

CARDSCAN® REVIEWER GUIDE:

CardScan Executive or Personal

Here's a quick guide to uncovering the features and benefits of CardScan Executive or CardScan Personal contact management systems. If you encounter any problems along the way, you can contact our technical support line 866-900-6902, (10am - 5:30pm ET), or Karyn Martin at Emerge PR (617) 729-3173.

Install the product and software.

We hope you found the product easy to install. You'll notice that you only needed a USB cable to power the card reader. This is a great portability feature for use at the airport, or even for foreign travel.

The scanner unit takes up little space so it's easy to stow with your laptop, and fits on your desk. CardScan Personal is very small with a closable door and handy travel pouch. An optional travel case is available for CardScan Executive.

► Accuracy & Ease

Insert a business card to the card reader - your CardScan software should automatically launch.

We think the most important aspect to our product is accuracy. If you scan cards, but then have to spend all your time correcting errors, you've defeated the purpose. So try a range of cards to test accuracy.

Our proprietary interpretive technology is the result of years and years of teaching the software the nuances of business cards. It's possible to stump CardScan though - transparent paper for instance. But we think you'll find it will do a remarkable job with almost all of your cards.

Take a moment to verify the information that was scanned. CardScan software will highlight fields in yellow when it suspects an error. CardScan Executive scans in color and takes about 3 seconds for each scan. CardScan Personal scans in monochrome in about 5 seconds per card.

- more -

CardScan software can read multiple languages and multiple country formats. If you have some foreign business cards, try them as well. This feature comes in handy for international business people, and use of the product in European countries. A complete list of language/country capabilities is available separately.

Scan all your business cards and you create a digital database of your valuable contacts. That would take a long time to type in manually, but more important most of us don't want to do that, so the cards sit in the desk drawer.

► **You're Just Getting Started**

You might be satisfied now that you have all your business cards in one place as digital information, but there are many more productive things you can do now.

Have contact data all over? Most of us have some contacts in email or other types of electronic files these days. CardScan software makes it easy to consolidate all your contact data (not just business cards!). Drag-and-drop from your email program, the web, or other efiles directly into CardScan. Now you can use the de-dupe wizard to clean your data. Put your contacts into categories – even multiple categories for one contact. For example, “Personal” and “Golf Buddies”, or “Rotary Club”. The result is one central source for your clean contact data. Many users tell us that they find our software less cumbersome to use than other software. For example, printing labels is hassle-free in CardScan.

Need to find a contact but you only remember his last name started with Br? Simply type in a few characters in the field you know to find a contact.

On the way to the meeting and need directions to a contact's office? Click the address field for an instant map (select your favorite mapping program in Preferences). Use Outlook for email? You can access your complete CardScan contact list from Microsoft Outlook® directly so you don't have to keep your contacts in Outlook.

► **Free Contact Management Services**

CardScan Executive and Personal include free CardScan At Your Service™ online service. Users receive secure back up storage for their contacts, password-protected access to their contact data via web browser and a customizable updating service.

► Fuel Your Devices

With the synchronization tools, you can keep your contact data identical in your email program and your mobile devices. With CardScan Executive, you can also synchronize to other software programs such as ACT!™, GoldMine® and Lotus® Notes.

You might be thinking about other uses for CardScan after using it yourself. For instance, it makes light work for tracking visitors at a trade show or other networking event. And companies like Microsoft and Best Software have worked with CardScan to develop specific products for CRM software. The goal is the same - improving accuracy and dramatically improving the quality of the contact data that is valued and relied on by millions of people.

Thank you for reviewing our product. We'd like to hear what you thought, how you used the product, and even any improvements you'd like to see for the future.

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