



  
**TOUCHINGBASE™**  
**CAPABILITY**  
**STATEMENT**

# COMPANY OVERVIEW

Touching Base™ is an Australasian Sales and Marketing company with over 20 years experience in consumer communications technology. We scan the world for the latest innovative technological products and customise them for the Australasian market. Our clients benefit by way of innovative solutions which can to add real competitive advantage and value to their business.

We also help companies achieve greater sustainability as many of the solutions we are able to offer provide alternatives to traditional paper-based methods which are high in paper waste.

Touching Base™ is also committed to socially responsibility with a percentage of our profits going directly to our special charity, The Becky Fund. To find out more about The Becky Fund, please visit [www.thebeckyfund.org](http://www.thebeckyfund.org).

# PRODUCTS

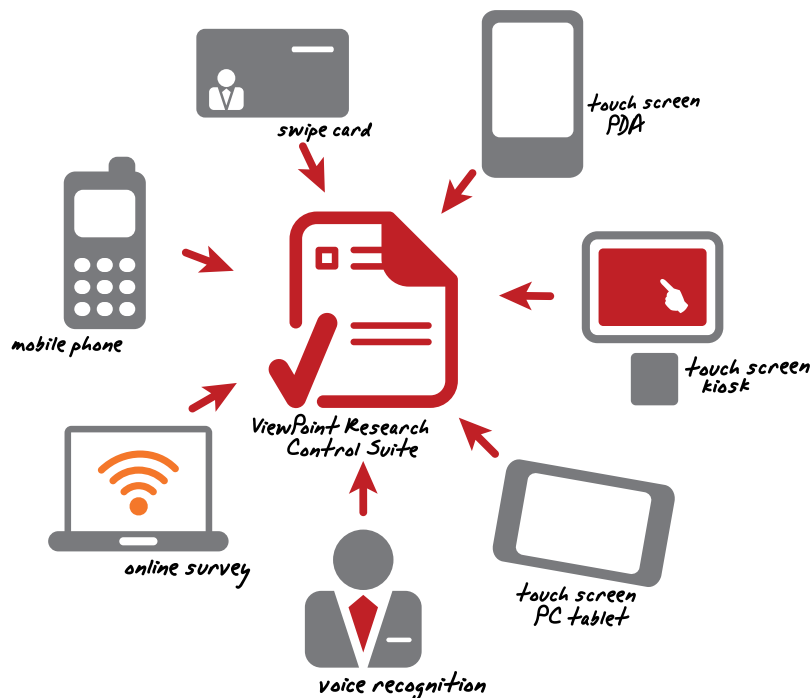
Touching Base™ brings together world leading software technology and the latest digital devices such as touchscreen kiosks, pda's and digital pens to deliver innovative solutions for clients on a diverse range of projects...from large scale research studies to customer feedback surveys to data collection utilising digital pen and paper.

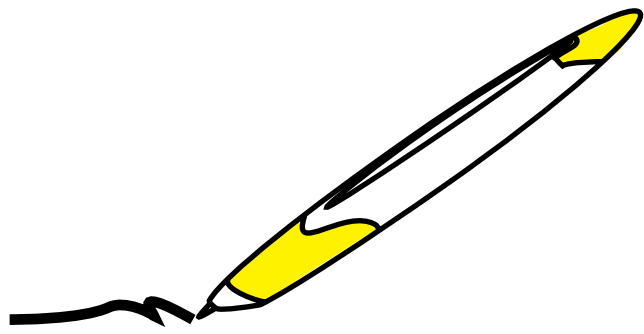
# VIEWPOINT SOFTWARE TECHNOLOGY

Touching Base's™ ViewPoint software has been uniquely developed to enable our customers to create their own surveys, deploy them to a range of remote devices and then to easily upload the data from the completed surveys.

With this information, our customers can run a whole range of easy-to-create reports ensuring the data which is most important to you is presented in a meaningful and valuable way.

Touching Base's™ ViewPoint software enables you to gain valuable customer insights and is ideal for a diverse range of projects from sporting events or shows, shopping malls, in-store customer feedback to large scale research studies.





# digital pen and paper

Touching Base™ brings you the Digital Pen.  
An exciting new product using world-leading  
technology that is set to revolutionise  
the way you work.

## NOTES

Have your handwritten notes turned into word document  
and/or pdf ready to edit or forward via email, fax or text at  
the push of a button.

meeting notes  
list of jobs to do  
contact name, phone or address  
minutes

## FORMS

Digitized forms can be filled out and the information immediately  
transmitted from a Blackberry or mobile phone back to your  
organisation to be processed.

- inspections
- sales orders
- assessments
- service reports



# SERVICES

From recommending a solution to implementing a trial, providing software, hardware, training and support to providing a professional analyst to assist in attaining the best results, Touching Base™ will work with you to truly maximise your market research effectiveness.

To see more case studies, or for further information  
please visit our website...

*www.touchingbase.co.nz*



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