

Office[®]
Bit

WWW.OFFICEBIT.COM

THE FIRST PORTAL DEDICATED TO THE OFFICE:
PRODUCERS, PROJECTS, EVENTS

WHY REGISTER WITH A PORTAL?

A good corporate website is important. It is your virtual business card: but it is not always enough.

If well structured, it will help those who already know your company or it may simplify distribution network planning and orders. But it won't help those who don't know you.

Singularly obtaining visibility is not impossible but it forces the user to spend time gathering information scattered throughout the web.

The user wants to quickly receive targeted and organised information on specific topics.

Channels that allow communities to be created and that put professionals and sector players in contact are needed now more than ever. Exponential web content growth forces businesses to take group communications into account, to join professional communities - like OfficeBit - that are (and will increasingly be) one of the highest sources of value, savings and profits for every company.



WHY CHOOSE OFFICEBIT?

Companies choose services offered by portals to:

- **increase visibility with potential users** through product information or specific events and not just through institutional information
- **appear at the top of search engine results**, with their products and company presentation
- **communicate their production capacity** by publishing their most significant accomplishments
- **confirm and consolidate the company brand** with highly qualified users
- **have a privileged channel where they can directly communicate with their users**, thanks to an exclusive messaging system provided by the portal
- **quickly update all published web content** (product sheets, images, news, etc.)
- **disclose information in real - time** thanks to the possibility of downloading and comparing technical specifications and information
- **save money** since OfficeBit membership is a highly profitable and limited investment. Companies are visible 365 days a year, 24 hours a day



OFFICEBIT

Since 2000, OfficeBit.com has been the largest and leading web community dedicated to the office furniture and furnishing world. A virtual communication site for all those - manufacturers, designers, distributors and buyers - who want to quickly and easily find specific information.

The fast internal search engine lets users select the right product for any specific need and the immediate contact system lets them request estimates and information directly from manufacturers.

OfficeBit is information: the numerous editorial features on the economy, art and culture, conventions, contests and anything else that concerns the office world, offer constant and frequent updates.

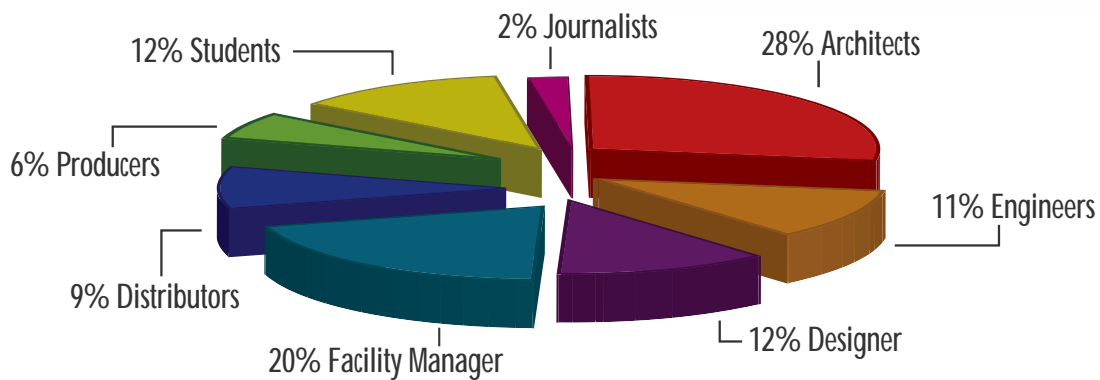
OfficeBit is specialization: special expos - published with leading sector events - and sections dedicated to architectural designs and leading creations, continuously and constantly keep users updated.

OfficeBit is visibility: through excellent positioning in all the leading search engines (more than 2.000 in the first two pages), OfficeBit guarantees its customers immediate traceability through the most popular keywords.

OfficeBit: the portal that answers office world questions



Our users



- 225.000 unique access
- More than 19.000 subscribers to the newsletter OfficeBit Flash
- More than 38.500 registered users
- More than 1.350.000 page views

COMMUNICATE THROUGH OFFICEBIT

OfficeBit has developed a series of services and features dedicated to manufacturers to efficiently reach the user target.

- **product sheets:** a selection of key products described with images, technical sheets, part lists, range elements, 2D and 3D files, pdf format catalogues.
- **company sheet:** the web page dedicated to corporate information where, in addition to references, organizational charts, addresses, contact numbers and sales statistics, businesses can publish: videos company presentations, company profiles and product catalogues in pdf format.
- **logo on the homepage:** companies that joint OfficeBit can count on high visibility for their logo, published on the right-hand side of the homepage.
- **work database:** an effective way to show off your capacities and skills, it is a collection of your key accomplishments divided by area of application. Project description, large photo gallery and links to product sheets complete information.
- **news & events:** area reserved for business news in publishing features.
- **contact and estimate requests:** using a simple form, users can request estimates, materials and direct contacts at any time.



Estimate request form



Logo on the Home Page

Web Marketing services

- **special expos:** articles dedicated to the leading international expo events. An area that contains **information, reports, interviews and a large photo gallery** of the stands and products presented. By participating in specials, companies can enjoy high visibility at crucial times in large information campaigns.
- **banner campaign:** through large areas dedicated to the banners **always published on all portal pages**, companies can transmit their advertising messages with 120,000 impression/month visibility.
- **infomercial:** highly visible area in the homepage. The **Showcase** is a chance to present products, companies and new features using text and images.
- **newsletter sponsorship:** **OfficeBit Flash** is the weekly newsletter sent to all portal members. An extraordinarily efficient way to get your message out to users.
- **direct mailing:** exclusive message fully dedicate to one company, **OfficeBit Direct** lets you reach a qualified target without dispersion to communicate your new product features, services and events.



OfficeBit Direct



OfficeBit Flash



OfficeBit.com is a production of **Future Business Net**, specialised in web development & management able to offer its customers highly qualified web and communication services. (www.futurebusinessnet.com)



Future Business Net s.r.l. Viale Gian Galeazzo, 25 - 20136 Milano
phone +39 0258431035 fax +39 0258300012
info@futurebusinessnet.com www.futurebusinessnet.com