



New handheld device revolutionises print media

Key facts – handheld

- ❑ PDA style device for leaflet and brochure campaign monitoring nationwide
- ❑ Will be used across all 6,000 Take One sites such as Airports, Railway Stations, RoadChef & Moto motorway service stations, Travelodge, Morrisons supermarkets
- ❑ Works in conjunction with Take One's unique, in-house database via a GPRS signal. The titles and the number of leaflets that are filled in each stand are immediately reported back 'live'
- ❑ Promotes environmentally-responsible practices, such as paperless reporting
- ❑ Used by a combined team of 34 drivers across 6 regional centres

Customer benefits

- ❑ Speed of receiving the leaflet campaign information
- ❑ Accuracy – input of quantities used is immediate
- ❑ On the spot data input improves transparency and accountability of services – showing that we are doing what we promise
- ❑ Comprehensive statistics on campaign activity, i.e. how many leaflets distributed, when, and by location – so the customer knows exactly when they need to reprint
- ❑ More targeted and intensive leaflet coverage for the customer's chosen demographic as we know which areas are most effective through detailed data analysis
- ❑ Verification of activity as internal 'dashboard' tells us where all drivers are and what is being done



Reason for introducing handheld

- To continue to innovate to improve service to customers
- To keep Take One in its 'number one' position

How it works

Take One merchandisers will use the device when they fill leaflets in individual stands across the country.

Take One digitally sends information to the merchandiser's device which will enable them to do their job more efficiently, i.e. how many of each clients' leaflets to fill in at a specific stand on a certain date.

The merchandiser then uses the device to confirm the number of leaflets to put in the stand. This data is immediately reported back 'live' to Take One's unique in-house database via a GPRS signal.

Distribution reports/updates will be emailed to each client regularly.

Handheld model type and specifications

Model is Motorola MC35 chosen for its semi-ruggedness – easy to carry around but tougher in regular everyday use than most PDA's.

Performance characteristics

- SD/MMC card slot
- Camera
- Memory: 128 MB SDRAM/128 Flash
- Operating system (OS) Microsoft Windows Mobile 6.0 Professional
- Processor (CPU): Intel XScale PXA270 416 MHz processor
- Resolution (Imager): 2 Megapixels
- Typical range: Reads 1D codes above 8Mil and 2D barcodes above 15Mil
Typical range on a 100% UPC/EAN Symbol: 3" to 7" (76mm to 177mm)
- Windows Mobile compatible

Physical characteristics

- Audio options: Headset jack, Receiver, Microphone
- Dimensions (HxWxD): 0.81 x 2.59 x 5 in. (20.6 x 65.85 x 127 mm) H x W x D
- Display resolution: colour 2.8 in. QVGA (320 x 240)
- Display type: Backlit colour, touch screen
- Keyboard: QWERTY; AZERTY; QWERTZ
- Notification: Vibrator, Multi-coloured LED's
- Weight: 6.53 oz. (185 g)

**For more information contact our sales team on 0800 389 6636
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