



Marketing Communications Bulletin

Date: 12-17-02

Category: SVGA Color-Touch OCS Demo Kits

To: Distribution

The Best Case for Increasing Your Sales ... SVGA Color-Touch OCS Demo Kit



Shown: 8" SVGA Color-Touch OCS Demo Kit

Dear Distributor,

Your customers depend on your recommendations to make important purchasing decisions. And what better way to make your point than an actual OCS product demonstration. In fact, chances of getting an order increase if you demonstrate the SVGA Color-Touch OCS.

Meetings with your customers aren't always easy to schedule, so it's important to make the most of the time that you have with them. With an SVGA Color-Touch OCS Demo Kit, you can quickly engage your customer in valuable product features ...showing them exactly what a high resolution SVGA Color-Touch OCS unit can do for them. Remember seeing is believing, so...

- Show the sharp image on the color-touch screen with its operator-friendly keypad...and tell them it has seven configurable function keys with a variety of customizable text and graphic displays.
- Show the benefits of its compact design ...and tell them that it reduces installation cost, development time, and the hardware needed to set it up.
- Show how Cscape software works...and tell them it's lightning fast and combines ladder logic programming along with a graphical operator interface development system.

These are just a few of the great features OCS offers. There's so much more to show and tell with the fully-loaded and easy-to-display SVGA Color-Touch OCS Demo Kit...which includes an anodized aluminum stand, programming cable, power supply, and carrying case. Simply plug it in and you are on your way to building your customer relationship...and making an important sale.

Big Gains, Little Investment! **Special Pricing Now Available on Our Two New** **SVGA Color-Touch OCS Demo Kits**

Save 55% off list price! Hurry, offer is limited!

- **HE500OCS491** 8" Color-Touch Demo Kitonly \$1,697
- **HE500OCS591** 10" Color-Touch Demo Kit ...only \$2,047

Horner APG is now taking orders for January 6, 2003 delivery.

Order your SVGA Color -Touch OCS Demo Kit today!

Send Order To: Bill Giebel

Business Development Manager

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Horner APG, LLC