



AUDIENCE RESPONSE SYSTEM

The Reply Ativa

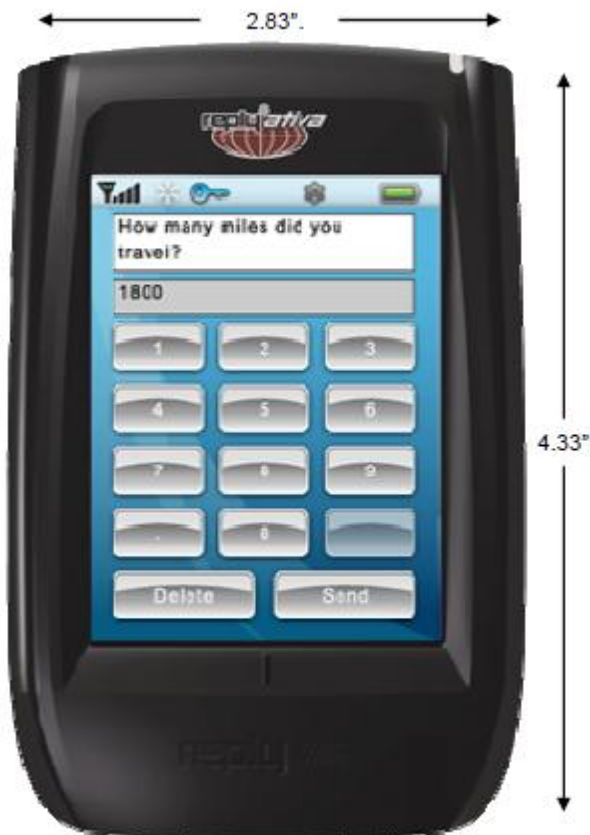
Tallen Technology Rentals is excited to present the latest update to our Audience Response technology and software. **The Reply[®] Ativa** keypad and Tallen Audience software package are the most powerful, reliable, and trusted technologies available today. The updated keypad features a fully dynamic **COLOR TOUCH SCREEN**. Expanded capabilities include a virtual QWERTY keyboard, SMS text messaging, customizable viewing space, smart-card programming, self-paced testing and advanced Q&A management.

Advanced hardware features include:

- 65,000 color 3.2 inch QVGA back lighted LCD
- Touch screen input via finger or stylus
- Virtual QWERTY keyboard
- Smart-card reader
- SMS text entry of up to 140 characters
- Dynamic display area – adapts to content type
- Customizable display area
- 2.4 GHz radio frequency with signal avoidance – guaranteed no interference
- Rechargeable batteries – up to 16 hours typical usage
- USB port connectivity
- Advanced visual vote transmission acknowledgement
- Multiple-choice selections (choose more than one answer with visual confirmation of selections)
- Advanced log-in for vote tracking and attendance taking
- Up to 30 simultaneous sessions can run in close proximity
- Visible status icons including battery life, message waiting, reception level and settings
- Speed scoring with accuracy to .05 seconds
- License-free / license-exempt frequency means the keypads are approved for use worldwide

Advanced software features include:

- Smartcard reader for security, identification and vote tracking
- Advanced response input: Multi-digit, multiple selection, text response, moment-to-moment slider, priority voting
- Self-paced testing capable
- Customizable logos, colors, backgrounds and buttons
- Advanced Q&A session support through text messaging
- Send messages to individual keypads, multiple keypads, or the entire universe of keypads
- Visual vote confirmation and data reporting
- Create instant polls from SMS messages
- Organize and archive free-form feedback from audience
- Demographic filtering and Individual vote tracking
- Side-by-side comparison of collected data
- Competitions and game shows with advanced scoring capabilities
- Display a "call-on-me" list to handle audience questions
- Detailed reporting capabilities



Scan here for more information about
Tallen Technology Rentals



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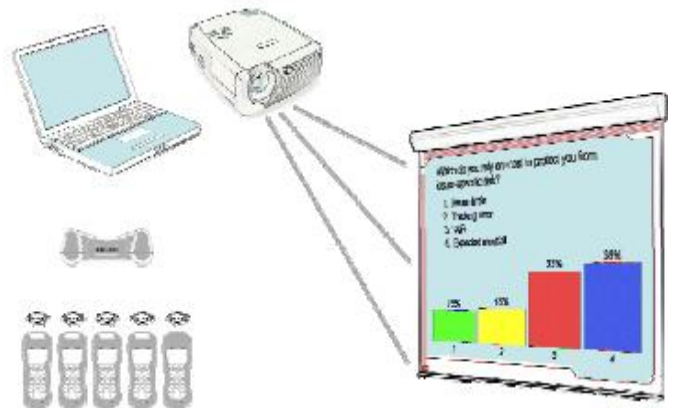
Tallen Technology Rentals
33 Wood Ave South
Iselin, NJ - (866) 825 5361



AUDIENCE RESPONSE SYSTEM

-How it works-

Audience members respond to questions and statements posed by the presenter using sophisticated yet simple-to-use wireless keypads. Each response is captured, recorded, and immediately displayed in a variety of graphical formats. Responses can be anonymous or tracked by individual, demographic group, or team. All our software is professional grade with no pop-up or dialogue boxes intruding on the presentation. We can seamlessly accommodate on-the-fly questions and unplanned demographic filtering. Powerful enough to re-ask, reorganize, reset, and summarize voting questions with only a key press.



What we do-

Tallen starts by asking the right questions – each event is different and requires a personalized approach. Our senior consultants work with event producers to identify meeting objectives and create interactive content to achieve those goals. In-house editorial staff proof questions for clarity, substance, grammar, and efficiency – we make sure each interaction is optimized for the desired outcome.

On-site, your dedicated technician will handle everything the equipment, providing slide reviews and rehearsals with presenters, customizing, editing and printing final versions of questions, and running the show. All Tallen ARS technicians have a minimum of five years of experience and are always prepared for the unexpected.

At the conclusion of the meeting, your technician will assemble and deliver all reports, tailored to your specifications; as raw data in Excel, sharable PowerPoint presentation, locked PDF documents, and formatted html for posting on the web.

- Management Meetings
- Advisory Boards
- Medical Education (CME)
- Sales Training
- Focus Groups
- Satisfaction Surveys
- Game Shows
- Entertainment Events
- Product Launches
- Town Hall Meetings
- Elections
- Team Building Exercises
- Incentive Events
- Brainstorming Sessions
- Your creative idea here!

-Why choose Tallen for ARS

Experience – One of the longest-standing ARS companies in the industry, Tallen began in 2002 and has thousands and thousands of successful events in our history.

Technology – One size does not fit all. At Tallen we specialize in matching technology to the goals and budgets of our partners. We offer everything from the latest ultra-compact keypads to the most sophisticated multi-digit, full LCD display models. We have software solutions for all types of meetings from strategic planning and elections to testing applications and custom game shows.

Partnership – Tallen partners with our clients to ensure the most effective use of the technology. We are not in the business of mass-producing meetings, we truly believe in working with our partners to create one outstanding event at a time. Customer loyalty is our most valuable asset.

Service – We provide in-person and on-line demonstrations, facilitator’s guides, question development assistance and coordination of audio-visual requirements. Our consultants and technicians routinely rise above their job responsibilities to ensure the success of your meeting. Our client surveys consistently show satisfaction rates over 98%.

Value – Tallen’s pricing structure is straightforward, predictable, competitive – and best of all, no hidden charges.

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