

## INTERACTIVE ViewBooks™ on CD



### A POWERFUL COMMUNICATION TOOL

An Interactive ViewBook™ on CD is a powerful way to communicate with prospective students. Interactive ViewBooks™ deliver your message with impact. They help build important one-to-one relationships with prospective students by using a medium they respond to. An Interactive ViewBook™ will increase your marketing effectiveness.

#### **A Winning Concept**

The Interactive ViewBook™ uses pictures, audio and video to make a winning impression with prospective students.

Interactive ViewBooks™ are Web-enabled, which means prospective students can connect to your Web site with a click of their mouse. You make contact early in the recruitment cycle.

Interactive ViewBooks™ are Web-ready. The material created for the CD can be used on your own Web site.

Interactive ViewBooks™ are integrated with your print publications and applications. You focus your marketing and communications budget on mission-critical activities.

## GETTING STARTED

With years of experience creating Interactive ViewBooks™, EDge has the creative, technical and project

management skills to help make your CD a success. The EDge team will guide you every step of the way.

## CREATIVE

Whether you are using pictures and music or video and 360° panoramas, the EDge team will create a custom design to meet your needs.

### Design

Having worked with hundreds of schools since 1995, the EDge designers have the experience to create the right look for your school.

You will not get a templated design that any number of other schools use. You get a custom design that is integrated with your on- and off-line marketing message. Experience means quality and results. Our designers know how to showcase your school.

### Media Resources

EDge media services can provide scanning, photography and audio services. Working with EDge, you have full access to our extensive photo and music libraries with hundreds of royalty-free photos and music clips to choose from.

### Project Management

From start to finish, our project managers and technical team will keep your Interactive ViewBook™ on time and on budget.



“Reaching international students is challenging without the benefit of personal contact. EDge provided us with a CD that delivers powerful content in multiple languages, in our case five languages. We have found that CDs engage students, parents, agents and counsellors.”

**Floyd Curtis**  
Supervisor, International Development  
St. Clair College

## INTEGRATION

Integrating your Interactive ViewBook™ with your printed material is easy.

Including Adobe® Acrobat® PDF or HTML versions of your printed publications and applications on your Interactive ViewBook™ creates a

cost-effective solution that lowers your production and mailing costs.

### Print Conversion

EDge can convert your printed material to a Web-based Adobe® Acrobat® PDF or HTML format.

## PACKAGING

Whether you are producing a stand-alone Interactive ViewBook™ or integrating it into a larger marketing campaign, the EDge team has the expertise to design the right package for your project.

The world is round, but Interactive ViewBooks™ don't have to be! They

can be shaped like a business card, or even your crest or logo.

Whatever your choice, the EDge team will help you make the right decision. And with the volume we produce every year, you are sure to get the lowest cost.

## WEB-ENABLED ~ WEB-READY

Interactive ViewBooks™ will connect prospective students to your Web site with the click of a mouse. Deliver the latest information and start building

a relationship early. We use the latest in Internet technology, including Macromedia Flash™, Shockwave® and other Web-ready tools.

“Working with EDge was a snap. The password-protected development Web site they created for us made planning and proofing easy. It really helped keep the project on time and on budget.”

**Mike Houston,**  
Director of Liaison & Student Recruitment  
University of Windsor



## RESULTS

The Interactive ViewBook™ delivers results. It reaches your target audience. It is memorable, comprehensive and gives students the right message about your school.

### Monitor Your Project

Working with EDge is easy. You are in contact with the EDge team through a password-protected development Web site 24 hours a day, 7 days a week from anywhere in the world.

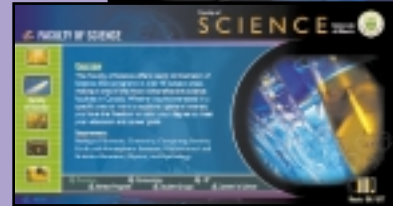
### Tracking

Unlike print media, you can track the usage and effectiveness of your Interactive ViewBook™. By providing WebLinks™, you will be able to develop a relationship with prospective students and measure the effectiveness of your campaign.

## UNIVERSITY OF ALBERTA FACULTY OF SCIENCE

"We wanted a marketing piece for prospective science students. EDge helped us produce a unique CD for our targeted audience. Working with their creative team was a great experience."

**Jennifer Moroskat**  
Recruitment and Liaison Officer  
University of Alberta, Faculty of Science



## CANADIAN MEMORIAL CHIROPRACTIC COLLEGE

"An important reason for choosing EDge to produce our Interactive ViewBook™ was a proven track record as a full-service team. Not only did they provide design services, they did a great job shooting our video."

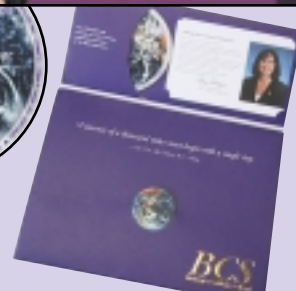
**Dr. Greg Hamovitch**  
Director of Student Services  
Canadian Memorial Chiropractic College



## BISHOP'S COLLEGE SCHOOL

"EDge's ability to work with our existing material and integrate the CD with our marketing collateral was outstanding. Their experience with video, voice-overs and 360° panoramas was essential to the success of the project."

**Maggie George**  
Director of Admissions  
Bishop's College School



INTERACTIVE ViewBooks™

# The medium is the message

*Marshall McLuhan*

## CLIENTS

EDge has created Interactive ViewBooks™ and virtual campus e-Tours™ for hundreds of clients. With over six years of experience, EDge has the knowledge and market understanding to make your Interactive ViewBook™ a success. Interactive ViewBook™ clients include:

Academy of Learning  
Bishop's College School  
Bishop's University  
Canadian Memorial Chiropractic College  
Carleton University  
Centennial College  
Collège LaSalle  
Delta College  
Fanshawe College  
Gadsden State Community College  
Loyalist College

New York Institute of Technology  
Niagara College  
Seneca College  
St. Clair College  
St. Lawrence College  
University of Alberta, Faculty of Science  
University of Windsor  
Virginia State University  
Westervelt College  
William Rainey Harper College  
York University

Have a look at one of our most recent  
**INTERACTIVE ViewBooks™**



Call us at **1-800-211-5577**



for a sample.



# Bringing people, technology and information together

## ABOUT INTERACTIVE VIEWBOOKS™

EDge has created Interactive ViewBooks™ and virtual campus e-Tours™ for hundreds of clients. With over six years of experience, EDge has the knowledge and market understanding to make your Interactive ViewBook™ a success.

The team includes designers, developers and project managers with extensive knowledge of both Internet and CD technology.

EDge has been helping students find schools and schools find students since 1995.

## ABOUT EDGE INTERACTIVE

EDge Interactive brings people, technology and information together to create focused solutions in education. EDge is a Canadian company based in Toronto. The company has enjoyed strong growth as a leader in providing information services and software solutions to clients across North America and around the world since 1995.

Products and services include e-Tours™, Interactive ViewBooks™, ezRecruit™, Web site design, e-mail marketing and recruitment services.

Web sites managed by EDge include: SchoolFinder.com; ScholarshipsCanada.com; MySchool101.com; and StudyinCanada.com.

Visit us at: [www.edgeip.com](http://www.edgeip.com)



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