EXPERIENCE THE DIFFERENCE

PADGETT COMMUNICATIONS
AUDIENCE RESPONSE / INTERACTIVE GAMES
From boardroom strategy sessions to sales rep product knowledge, Audience Response Systems (ARS) and interactive games from Padgett Communications are the perfect tools to gather data. Interactive communication immediately captures your audience’s attention and keeps them interested longer, giving you the powerful ability to tap into a vast amount of knowledge and opinions of the group.

Padgett’s Audience Response System uses the latest in interactive technology to make the system extremely user friendly and accurate. Wireless keypads allow for a seamless and clean look, without reams of unsightly cable. The system’s dual-channel platform allows for foolproof polling communication between keypads and the Making Information Work For You receiver. As the keypad is depressed, the system sends a response to the receiver on one frequency, and then sends acknowledgement of that response back to the keypad on another frequency. This ensures that the answer has been received and then sent to the computer for calculation. Groups can range in size, with up to as many as 25,000 participants.

**Keypad Options**

**Padgett Worldwide**
- Our most popular keypad, the Worldwide incorporates a small, sleek design with the basic features you most frequently need.
- 13 numeric keys that allow up to 10 answer options
- Three soft keys that make it simple for participants to alert presenters if they have a comment
- Easy-to-read display confirms that a response has been received
- Ideal for individual or team tracking and interactive games
- Works with Reply software applications and PowerPoint™ add-ins

**Padgett Plus**
- The Plus voting keypads build on the features of the Worldwide to provide advanced options for the next level of audience response systems and interactive games.
- Multi-digit entry that allows up to 20 answer options as well as numeric input
- Lighted 2 line LCD display with status bar
- Unique login feature that securely registers users
- Multiple-room voting ability
- Alarm function that beeps if the keypad is moved out of range
- Three soft keys that allow for simplified voting options
- Works with Reply software applications and PowerPoint™ add-ins

**Padgett Ativa**
- Our most advanced keypad, the Ativa features a full color, customizable LCD touch screen.
- Full color display allows question and multiple choice answer options to be displayed on screen
- Full alphanumeric input capability by on-screen QWERTY keyboard for SMS-style texting
- Moment-by-moment response capability using on-screen slider
- Touch surface input via finger or stylus
- Offline operation allows for self-paced response capability

**Padgett Mini**
- Our latest addition, the Mini keypad, packs the most important features of the Worldwide into a wearable keypad that’s smaller than a credit card. These innovative interactive keypads feature:
- Easy-to-use interface for ARS novices
- Allows up to 5 answer options in numbers and letters
- Hard plastic casing that is sturdier than comparable “credit card” keypads
- Lanyard adaptable - Both lanyard and keypad can be branded with a logo of your choice
- Great for use in classrooms, stadium seating events or other unique settings
- Works with Reply software applications and PowerPoint™ add-ins

**Making Information Work For You**

Padgett’s wireless interactive system can benefit every business division, department, and employee group. Audience Response delivers real time answers to important real time questions.
Strategic management is a primary concern for executives as they continue to evaluate growth strategies, budget issues, and review company policies and procedures. Audience Response can assist management with evaluating these strategies by receiving instant opinions of executives within the organization to gauge their position on key issues. One of the truly important benefits of Audience Response is collecting the data that reveals ‘how’ management feels about certain topics that can then be used for discussion. Tools like this help the entire management team to work towards the same goals.

Whether the goal of your marketing meeting is to survey the opinions of a consumer focus group to study product placement or brand awareness strategies, or simply to work within the marketing department to refine these strategies, Audience Response gives insight about the group’s opinions. Further discussion can reveal why they feel that way. Also, in the case of a focus group using demographic comparisons such as income level, geographic location, or gender can give further insight into how marketing can refine strategies to better target certain market segments. Demographic comparisons include such questions as, what is your income range? Are you male or female? Other questions can also further segment the group.

Employees are the lifeblood of an organization. HR departments can also find Audience Response to be a very valuable tool. Employees’ opinions on company initiatives, policies, or general job satisfaction can help assure the organization is on the right track. When employees know they are an integral part of the planning process, they will feel more like team members. Sales Division Sales meetings are events for any business. With Audience Response, product knowledge can be expanded and sales techniques enhanced. The exchange of knowledge and ideas are equally important to allow for team building as well. Audience Response can support all of these goals by creating a unique game show that promotes spirited competition. The game show can also provide for an exchange of knowledge and ideas among members of an organization. This interaction among the sales force is another strategic goal in developing team building and a fun meeting.

Both large and small companies are complex, and each have unique operating environments. Using Audience Response to bring different employee teams together allows each to better understand one another. The results can have a great impact on the bottom line and assist a parent company in making sure that individual business groups and employees are working towards a cohesive corporate strategy. Questions can even span divisions to help each gain insight into increasing business and to assist in problem solving. Gather responses to a wide range of questions that can be complex and strategic to basic and fundamental. Data can be broken down into demographic comparisons that show the differences in opinions from one division to the next. Segmented data can be a basis for further discussion on issues that affect the corporation as a whole.

Different smart phone manufacturers create their products in proprietary ways that make using a single app for ARS voting challenging at the very least. They build their operating systems so that they regularly need to be updated in order to work with the latest apps. What are the odds all of your attendees regularly maintain and update their smartphones? Carriers offer varied reception coverage and Internet connectivity making consistency and accuracy a huge hurdle for ARS apps. These carriers also utilize different speeds of Internet connectivity which can ultimately slow the voting process down.

Reduced participation rate = INSUFFICIENT DATA
Complicated voting requirements = FRUSTRATED AUDIENCE
Limited support = UNLIMITED RISKS

98% AUDIENCE PARTICIPATION
ARS KEYPAD BENEFITS
+ FULL GRAPH / CHART CUSTOMIZATION
+ ON-SITE MANAGEMENT / SUPPORT
+ DIRECT SIGNAL / RECEPTION
+ SECURE CONTROLLED NETWORK

IS IT ALL ABOUT THE DATA? IT SHOULD BE

ARL KEYPAD BENEFITS
SMART PHONE

DISTRACTIONS
EMAIL, TEXTS, SOCIAL MEDIA, WEB SURFING
SECURITY
LIMTED TO NO SECURITY ON MOST NETWORKS
POOR RECEPTION
PREVALENT IN VENUES LIKE CONVENTION CENTERS, BALLROOMS ETC.
DELAYED RESULTS
UNPROFESSIONAL IMPACT ON A TIGHTLY SCHEDULED MEETING

98% AUDIENCE PARTICIPATION
ARS KEYPAD BENEFITS
SMART PHONE
AUDIENCE RESPONSE FEATURES

Many different result graphs can be displayed with the Audience Response System. These graphs can be vertical bar charts, horizontal bar charts or pie charts with backgrounds customized to display a theme logo, corporate logo, watermark or other presentation graphic. The Audience Response System also allows for embedded video and sound files to create a complete multimedia presentation.

MULTIPLE-CHOICE APPLICATION
Multiple-choice questions are easily recognized and understood by all levels of employees and participants, making this approach one of the most favorite applications for gathering and charting information. If Audience Response has been used in past sessions with the same group or with other employee groups, past data can also be revealed on the same screen to compare opinions. Once again, this data can lead to a meaningful discussion about these differences or similarities in opinions.

PRIORITY RANKING APPLICATION
Priority Ranking allows you to poll your audience to prioritize a list. Once the rounds of polling are complete, the results are displayed as a bar chart with the number ranking for each item listed. Segmenting or filtering the group through demographic comparisons demonstrates the differences or similarities in the decisions by segments.

X-Y MAPPING APPLICATION
Use X-Y Mapping to assess multiple issues against multiple criteria with the results plotted on a scattergram. The first issue is plotted against the Y-axis using an evaluation on a scale of 1 to 5, with 5 having the highest impact. A second question can then be asked concerning the same issue and compared against the previous question and plotted on the X-axis. Results of both would then result in a location on the scattergram of the first issue. This series of questions would continue for each issue to be evaluated on these two criteria. Results are then displayed after all the issues are evaluated, even complex issues, and strategies can be evaluated using the results of an Audience Response session.

GAME SHOW FORMATS
Questions within a game show can test a group on current and future products, company history, or important events. The game show format, while promoting team building, can also assess information retention and understanding. The questions can be multiple-choice, true/false or yes/no, and can also have a related point value to keep score. The results of the questions can be shown along with the answer. Team standings can be displayed after each question or after rounds of questions. The final standings show what groups have the best knowledge retention and also reveal certain areas that may need more attention. The fun with Audience Response can be contagious, and will also allow the team building to continue long after the meeting has concluded.

REPORT VIEWER FEATURES
Audience Response allows for customized reports and data from sessions to be archived for use in future meetings or reports. Report Viewer is a software program that is given to the client at the conclusion of a meeting. Along with the software, the raw data is provided on a disk. The data will be extremely valuable to create customized reports soon after the meeting and in the future. Examples of the reports could be by participant, where the results from each keypad may be viewed. Other reports could be by question, where the result graphs are displayed. The archived data can also be used for comparison in future meetings. Report Viewer also allows for powerful demographic manipulation of data where demographic comparisons were used. Whether the data for the session was segmented based on gender, income level, department, geographic location, or any other means, the Report Viewer can cross-tabulate any of the combinations of comparisons to create endless possibilities of useful reports. This feature is an extremely powerful tool in analyzing the full value of the data.

A PERFECT FORMAT FOR TEAM BUILDING AND TRAINING EXERCISES

DISCOVER THE MOST POWERFUL, EFFICIENT AND VERSITILE LEARNING TOOLS AVAILABLE

Audience response systems from Padgett Communications give you the power to transform any meeting, big or small, into an energetic information bonanza.
“Utilizing Padgett's leading edge wireless keypad technology enabled us to quickly and easily capture valuable information at Microsoft®’s recent Global Briefing event.”

Mark Kornegay – Chief of Staff
Microsoft® Services and IT

“After using Padgett’s Keypad Solutions to great success and rave reviews, I would not consider any other company for my future Audience Response needs.”

Kandus Simpson – Director, Corporate Communications
Ticketmaster®

“Time and time again, Padgett Communications has exceeded our expectations with their expertise in Audience Response technology. We were able to achieve measurable results and the process is worry free – thanks to Padgett’s unsurpassed service and professionalism.”

Deb Knott – Global Meeting Management
Bristol-Myers Squibb

As used by the Oprah® show, The Dr. Phil Show, Rachael Ray®, Dr. Drew, as well as some of the top Fortune 500 Companies worldwide, Padgett Communications sets the highest industry standards for Audience Response service.
IMPORTANT DIFFERENCES BETWEEN AUDIENCE RESPONSE SERVICE (ARS) PROVIDERS

Audience Response Systems are great tools for a variety of events ranging from employee conferences and meetings to client education or entertainment. Regardless of the event there are important differences between the equipment that is used and the companies that provide you service. A few simple questions can save you both aggravation and money. To help ensure you encounter no surprises with your ARS company keep this check list close at hand.

1. Does the ARS Provider use trained, dependable, full-time year round staff?
   Many Providers use a loose web of freelancers or contractors that vary in experience and dependability. For reliability choose the ARS Provider who can assign your task to expert staff members.

2. Are you being offered field tested equipment or the latest low cost gizmo?
   Avoid being an unfortunate beta test for unproven products. When your reputation is on the line, choose equipment that has a successful track record and is easy to handle.

3. Will I be charged for anything not listed on the quote?
   Always ask if there is a chance of “incidental charges” and why. When budgeting is important you don’t want the lure of a low quote to turn into the nightmare of hidden charges. Ask what constitutes overtime and be detailed about equipment expenses.

4. Can you create the show you want or do you have to alter your approach based on limited provider capabilities?
   Many times great show ideas become mediocre because the programming capabilities of the provider are far too limited. Always expect your provider to rise to your level of expectation.

5. Can the ARS Provider quickly give you the names of recognizable satisfied customers and prove a history of success?
   Many providers come and go, but the companies that consistently perform at a high standard of customer service and continuously meet or exceed the expectations of their customers thrive. Avoid the hearsay between competitors and check a provider’s track-record from their actual customers.

www.pcipro.com
## THERE IS A DIFFERENCE

<table>
<thead>
<tr>
<th>Padgett Communications</th>
<th>Other (ARS) Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>All we do is ARS</td>
<td>ARS is a secondary service</td>
</tr>
<tr>
<td>Dependable full-time, year round staff</td>
<td>Freelance technicians with limited knowledge of the system</td>
</tr>
<tr>
<td>Fast, reliable quotes with competitive pricing</td>
<td>Slow follow-up, hidden charges and overtime</td>
</tr>
<tr>
<td>Consistent office support</td>
<td>Little or no assistance</td>
</tr>
<tr>
<td>Exceptional customer service</td>
<td>Waiting days to receive a quote or a returned call</td>
</tr>
<tr>
<td>Added value to every event</td>
<td>Meeting the minimum</td>
</tr>
<tr>
<td>Loyal clientele and a history of providing impeccable service</td>
<td>Questionable reputation and experience</td>
</tr>
<tr>
<td>Large events to break-out rooms</td>
<td>Limited events, limited inventory</td>
</tr>
<tr>
<td>International travel &amp; shipping experts</td>
<td>Limited knowledge of work visas, power needs, customs requirements</td>
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<tr>
<td>Unlimited programming based on your meeting needs as they evolve</td>
<td>Programming based on their capability</td>
</tr>
<tr>
<td>Customized game shows, elections, surveys, Q&amp;A</td>
<td>Rigid formats and templates</td>
</tr>
<tr>
<td>Unlimited questions</td>
<td>Incremental charges</td>
</tr>
<tr>
<td>Accurate, on-site reporting</td>
<td>Up to a month wait for results</td>
</tr>
<tr>
<td>Field-tested technology</td>
<td>Unproven software and equipment</td>
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<tr>
<td>Dynamic, user-friendly keypads</td>
<td>Small, easily lost units with compromised dependability</td>
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**Interactive Games, Audience Response Systems, Employee Feedback, Team Building, Sales Meetings Focus Groups, New Product Testing, Breakout Sessions, Strategic Planning, Education, Training, Algebra,**

![Image of interactive games](image-url)