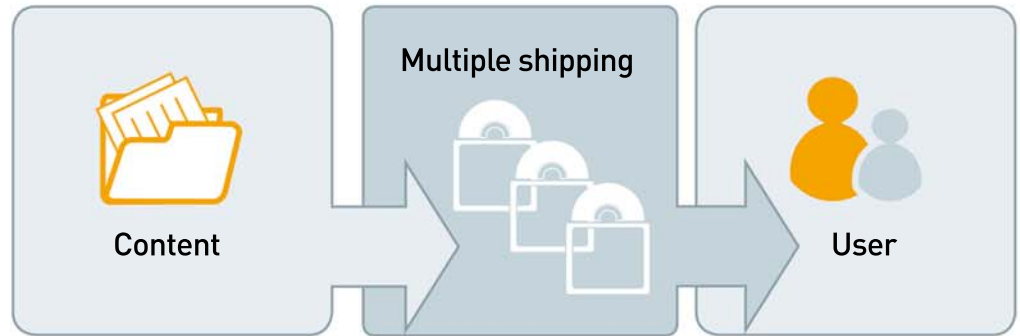




Individual update service
by USB flash drive

<<< Yesterday

- ↻ Opening stock by post
- ↻ All updates by post
- ↻ Costs for multiple production and shipping
- ↻ Running time 5-15 days
- ↻ Possible loss due to transport
- ↻ Outdated addresses
- ↻ Outdated data

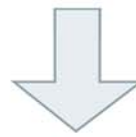


Customer's problems:

- ↻ Storing and organisation
- ↻ Where is the last CD-Rom?
- ↻ Which one is the latest version?
- ↻ Have I missed an update?
- ↻ Loss of CD-Rom with sensitive data

The solution of problems, including cost savings

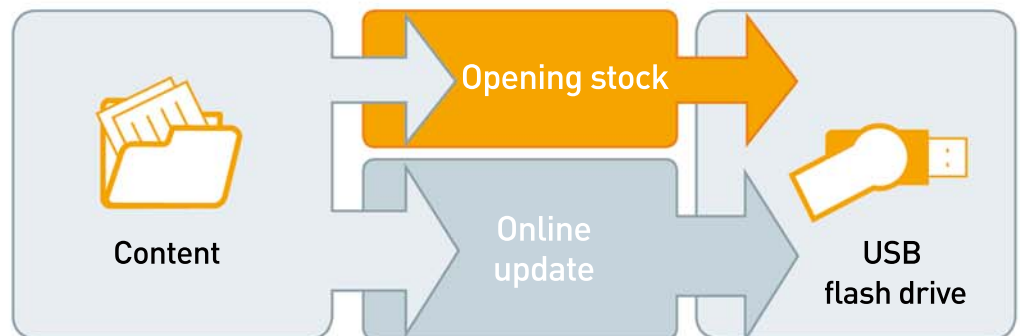
Surely you're familiar with the problems of delivering opening stocks (software, documentation, etc.) and subsequent updates by mail!



The safe and timely solution: Managed update service by USB flash drive

Today >>>

- ↻ Opening stock by USB flash drive
- ↻ Updates over update server
- ↻ Alternative to loose-leaf
- ↻ Elimination of multiple production
- ↻ No postal and shipping charges
- ↻ Automatic update-news
- ↻ Fast error correction
- ↻ Current data base



Advantages over download process:

- ↻ All data are copy protected
- ↻ Exclusive software-distribution over unique USB stick in an exclusive package, e.g. storing as a real product in a shelf
- ↻ Living product (haptic)
- ↻ For personal handover
- ↻ Organized and structured standards
- ↻ All data are useable without any online connection, updates only with online connection
- ↻ Control of running time realizable optimally

Why push rather than pull method:

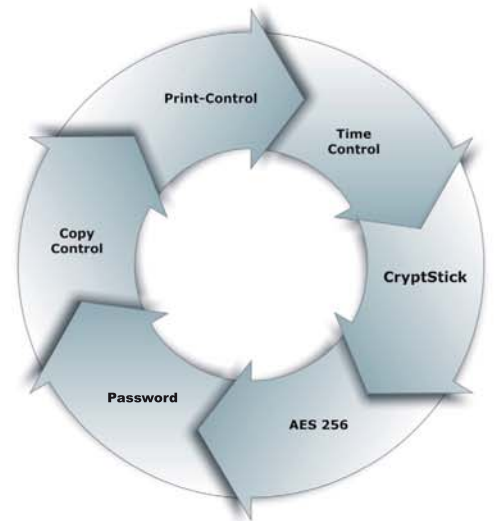
- ↻ User receives updates automatically
- ↻ No previous login required
- ↻ No extensive search for download data necessary
- ↻ Time saving for the user



The CryptStick® is safe!

The proven CryptStick®-technology offers all the features and security tools for comprehensive data protection at the update service.

- Password at start of program
- Permanent AES 256 encryption
- Protected data are stored in data containers
- Individual serial number
- Copy protection and control of running time



Fully automatic update process

- Through simplified automation and without installation for laymen directly applicable
- You provide your customers with updates quickly and easily through a delivery service
- Use of the update without any online access for example in online-free zone (laboratory, outback, sea, underground, etc.)
- Economically and ecologically timely by savings on packaging and loose-leaf



Production of your update USB flash drive

- The first production is based on your current data
- Exact production from 1 piece - elimination of surplus production
- The update server is set up with your Update data
- The dispatch of the update flash drives can be made within 48 hours

Production of your update USB flash drives in individual softbox including your company logo

Application in daily business

- The **BuchStick®** is used by publishers for books (PDF), formularies, standards etc.
- The **MaklerStick**, **BuchhaltungsStick**, **PeriodikaStick** help in data maintenance and updates
- The **WerbeStick** permanently placed your advertising messages and much more



With your company logo



With customer's name



Password protection

Use innovative techniques while saving costs



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