



*'Are you considering placing or having someone place an ePostcardXpress™ Station on your site?'*

## Frequently Asked Questions:

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- 1) How does EPC work?
- 2) What is the EPC infrastructure?
- 3) How will having an EPC station on my site benefit my company?
- 4) How much of my involvement is required?
- 5) What is my downside or 'worst case' scenario?

Here are the answers to some of the commonly asked questions about ePostcardXpress™, that may help you make an informed decision;

### 1) 'How does ePostcardXpress™ work?'

Quite simply, **ePostcardXpress™** is a virtual postcard service, offered from a high tech, wall-mounted vending 'station'. Each station allows users to generate a digital or virtual postcard and send it via e-mail anywhere in the world. The station takes a photograph or even a short video of the user, and instantly superimposes it onto a pre-selected postcard backdrop. The user can then choose to send the postcard to anyone's e-mail, or even have a hard copy mailed to a given physical address.

EPC stations use credit cards only, and they don't dispense anything tangible, therefore they require little or no physical maintenance.

### 2) 'What is the ePostcardXpress™ Infrastructure?'

**ePostcardXpress™** (EPC) is a subsidiary of EPort Systems, Inc. (EPS) which has its corporate headquarters in Vancouver, Canada. A team of graphic designers, software developers, and server hosts supports the company and its systems. The management team is notable for its success in pioneering multimedia applications during the last 10 years, as well as introducing Multimedia training to the public in 1992.

EPS markets the **ePostcardXpress™** station to qualified entrepreneurs, who in turn, place them into appropriate locations. EPC also makes its stations available to location owners, who prefer to own and operate them directly.

### 3) 'Why should I consider EPC, and how will having a EPC Station on my site benefit my Site?'

When you place, or allow to have placed an EPC station on your site, your company will benefit in four specific ways;

#### a) **Worldwide Advertising.**

As EPC users are typically tourists from around the world, EPC Postcards are sent worldwide. Each EPC 'postcard' has your company's name, logo, message and contact information embedded clearly on the front. This type of advertising is not only effective; it allows your company to direct specific messages to a captive audience.

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**b) Customer Service.**

Offering the EPC Service to your clients or customers will allow them to send postcard greetings to their friends and family, instantly and inexpensively. This service is always appreciated as it helps travelers share their trip/experience with others in a unique way.

**c) Revenue.**

Similar to vending machines, EPC stations pay the location owner up to 20% of each use or 'vend', and up to 80% if the location owns the station/s. Revenue obviously depends on the number of uses per day, which largely depends upon the location.

**d) Client/customer Data Bases.**

Each time an EPC Station is used, it requires the user to input his/her email address, as well as the email address of the postcard recipient. On a monthly (or even weekly) basis, each EPC station organizes a user file complete with names, addresses, emails and more. These files are made available to the location owner and may be used as a valuable tool for direct marketing, promotions or customer service follow-up.

**4) 'How much of my involvement is required?' 'What is my commitment?'**

Allowing or placing an EPC Station on your site requires only a few things from you;

- 1) Approximately 2' X 3' space on a wall in a high traffic area. (The placement greatly impacts on the usage).
- 2) A dedicated hi-speed internet cable (simply running a line from your access point),
- 3) A wall plug (120V AC power)
- 4) a prime site contact person:

this individual will be ePC's contact to arrange any possible maintenance or troubleshooting. The contact person will be responsible to oversee/assign any light maintenance such as dusting or keeping the unit clean, etc. ePC will take steps to arrange a maintenance provider in the area, through the ePC agent.

As well, you will receive a monthly printout of the stations activity, and a check for your percentile of its use. No administration on your part is required ever, unless you own your EPC station.

**5) 'What's the Downside scenario?'**

We like to think that having an EPC station/s on your site is a win-win for everybody.

- Low customer exposure = Low income generation,
- Kiosk maintenance is low, requiring little operational troubleshooting,
- ePC Servers issues, are always up, and redundant in their operation,
- Local ISP down/issues, - this happens once in a while, but are usually rectified within hours. Fortunately, the ePC operation is not a 'live' usage, and therefore depends on the timeliness of the internet to effect customer service.

**In The Extreme:**

In the event that your clients/customers do not use the station, or it lacks the exposure/frequency of use to make it equitable, it will obviously be removed, or perhaps relocated to a better spot.

We hope that this information has been useful in helping you decide to locate or allow the location of an EPC station/s on your premises. If you should require more information, please feel free to contact us at 877-819-8884 (toll free).

**Thank you for considering ePostcardXpress™!**