

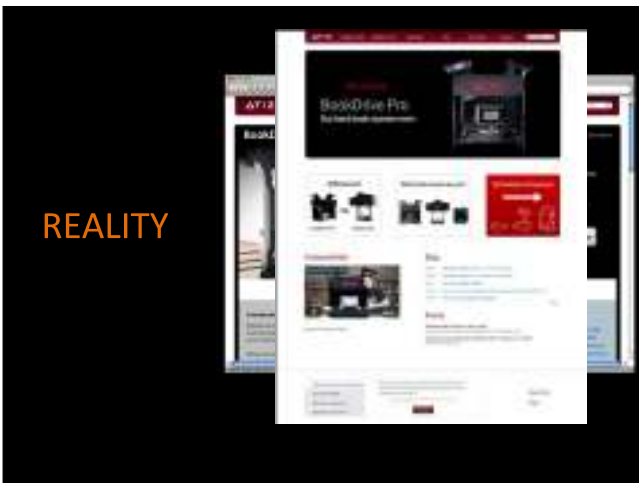


THE BACKGROUND

- PageRank = 5
- 1st in Google search result for "book scanner"
- Wikipedia article is in the 2nd.
- We are on major media:



FROM IDEA TO REALITY



COMMUNICATION

- AdWord
- Blog
- Newsletter
- Social Networks
- Search Engine
- Brochures
- Trade Shows
- Press Releases

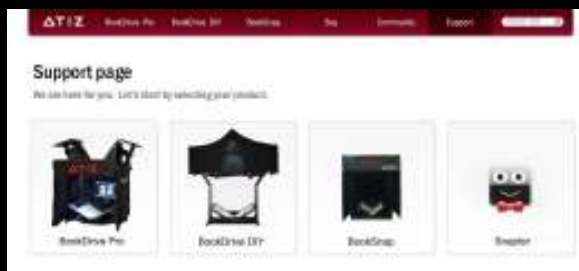
OPTIMIZE FOR SOCIAL MEDIA

The image shows three examples of newsletter subscription forms. Each form includes a 'Subscribe to All newsletters' header, a 'Share this page' button, and a 'Request price quote' button. The forms are designed to be mobile-friendly and include social media sharing options.

OPTIMIZE FOR SOCIAL MEDIA

The image shows a 'Submit an Article' form. It includes a 'Submit an Article' button and a 'Social Networks' section with links for Facebook, Twitter, and LinkedIn.

EASY TO NAVIGATE



TECHNOLOGY BEHIND

- Wikipedia for support documents (kill the PDF)
- WordPress (with [Social Media](#))
- Featured video and [mCura](#)
- Helpdesk system/ Ticket and Support
- Ajax / jQuery