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CD-ROM Development Proposal

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Janet Parsons
General Manager
Paradise Hotel
1022 Highpoint Way
Kanapali, Hawaii 96816

Mrs. Parsons,

Thank you for taking the time to talk yesterday about your new marketing campaign. I have included a proposal for creating your CD-ROM marketing material in time for your next tradeshow.

We are specialists in creating CD-ROM presentations and IPIX virtual tours for the hospitality industry. Since we have a system already in place to create exactly what you need based on our discussions, we will be able to have a custom presentation created and mass produced well before your deadline.

The cost summary is based on current pricing available for CD-ROM media and is valid for 2 weeks from today. The production schedule also is based on the acceptance date of May 13.

I will be looking forward to discussing the project with you in more detail shortly. I will be your primary contact person during the course of your project

Sincerely,

Joel King
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Proposal

Prepared for:

Janet Parsons
General Manager

Prepared by:

Joel King
VP of Operations

Creating the Paradise Hotel Interactive Marketing CD-ROM



Description

Creating a cutting-edge interactive marketing mini CD-ROM for your hotel using a virtual reality tour of the property.



Table of Contents

EXECUTIVE SUMMARY.....	2
BENEFITS.....	3
FEATURES	4
TECHNICAL APPROACH.....	5
PRODUCTION SCHEDULE.....	6
PROJECT DELIVERABLES	7
COST SUMMARY	8
PROJECT MANAGEMENT	9
TRAINING PLAN	10
CASE STUDY	11
COMPANY HISTORY	14
TESTIMONIALS.....	15
REFERENCES	19
PORTFOLIO	20
RESUME	23





Executive Summary

The Objective...

The Paradise Hotel is in need of a new marketing piece to help the hotel sell more rooms and meeting spaces to business clientele which will be most cost-effective than sending VHS cassettes.

- The Paradise Hotel needs a cutting edge marketing piece.
- The Paradise Hotel needs to know how effective their marketing is.

The Opportunity...

The Paradise Hotel has the opportunity to put a cutting edge multimedia presentation in front of prospective clients. The goals of this multimedia presentation are:

- Sell more room and meeting spaces to business clients.
- Reduce costs of mailing marketing materials.
- Incorporate more hotel information and virtual imagery than previously possible.

The Solution...

Cyber, Inc. specializes in trackable virtual hotel presentations on CD-ROM. We have created virtual hotel tours for hotels ranging from modest Days Inn's to the most prestigious resort in the country.

- We will create a multimedia CD-ROM for Paradise incorporating a full 10 room virtual IPIX tour and incorporate the existing promo video on a 45mb business card CD-ROM for use with Windows operating systems.
- The CD-ROM will include the APT tracking system allowing Paradise to track the results of how their CD-ROM is being used by prospects including real-time usage reports and extensive monthly statistics reports.
- The CD-ROM will include creation of cover artwork, replication of 5000 copies inserted in to vinyl sleeves, work on all Windows operating systems, 10 second animated Flash animation introduction, Enterprise Tracking feature, custom background and graphics, a 10 room virtual tour shot by our staff on location, clients existing video, 5 pages of brochure type information, built in e-mail contact form, link to hotel web site, printable map to hotel with directions.





Benefits

You will realize the following benefits provided by this project:

- Reduce printing costs
- Reduce bulky mailers
- Reduce postage costs
- Increase visibility
- Increase your response rates
- Increase brand awareness
- Help close more business deals
- Combine existing marketing material
- Improve customer service
- Track your marketing effectiveness
- Leave your information on customer's desktop

Increase the leverage of your existing marketing campaigns with the new and powerful tool you can track! Printed brochures are frequently tossed in the trash, CD-ROM presentations are more likely to be kept and passed around.





Features

The products and services provided by Cyberi, Inc. to be used in this project include many useful and innovative features. Following is a brief synopsis of the major features which you will benefit from:

- **Enterprise Marketing ROI Tracking** - Capture more information about how your cards are used to determine how effective your presentation and marketing efforts are working.
- **Desktop Installation** - The installer effectively multiplies the number of actual business card presentations by leaving it behind on the user's computer.
- **Contact Followup** - Our CyberiCards are programmed with contact forms that gather visitor information when they fill out a request form on your card. Your users are immediately sent an automated thank-you e-mail and you are sent their information request.
- **Artwork Advertising Free** - Our CyberiCards are designed for you to market yourself and your business. Unlike most other multimedia companies we do not put our logos or marks on the face of your business card CD-ROM.
- **Custom Background** - We will create a custom graphic background of your choice which will match your corporate look and feel.
- **Background Music** - Your presentation will also include a background music track of your choice. We have a large selection of stock selections and custom tracks can be licensed or created.
- **Trade Show Autoplay Mode** - Let your presentation play by itself while letting your viewer take over at any time. Our presentations can be setup to guide your viewers page by page through your message. Perfect for trade shows, kiosks and sales demonstrations.
- **IPIX Virtual Tour** - We specialize in 360 degree IPIX Virtual Reality Tours. An IPIX photograph is a single picture that shows an entire view of a room or location from floor to ceiling all the way around. IPIX is a unique type of photography only available on web sites and multimedia presentations.
- **Video** - Short video clips can also be included in your CD-ROM presentation. Video clips can be advertorials, location tours, etc. For mini CD-ROMs size and space is limited to a few minutes. We will work with your to determine how much video can be included.
- **User Controllable** - Our presentations are designed for ease of use by beginners to experienced computer users. Audio feedback on buttons and clickable text, visual feedback on buttons and clickable text, navigation schemes consistent across presentation, pop-up help screens, animated visual buttons clues on each initial page view.

For more details see our web site at: <http://www.cybericard.com/htm/feature.htm>





Technical Approach

In order to complete the project, Cyberi, Inc. will complete the following development tasks:

- Assign a development team to the project.

Your primary contact will be Joel King. Joel will oversee the project and communicate between your company and our development team. Tom Granger will provide the CD-ROM cover art, Flash animation sequences and will assist in the graphic design. Ian Lauder will be in charge of the development of the CD-ROM presentation.

- Start the planning process after receiving all client-supplied material required.

Joel King will work with you to design the layout and visual style of the presentation. Once the design is created mockups will be created. Once you approve the mockups and all collateral material has been received the project development will start.

- Develop the project based on the milestones in the production schedule.

A first draft of the presentation will be created within 2 weeks of all collateral material being received. You are allowed one round of change requests for the second draft (not to exceed the project specifications) after the first draft is presented. Change requests that are outside the scope of the original estimate and change requests after the second draft will be billed separately.

- Test the project through both Alpha and Beta testing cycles.

The CD-ROM presentation will be tested after each round of proofs. You are also responsible for proofing the entire presentation to check for missing features, misspellings, etc. Once we have tested the presentation and you have tested and approved the presentation it will be ready for mass duplication.

- Deliver and install the final project deliverables.

Once approved the final presentation will be sent to replication to be mass produced. Once complete the final CD-ROMs will be delivered inserted into clear vinyl sleeves.

- Train staff based on the training plan.

Joel King will provide up to one afternoon of training to your staff at your location on the usage of the presentation.





S A M P L E

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