

# THE COMMUNICATOR KEYPAD SYSTEM

TURN YOUR AUDIENCE RESPONSES INTO POWERFUL KNOWLEDGE!

There is an easy way to get your audience members talking...and so many ways to use what they have to say.

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## Three Easy Steps to Valuable Interaction



**STEP 1**  
Pose a question on screen



**STEP 2**  
Advise the audience members to select the relevant choice using the keypad



**STEP 3**  
Display the results instantly for all to see

IML is a world leader in advanced Audience Response Systems (ARS) technology. Through our *Communicator* wireless handset, IML has mastered the art of interacting with audiences and facilitating feedback at conferences, events, in meetings and a variety of settings where what your audience has to say matters to your business.

**TO ENGAGE AN AUDIENCE, YOU NEED AN EXCELLENT PRESENTATION. TO ESTABLISH MEANINGFUL DIALOGUE, YOU NEED THE COMMUNICATOR.**

The *Communicator* is a wireless, handheld device given to audience members for the duration of an event. With this interactive device in the hands of the audience, you can use the opportunity to gather audience responses in real-time, and immediately view the results. This means a presenter, trainer or facilitator has unprecedented access to what the audience is thinking. What used to be a sea of faces becomes an engaged group, reflecting diverse opinions and perceptions, with the ability to make these known in the here and now.

**A SIMPLE DEVICE LINKED TO COMPREHENSIVE FUNCTIONALITY**

The questions or information that invites the responses are pre-programmed into a Microsoft PowerPoint presentation by our Interactive Consultants. The data obtained via the *Communicator* keypad can be viewed in PowerPoint in a variety of formats – such as graphs and charts – as well as in Microsoft Access and Excel.

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[www.iml.co.za](http://www.iml.co.za)

For more information:  
Email: [info-za@imlworldwide.com](mailto:info-za@imlworldwide.com)  
Tel: +27 12 345 5161 Fax: +27 12 345 2043  
20 Victoria Link, Route 21 Corporate Park, Corner Nellmapius Drive / R21, Irene, Pretoria, 0157  
PO Box 4627, Rietvalleirand, South Africa, 0174

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# MORE THAN AN AUDIENCE RESPONSE SYSTEM

## MAINTAIN A HIGH LEVEL OF AUDIENCE PARTICIPATION

At conferences, meetings, induction and training sessions, live events, launches, road-shows and contests, use the *Communicator* to:

- > **Inform** – verify if information has been received and understood;
- > **Conduct research** – invite the audience members to share their opinion;
- > **Facilitate voting** – quickly and accurately conduct polls, calculate and share results; and
- > **Enable competition** – run a quiz that fosters excitement and anticipation.

## WHY THE COMMUNICATOR IS AN IDEAL ARS SOLUTION

The device and its supporting technology are secure and reliable. It works on global digital radio technology, which means it can be used anywhere in the world. With an Internet connection, it can be used at **multiple locations**, and the collective results are available, and viewable, in seconds. You can choose to let the audience remain **anonymous**, or use **smartcards** to identify respondents. These smartcards can be pre-loaded with information, such as name and company department. In addition, the system allows for **multiple languages**, easily accommodating international audiences.

The system caters for any size audience, from just a few to thousands, without any impact on the speed and availability of the feedback. The device itself is durable and you or a **sponsor** can brand its screen; wrist strap; or smartcard with a company logo or message.

## BESIDES ALL THE TYPICAL VOTING FACILITIES OFFERED BY STANDARD ARS SYSTEMS, THE COMMUNICATOR:

- > Features a **built-in microphone**, eliminating the cost and inconvenience of roving microphones for your Q&A sessions;
- > Has **texting capabilities** so the audience can submit comments of up to 127 characters long. These are received and responded to by the central computer;
- > Includes **optional extra functionalities** to ensure clients get the maximum benefit from a single event;
- > Comes with a **Stored Response** functionality so, as an alternative to immediate voting, audience members can store and revisit responses before submitting them; and
- > Uses **rechargeable batteries**, so each device delivers uninterrupted up-time.

## WHAT'S BEHIND THIS REMARKABLE SYSTEM?

The IML *Communicator* Audience Response System offers the most advanced functionality in its class.

### The robust, compact device features:

- > Strength and durability;
- > Backlit keypad for use in dark environments;
- > Rechargeable batteries;
- > Built-in, one-speaker-at-a-time microphone;
- > Microphone queuing system ensuring speakers get their rightful turn;
- > Slot for individualised smartcard;
- > Standard text messaging for up to 127 characters;
- > Enhanced text response facilitating multiple text responses and filtering of messages;
- > Anti-theft alarm that sounds when the device is removed from a predetermined radius of the central computer;
- > Buzzer functionality to liven up quizzes;

- > Vote validation confirming that a vote has been received by the system; and
- > Viewer-friendly LCD display.

## INSIDE THE COMMUNICATOR

- > High security through 64 bit encryption;
- > Worldwide compliance - ETS 300 328, FCC 15, 100mW;
- > 2.4GHz frequency hopping spread spectrum digital radio;
- > Configurable 35mm x 17mm, 97 x 32 pixels screens;
- > Mini jack socket for hands free microphone, headphones, line level input and output;
- > Rechargeable NiMH batteries;
- > Size: 150mm x 65mm x 25mm;
- > Weight: 180g;
- > Licence free in every country; and
- > Protected by patent applications GB021955.1 and US 10/238,683;

### The software system features:

- > Question Wizard (QW) authoring software allowing relevant questions to be programmed into a Microsoft PowerPoint presentation. Results are captured, displayed and saved in the same document;
- > Data amalgamation, enabling inclusion of data received in other sessions for comparisons and analysis;
- > Keypad integration that is quick and easy: install QW software, connect the keypad base station, and begin your live presentation; create slides, backgrounds and charts in PowerPoint and QW makes them interactive; show results obtained from the devices instantly in your PowerPoint presentation;
- > The ability to supplement interactive sessions with animated video and sound; and
- > Flexibility to allow presenters to introduce new questions 'on-the-fly' without leaving the presentation.

The system has a **powerful reporting** and **data output capability**. All results are stored in a Microsoft Access database and can be exported or downloaded immediately into other Microsoft applications (Word, Excel) as well as a text file, in fact any application supporting delimited text.

The reporting format makes further statistical analysis and comparisons really simple. Through the smartcard technology, audience members can be identified and individual results and responses can be printed as proof of participation.

## SOFTWARE CONTROL

The combination of IML Question Wizard interactive authoring software and the *Communicator* is unbeatable.

**All you need to deliver a fully interactive session is:**

- > Windows;
- > PowerPoint;
- > IML Question Wizard ;
- > A flight case of *Communicators*;
- > A data cable linking any one of the *Communicators* to a laptop serial port;
- > Data projector; and
- > Relevant connecting cables.

To add microphones: an audio cable linking the same *Communicator* to a self powered loudspeaker or PA system.

## PUT THE COMMUNICATOR TO USE IN YOUR NEXT LIVE INTERACTION

**Once the *Communicator* is in their hands, you can invite your audience to:**

- > Select or vote for an option;
- > Submit multiple responses;
- > Text a message;
- > Enter a number;
- > Rank items in order of preference;
- > Provide information for demographic profiling;
- > Show who is quickest on the button;
- > Respond to multi-stage multiple choice questions;
- > Answer 'on-the-fly' questions; and
- > Participate in a fun quiz with live scoring.

The IML Advanced ARS System has been put to the test in more than 10 000 live events worldwide. For years, our clients have benefitted from the broad functionality and value the system brings to their events.



# MORE THAN AN AUDIENCE RESPONSE SYSTEM

## CLIENT TESTIMONIAL:

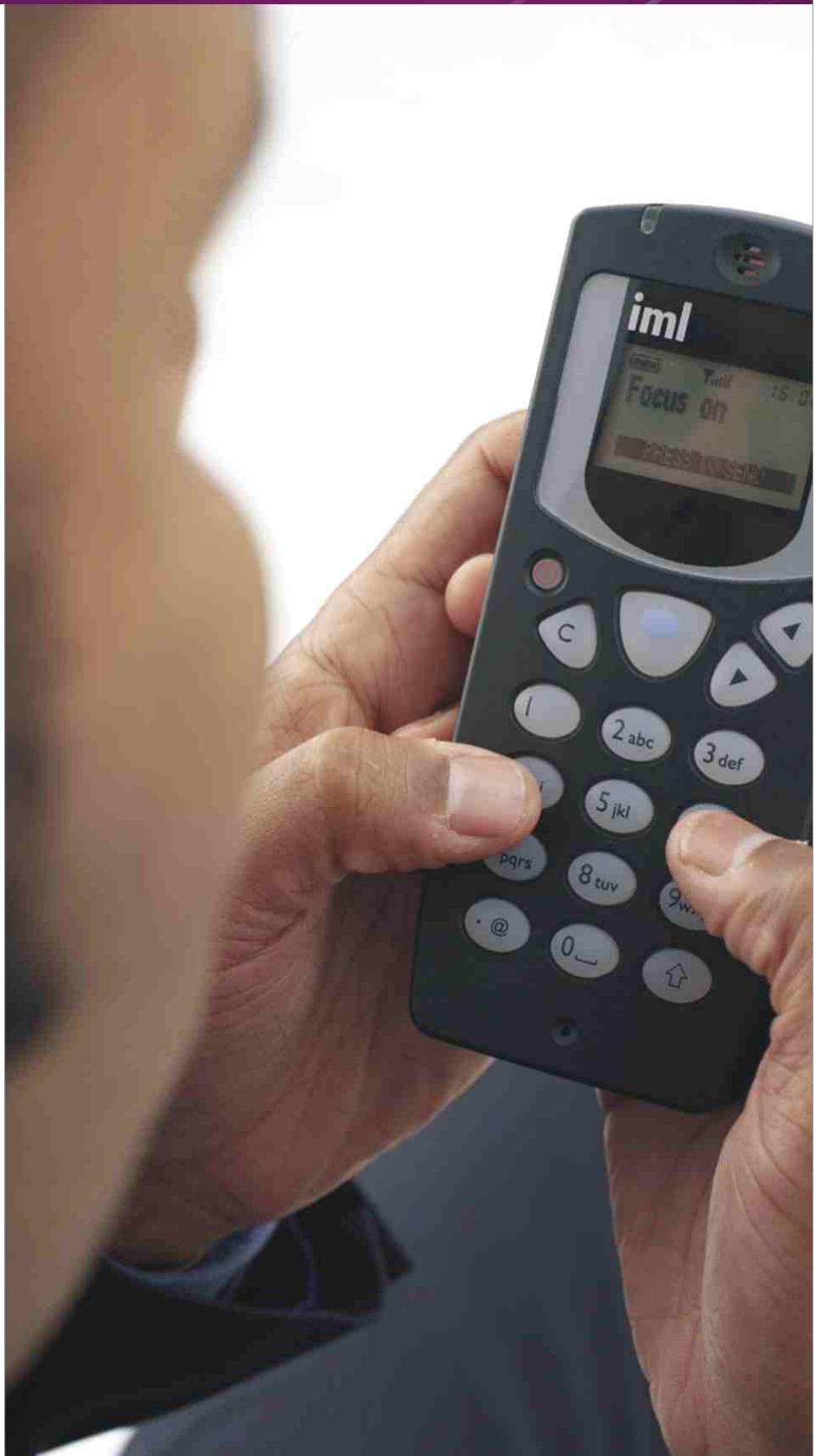
"I am always eager to use the **Communicator** keypads as part of my work with large groups. Because the feedback is anonymous, participants feel free to be authentic and transparent in their views and responses, which really helps my clients to get a real understanding of what is top of mind for their staff.

"The multi-functionality of the keypad allows one to ask questions and get text inputs instantly. One can gather critical information which can assist executive leadership in their decision making. The instant nature of the technology really helps me as a facilitator to build the required rapport with the group.

"This tool has given me the infrastructure to make each individual feel important, while simultaneously getting a collective viewpoint.

"I have the greatest respect for the IML SA team, who are always professional, deliver impeccable service and have become partners in helping my business succeed."

Alison du Toit, Organisational Development Consultant, who runs leadership facilitation workshops towards improving processes, with corporates such as Santam, Nedbank and Shoprite, to name just a few.



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