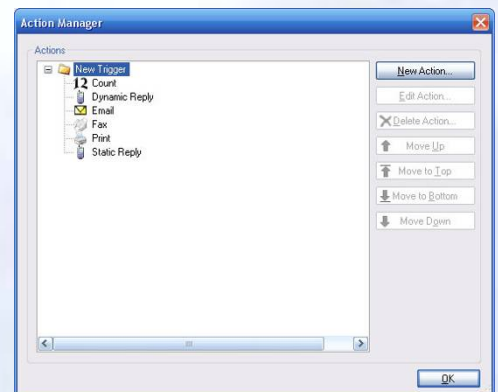


## What can AirControl do for my organization?

AirControl is a system that allows your organization to utilize SMS text messages as a fully fledged communication tool; allowing both your customers and your staff to communicate on the move, using the most convenient and common communication tool available today; the mobile telephone.

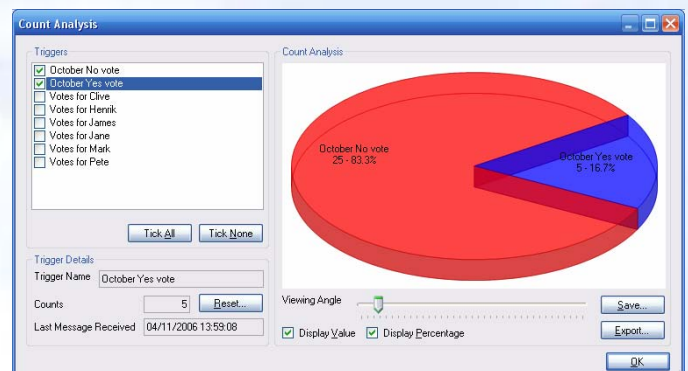
## What is AirControl being used for?

- **Marketing and event communications.** Allow your clients to send a simple text message to request product information, or direct communication.
  - Ideal for use at busy events, allowing you to make contact with clients that you may have otherwise missed.
- **Staff communication.** AirControl can forward all messages sent to a single number to be forwarded to a text message communications group, ensuring that all "Alert Groups" are kept fully informed.
  - Ideal for support departments who need to be alerted when a failure occurs.
- **Virtual voting.** Allow participants to vote for a preference. AirControl will track all responses, automatically tracking and counting responses, allowing later analysis.
  - Ideal for Podcasters or radio programs, allow your listeners to participate in the show whilst they are on the move.
  - Ideal for Television programs, allow your audience to vote for their favorite contestant, or comment on world events, without the need to access the Internet.
- **Mobile ordering.** Allowing your clients to text their orders directly to your store.
  - Ideal for Coffee shops, takeaway or delivery restaurants, increasing customer retention and improving the client experience.
- **Concert and nightclub events.** Allow your clients to send messages to others in the crowd, to request tracks etc., vote on events.
  - Ideal for displaying messages from party goers on compatible laser or other display boards.



## Features Summary

- Action SMS text messages based on who the message has been sent from, or based on the content of the message.
  - Advanced Multi-step workflow allows messages to be:
    - Forwarded to a group (consisting of one or many numbers)
    - Forwarded to a fax
    - Forwarded to email
    - Count responses/votes
    - Send information to existing applications or processes
    - Printed to local or network printers
  - Inter-operability with Verus Novum Harvester
  - Analyze responses/votes
    - Export to Excel
    - Produce high quality pie charts of responses/votes
    - Pie charts can be saved to disk in various formats for inclusion in documents or on websites
- Compatible with a large number of mobile/cell phones, including manufacturers such as:
  - Nokia
  - Sony Ericson
- Powerful message recognition system allows messages to be processed depending on different criteria.
- Easy to use yet powerful user interface will allow you to get up and running with AirControl in minutes.



## System Requirements

### Operating System

Windows 2000 or Windows XP (Home or Professional Edition), with Microsoft .NET Framework version 2.0 or greater.

### RAM

64Mb or greater. 256Mb or greater recommended.

### Database

SQL Server 2005. SQL Server Express 2005 will be downloaded and installed at installation time if required.

### Mobile/Cell Phones Supported

Many phones are compatible with AirControl, download the cell phone tester application from <http://www.VerusNovum.com/AirControl> to check the compatibility of your phone before you decide to purchase.

### Processor & Hardware

500Mhz or greater processor. 750Mhz or greater recommended.

A windows compatible Fax/Modem if Fax communication is required.

### Available Hard Disk Space

512Kb of free hard disk.

### Internet Connection

An Internet connection of 56Kbps or greater (required for Email communication). 512Kbps or greater is recommended.

## What Next?

Why not get in contact with us, so that we can start working together today?

Telephone: +44 (0)7973 411 504

Email: [sales.enquiry@VerusNovum.com](mailto:sales.enquiry@VerusNovum.com)

Website: <http://www.VerusNovum.com>

<http://www.VerusNovum.com/AirControl>