

Teaching Languages Through Touch



Case Study: Denaster

Educational Products Distributor Rockets Ahead with NextWindow Touch Technology

Denaster General Trading is helping people around the world learn new languages and business is booming. They recently sold their 10 millionth copy of language instruction software from publisher Eurotalk.



“The decision proved to be a winning one: the single location live-demo station was outselling all the bookstores and supermarkets put together.”

How They Did It

In the beginning it wasn't easy – they took the traditional route of selling through bookstores and supermarkets and the results were less than spectacular. They were confident they had a great product, but they needed to demonstrate it. Denaster took a gamble and embarked on a three-month trial at

a Dubai shopping mall using a basic computer kiosk to present interactive demos of its software titles. The decision proved to be a winning one: the single location live-demo station was soon outselling all the bookstores and supermarkets put together.





“Denaster discovered that the NextWindow ease-of-use factor was critical for enabling success with the touch PC demos.”

The company then chose the HP TouchSmart All-in-One PC and installed the first unit in the Dubai Duty Free store.

Denaster employees loved the touch screen computer from the beginning. It was quick and easy, allowing them to engage with more customers in a day than with a standard keyboard and mouse computer, leading to more sales. At Dubai Duty Free, Denaster reps now regularly demo products to over 8,000 people a month, half of whom become customers—to the tune of \$3.6M in annual sales at that location alone.

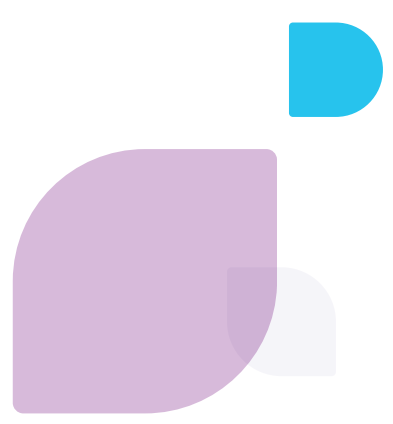
NextWindow Touch Technology Improves the Sales Process

The touch screen technology behind the HP TouchSmart was developed by NextWindow.

The optical screens facilitate multi-touch functionality that is optimized for Windows 7. It delivers a highly durable, accurate, flexible and cost-effective solution for displays 15 inches and larger. Since the optical technology allows for "zero touch" pressure, the screen supports any input method, including a fingertip, pen or even a paintbrush.

The HP - NextWindow solution was perfect for presenting the Eurotalk software and the touch screen technology impresses prospects.

Denaster has now expanded to employ 60 people, and performs live demos at duty-free airport stores and shopping malls in Dubai, Abu Dhabi, Beirut, Qatar, Bahrain and Belgrade. These airport stores now account for 90% of their sales.



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Printed on recycled paper
CSDENAV01EN (08-11)