

PARTNER WITH THE GLOBAL INDUSTRY-LEADER IN AUDIENCE RESPONSE SYSTEMS

CORPORATE PROFILE

Turning important information into powerful knowledge!



Launched in 1991, IML Worldwide has grown into the market leader in Audience Response Systems (ARS), servicing governments, blue-chip corporations, major charities and organisations. Clients in these environments trust the IML system to harness powerful audience information and facilitate meaningful interaction at a host of different events across the globe.



< TEXT

Keypad text messaging gives everyone a chance to submit opinions in their own words. Our fast and easy-to-use text feature is enormously popular among audience members and event organisers alike.

VOTE >

Instant voting encourages participation and gives you an immediate insight into your audience.



< TALK

The keypad's built-in microphone can be used for dynamic, fast-paced Q&A.

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What Do You Know About IML?

- A. Nothing
- B. A little
- C. Everything I need to know
- D. Would like to know more



IML WORLDWIDE ACQUIRES AUDIENCE ALIVE

For ten years, Audience Alive made IML technology available to its large local client base. In 2008 IML Worldwide acquired Audience Alive, resulting in a powerful combination of global knowledge and resources, and local expertise. Now under the IML banner, clients continue to enjoy the service excellence they have become accustomed to, and are even closer to innovation and best practice in ARS technology.

Generating a sustainable business and prosperity for our community is imperative to our aspirations. Our steadfast commitment to providing innovative voting technology solutions has shifted boundaries for interactivity within the conference, meetings and events industry.

IML is the African leader in interactive group solutions. For us, it is not just about delivering service excellence but using technology to enhance event and meeting standards. Shifting boundaries, leaping into the face of opportunity!

We value integrity, service excellence, innovation, determination, client relationships, enriching lives and being proudly South African (Ziqenye!). Our personal history has tested this to be just and true.

We keep our heads in the game by delivering the best quality products and excellent service. With a young, talented and enthusiastic workforce we are able to serve a broad array of customers, market segments and geographical areas. Our clients range from small to blue-chip companies, Professional Conference Organisers and agencies. We also boast an extremely high repeat business rate. Our clients know we are the trusted source in Audience Response Systems (ARS).

WHAT IS OUR PHILOSOPHY?

Our motto is "can do" and our beacon "customer centricity". Our offering is best described in the diagram below.

Our clients are the centre of the company's operations. By providing them with cutting-edge interactive solutions, we assist them to unlock valuable information.

HOW DOES THIS SUIT YOUR BUSINESS?

With our ten years' experience with ARS technology that has won international awards, IML has managed to package and price its products and services competitively, ensuring relevance to the African market. Our strong association with the IML Worldwide network has supported this business philosophy for the past decade.



The IML SA service offering

IML serves businesses in South Africa and the rest of Africa by:

1. Drawing from **international expertise** yet developing relevant and effective solutions for the local market;
2. Providing a **superior product** to an emerging market;
3. Building on its **market leadership** in ARS and other interactive technology solutions;
4. Nurturing its **customer relationships**;
5. Continuously improving on a well-established and impeccable **reputation and experience** in the business arena; and
6. Thriving on **service excellence**.

In your opinion which products does IML provide?

- A. Interactive solutions
- B. Audio-visual equipment
- C. Microphones
- D. Life-support systems



We can provide much more than just an interactive voting solution. Experiencing our product offering not only assists our clients with participation but it unlocks information with endless valuable opportunity. The traditional voting keypad technology has evolved into an integrated communication tool.



> Voting technology



> Texting



> Message Manager



> Stored Response



> Microphones



> Speaker Manager



> Smartcards

THE COMMUNICATOR KEYPAD OFFERS:

> VOTING TECHNOLOGY

IML supplies the most modern and sophisticated wireless voting keypad in the market, called the Communicator. Audience interaction is facilitated by using the alphanumeric key structure and texting capabilities. The Communicator is also the only keypad with a built-in microphone, which makes it ideal for Q&A sessions.

> TEXTING

An alphanumeric keypad that includes email symbols and decimal points enables delegates to provide quantitative and qualitative feedback. Similar to the text function on a mobile phone, the Communicator allows delegates to respond with one text message per question of up to 127 characters.

> MESSAGE MANAGER

Similar to Texting, the Message Manager software allows the facilitator to decide which comments to display to the audience, thus ensuring that the session remains focused and constructive. Multiple text response messages sent via the keypad are received by a central computer where they can be reviewed, filtered and prioritised instantly before they are displayed on screen. The facilitator can also send multiple messages to the audience via the Communicator.

> STORED RESPONSE

Stored Response is a unique keypad feature that gives individual participants the freedom to vote at their own convenience and location. Responses are then collected and downloaded into a central database for further analysis. This is a highly cost-effective, flexible and efficient way of gathering information from a large number of people that cannot meet together all at the same time.

> MICROPHONES

Each Communicator keypad features a telephone-quality microphone that is ideal for Q&A sessions. Audience members wishing to speak simply press the activation button on their Communicator and speak into it in the same way as they do with a mobile phone.

> SPEAKER MANAGER

This software identifies members of the audience wanting to speak and places them in an automated queuing system. The presenter is therefore in greater control of a more focused and structured debate.

> SMARTCARDS

The Communicator keypad can also accommodate a smartcard that can store pre-programmed personal information (biographies, pictures and more) of each individual delegate. Through this functionality individual member's responses can be identified and users can fast track pre-registration and share communication.



> Touch & vote



> Branding



> enotes



> Silent Auction



> Risk Assessment



> Electronic AGM's (eMMS)



> Quizzes

> TOUCH & VOTE

Add variety to your presentation by superimposing multiple-choice question options over images during live voting sessions. Questions can even be placed over live video footage and web images.

> BRANDING

Companies or sponsors can maximize their exposure by displaying their logo or promotional message on keypad screens, smartcards, wrist straps attached to the keypads or projector screens.

> ENOTES

This laptop-messaging solution combines messaging and voting to facilitate real-time, interactive communication between individuals and groups. enotes is a powerful tool for generating qualitative and quantitative feedback from your audience which in essence works like an electronic flipchart.

> SILENT AUCTION

This function enables guests to instantly bid on items via the keypad, either anonymously or identified, whilst staying seated. Participants are continuously updated on the status of the bid, promoting more bidding activity and effectively generating more funds. Allow unsuccessful bidders to donate money through the pledge functionality.

> RISK ASSESSMENT

Keypad voting technology provides a quick and effective means to assess impact and likelihood comparisons and immediately projects results on a risk assessment XY matrix.

> ELECTRONIC ANNUAL GENERAL MEETINGS (AGM)

In conjunction with Computershare's "Electronic Meeting Management System (eMMS)" IML delivered the first electronic AGM in Africa. Through this electronic voting system each shareholder is given an individualised smartcard that can be inserted into a keypad to cast a vote. At the close of voting, the system calculates all live and proxy votes in seconds, and the results are displayed on screen immediately at the AGM. Electronic voting at AGMs is a rising international trend.

> QUIZZES

Interactive quizzes can be created by programming a range of questions and challenging the audience to compete against each other individually or within teams, operating on a "fastest-finger-on-the-button" principal. The scoreboard functionality allows responses to be calculated immediately and revealed live. A buzzer sound can also be added.

CORPORATE PROFILE



WILL YOU BE THE ONLY ONE NOT USING AUDIENCE RESPONSE SYSTEMS?

As the market leader in ARS in Africa, IML ceaselessly inspires to reach wider horizons. We are a serving company, and in serving, we partner with our clients in facing their challenges and creating suitable solutions, giving them the client-fulfilling experience they so much deserve!

The following segments have successfully used our technology in diverse ways:

- > Corporations across all industries;
- > Professional Conference Organisers & Agencies;
- > Speaker Associations;
- > Risk Consultants;
- > Human-resource & Training Consultants;
- > Associations;
- > Business Consultants;
- > Government Departments; and
- > Any corporation seeking interactivity for five or more people.

Their needs vary from highly strategic sessions to entertaining quiz shows. IML specialises in a variety of product applications, such as:

- > Product launches (Land Rover SA, Sanlam);
- > Sales conferences (Standard Bank, Shell Oil);
- > Road shows (Nedcor, Cell C, SARS);
- > Exhibitions (BHF, Pan African Health, National Speakers Association);
- > Strategy meetings (SARS, RentNet, Eskom);
- > Experiential marketing (Lilly Pharmaceuticals);
- > Risk assessments (KPMG, Deloitte, PWC);
- > Leadership training sessions and seminars (Sasol, Discovery, Super Group); and
- > Quiz shows (Sport Trust, Standard Bank).

Our integrity on delivering an excellent service has expanded beyond our credentials and our customer satisfaction rate is evident to that.

Who do you think uses the IML system?

- A. Professional Conference Organisers
- B. Government
- C. Blue-chip Companies
- D. Hospitals





FACT IS THE ONLY BANKABLE THING!

Rumour has it that more than 2 500 IML keypads were used in 2008?

- A. True
- B. Impossible
- C. No, more than 35 000



Getting your facts right is important but even more important is the fact that none of our competitors can parallel these realities. IML Fast Facts:

- > Over 35 000 IML SA keypads were used in 2008;
- > We average between 3 and 5 events per week;
- > We have over 2000 keypads in Africa;
- > Our industry penetration has increased by 31 % in 2006 and continues to do so; and
- > We have serviced events in Nigeria, Namibia, Kenya, South Africa, Swaziland and even countries outside Africa.

IML Worldwide Statistics:

- > IML Worldwide's has delivered more than 12,000 shows since its launch in 1991;
- > The award-winning Communicator keypads are proven 100% accurate and reliable;
- > We cater for events of all sizes from 5 to thousands;
- > We are the Global market leader in Audience Response technology;
- > We currently have offices worldwide in 10 countries covering 5 continents and continue to expand;
- > We can deliver our interactive services anywhere in the world; and
- > Our IML Worldwide in-house research and development team are constantly updating and developing our products in anticipation of our clients' changing needs and future requirements.

HAS THIS INFORMATION BROUGHT LIGHT TO YOUR WORLD?

There definitely is more! IML embraces the diversity of our country and conducts its business based on sustainable-development

What do you NOW know about IML?

- A. Nothing
- B. A little
- C. Everything I need to know
- D. A lot, but I would like to know more



principles. We are driven by a combination of social-responsibility and ethical business values and believe in creating opportunities for all.

This value can only be created if we excel in:

- > Modelling firm corporate-governance conduct;
- > Upholding cultural diversity and equity in the workplace;
- > Providing a safe and lucrative working environment for employees, attracting the right people; and
- > Creating opportunities for social and economic development within the communities we serve.

We believe in doing what's "right". And it is that same belief that governs our unspoken corporate conscience.

CORPORATE PROFILE

CLIENT TESTIMONIALS:

"The keypad technology made the polling process very transparent and engaging and therefore contributed to the success of the event as a whole"

Eskom (PTY) Ltd

"The service and support received from IML SA was of a high quality, and the AIDC would recommend this system to any company intending to use it for showcasing industry achievers and adjudicating overall performance more scientifically"

Automotive Industry
Development Centre

"Our guests were most impressed and happy with the voting procedure, which was very easy to follow as it eradicated the problems experienced in the previous year and greatly improved the smooth running of the event. IML has treated The Sports Trust with the utmost professionalism and service excellence, which has only increased the profile of our organisation"

The Sports Trust



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