mail	A confirmation e-mail is sent to the orderer and a manufacturing e-mail is sent to the printer with the order details and a final production PDF file that has been imposed and is completely ready for imaging/printing.
Check order status	The printer produces and ships the print item using our automated processes which automatically update the order status and provide tracking information to the orderer. These steps minimize customer service issues.

It typically takes about 10 minutes for someone to complete the above process - a little longer if the print item is more complex. The user is in complete control, can abort the process at any time, and is given extensive contextual help throughout the process. Our systems have been used thousands and thousands of times to create and order these types of print materials and it is a very efficient process.

This system features end to end automation that provides both a seamless user experience and a completely controlled order processing workflow.



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Business card - illustrative sample only

User software required

- Recent browser
 - Internet Explorer 6
 - FireFox 1.5
 - Netscape 7
- Adobe Acrobat
 - Acrobat 4 or greater

This software is free, easily downloadable, and is usually already present on a user's computer.



System Configuration Options

Our systems feature multiple main configuration options as well as innumerable workflow options to account for a variety of order authorization, payment, and processing realities. Any effective system must be truly customized otherwise it will fail to deliver complete automation and a superior user experience.

In many cases, several options are combined to provide a more comprehensive system.

Option	Description
Self serve	The ordering site is made available through your public site or private intranet site and an end user completes the process himself.
Departmental admins	Numerous departmental administrators are created by your system manager and these admins access the site via username/password to create account profiles which are used to order business cards for their departmental colleagues. This option saves all the information and files required for a person or an item. This allows proofs to be forwarded for approval and subsequently corrected or ordered without having to re-key any information. These departmental admins can only access account profiles or information related to their unit.
System admins	System admins can use the system in the same fashion as departmental admins but can access all departments and information. This allows the printshop, for example, to create and order an item for someone directly.

Of course, system admins also have full access to all management information and control administrative functionality.

System Creation and Maintenance

We will create a fully branded system according to your graphic specifications that reflects the various print items that you wish to include in this system. This branded system is developed in close cooperation with your staff and will include all the features required. The system is created on a developmental server and is tested and refined online with your active participation.

Only once you have finally approved the system, will it be deployed and ready for use. We have developed numerous systems using this methodology and it has proven to be an excellent process.

We fully support our systems and will modify them to reflect changing graphic standards or workflow processes. In addition, newly created print items can be added to your site as they are developed. It is normal to launch your system with an initial group of items and add to this list over time. These updates are billed at our prevailing hourly rates.

Cyan 7 maintains secure datacenter servers in Montreal which have featured uptimes in excess of 99.5 % for many years. We are responsible for all system maintenance and backup. The system can be accessed from anywhere and is available 7/24.



Typical System Pricing

Typically, we charge a small one time upfront fee which averages about \$ 5,000 to create a customized system that includes the ability to create and order a variety of stationery items like business cards, letterheads, envelopes, etc. Each system varies considerably in the scope and in the depth of automation that is required. We have and will create both small and very large systems that correspond to particular requirements.

In addition, we charge either a fixed ongoing monthly fee or a transaction based fee that includes all system charges including full customer support. Only in cases where a client requests specific enhancements are there additional charges.

In effect, we create a sophisticated automated solution for a very low fixed fee and earn our return from the ongoing monthly charges - either fixed or variable. This allows our clients to enjoy the benefits of our advanced systems for a minimal investment.

Conclusion

We believe that this business card and stationery system will provide your user community with the most sophisticated online print creation and ordering system available.

This system will impress and satisfy your users, shorten your manufacturing turnarounds, reduce your errors, and greatly improve the efficiency of your print procurement process.

We believe that this system represents outstanding value for you and we look forward to the possibility of creating this system for you in the near future.

Other automation systems

- Affinity print creation & ordering systems to increase brand awareness and raise revenue
- Personal print systems for ad hoc creation of labels, notepads, badges, inserts, etc.
- Automated diploma and certificate creation systems that feature additional automation for convocation publishing

Current partial client list

- Carleton University
- Nova Scotia Government
- University of Toronto
- Sysco Corporation
- McGill University Health Center
- Fednav Limited
- Queen's University

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