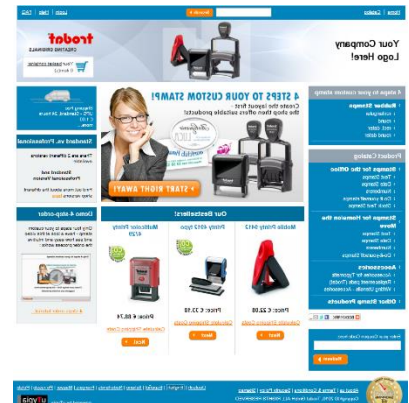


Product description

Trodat gives the licensee a uTypia Consumer Portal. This contains one single main catalogue with prices that are defined by the licensee. From this main catalogue, there are setup the Subshops for the resellers; the min. amount of resellers per portal has to be 5. The Portal subshops are configured by Trodat, so that the customer can easily order stamps incl. textplates and these data are forwarded via web to the licensee.

The portal shop is an Internet shop solution for resellers, which makes online selling of individualized products with following functionalities possible:

- Access by username and password or anonymous login
- Choose a Layout for the Portal
- Express Order Process: „4 steps to your product“- module
- Creation of layouts by setting fonts, font size and alignment
- Inserting of graphics, logos, frames
- Automatic Layout preview and proofreading - “What you see is what you get!”
- Multi Color Functionality for rubber stamps
- 5 fonts subject to licences included, 30 uTypia fonts included
- Shopping cart functionality, Order history
- Topbanner and graphics on first page can be selected freely
- Order data as well as the layout will be sent to the corresponding addresses via e-mail
- The customer receives an order confirmation via e-mail



Included Services

The uTypia Portal shop includes :

- A Demoshop (=Portal main shop) for the RSM presentations for new resellers
- Hosting
- Firewall
- Virus protection
- support-hotline
- daily data backup
- Trodat products data maintenance
- Many fonts available (correctly licensed, legally proofed) – see <http://fontinfo.utypia.com>
- Order data by e-mail including production ready layouts in BMP, GIF, TIFF, or JPG
- Continuous improvements like keeping up with new Internet Browsers
- A two-hour training for the back-office for the main Portal (Shopowner) is included (by telephone or in Wels)

Administration of uTypia Portal:

- Product catalog management
- Price export and import
- User management
- Discount management
- Order history
- User and administration manual
- Payment and shipping options

Products

- One product catalogue which is valid for all Portal subshops. Included are all Trodat standard products (data and setup provided by uTypia support).
- Unlimited other non-customizable products
- Not allowed are stamp products that are in competition with Trodat

Target group

Rubber stamp makers who are searching for an online websolution for several resellers

Demo

<http://consumerportaldemo.utypia.com>

Not included services:

The setup doesn't include:

- setup of special templates (example layouts) – general templates are already included
- setup of non-trodat products

Current operating does not include:

- Sales promotions for the shop as well as Search engine optimization or Google marketing
- Credit card payment or SSL (available as add-on)
- Extra fonts

Available Add Ons

- 1) **Engraving module** – for signs and engraved products, includes EPS output
- 2) **Trotec integration** – get production files with .tsf as output and send directly to your Trotec laser
- 3) **Print module** – for business cards and other print products, includes pdf output
- 4) ***.utypia.com SSL** – for security – encrypted data traffic to the shop
- 5) **Credit card module** – different integrations possible (PayPal, Sofort Überweisung , ...)
- 6) **Additional font-Packages** – 5 fonts are included; for more or extra fonts see <http://fontinfo.utypia.com>

Details are available in the respective product data sheets.

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