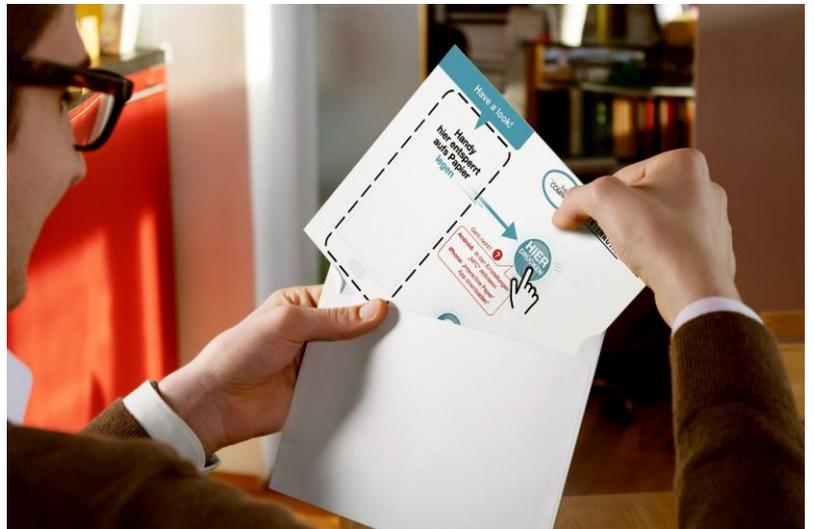


Interactive Paper: Areas of Use

Direct Mailing

In the modern age a haptic letter has become a rarity and customers pay increased attention when receiving them. With Interactive Paper you are able to combine the advantages of the analog with the efficiency of the digital (Conversion, Registration, Purchase etc). This leads to a massive impact for your campaign.



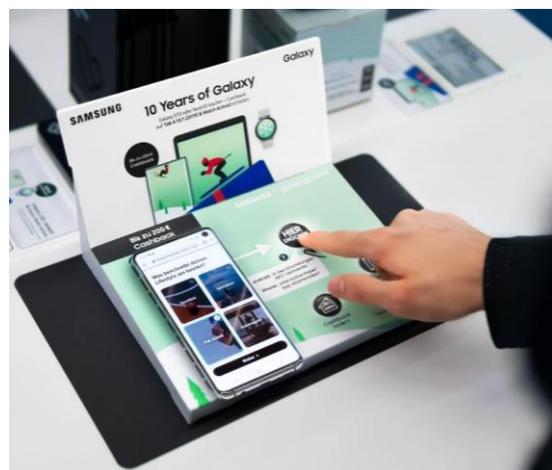
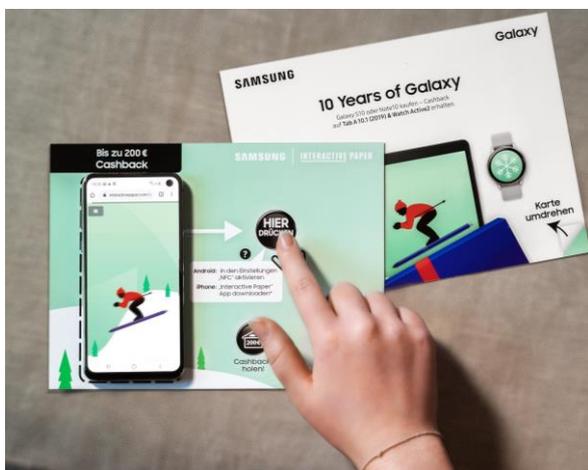
Customers:

Erste Bank (Invitation to the most important customer event of Erste Bank)

→ **See Video:** <https://www.youtube.com/watch?v=hzFyJltFhGU>

Cloudflare (Invitation to event), WeXelerate (Greeting card)

Product-Marketing / Retail



Interactive Paper enables firms to convey the upsides of their products to potential customers in a fascinating way and increase sales. Interactive Paper works well in Shops or at the Point of sales, additionally you can give it to customers to take home with them. With Interactive Paper, brands have the possibility of interacting with their customers in a fun way and conveying their message directly to their core target customer group.

Customers: Samsung, Smart Living, Bawag

→ **Further Information:** <https://www.interactivepaper.com/en/success-stories.html>

→ **Videos attached**

Interactive “Cashback” Paper for Samsung:

<https://www.youtube.com/watch?v=eenyZt7iVUM>

Point of sale for Samsung:

<https://www.youtube.com/watch?v=SzLHsCK0Mi4>

Content Marketing

Fascinating the users with gripping content is an artform in and of itself. Utilizing the Interactive Paper the customer can interact with the paper and become part of the story themselves.

Customers:

Ernst & Young (interactive program booklet, Sales Pitch)

FEEI (Interactive Annual Report)

Oracle (Sales Pitch)

Recruiting

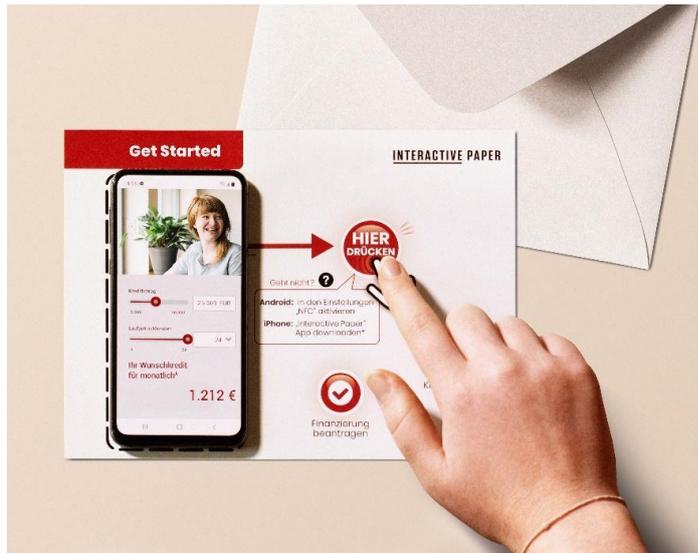
Companies use Interactive Paper at career fairs to convince potential applicants of themselves as an employer and decrease the difficulties of application. As a user, being able to directly, quickly and easily apply to a position via a flyer that is handed out at fairs is very attractive.

Customers:

Kapsch, Bawag, TU Career

→ See Video: <https://www.youtube.com/watch?v=b4KcFKv-77o>

Offer



We offer our Interactive Paper as a complete package which grants our customer the maximum support. They are able to realize extremely effective campaigns without much effort. In this package we offer our Web tools and our Data report additionally to the Interactive Paper. The Web Tools help the customer with the creation of the digital content (Video, Quiz, Contact page etc.), the Data Report keeps track of the results of the campaign and visualizes them.

Focusing on our customers' needs has led us to reach our goal with our product. We can offer companies a medium with which they can reach their target audience, interact with them and fascinate them.

More information about Interactive Paper: <https://interactivepaper.com>

The photo material is available free of charge in the course of editorial reporting. More photo material: <https://drive.google.com/drive/folders/1qU3zaPHc6MjweUR90rPsTXPLFINbFmwR?usp=sharing>

Questions & Contact

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About Interactive Paper

Interactive Paper pursues the mission of offering companies a medium through which they can reach their target audience in an ideal manner, excite them and get to know them. By combining the advantages of the Analog with the Digital world it is possible to create added value in the Marketing & Communications sector.