

And for your final question...

SmartVote is a handheld voting system that:

A: works on normal mobile phones with no special equipment needed?

B: costs significantly less than electronic voting systems?

C: greatly expands your market and revenue potential?

D: creates an engaging, interactive audience experience?

The answer is all of them.

No doubt you'll be familiar with electronic voting keypad systems – you may even use them in your venue on behalf of various businesses. Alternatively, you may have considered them but resisted for reasons of cost.

SmartVote provides a solution that minimises the entry costs, expands your market and offers the opportunity for an increased revenue stream.

What makes it different is that members of the audience vote using their mobile phone, not via any specialist equipment.

SmartVote is a phone-based voting system delivering results in an instant

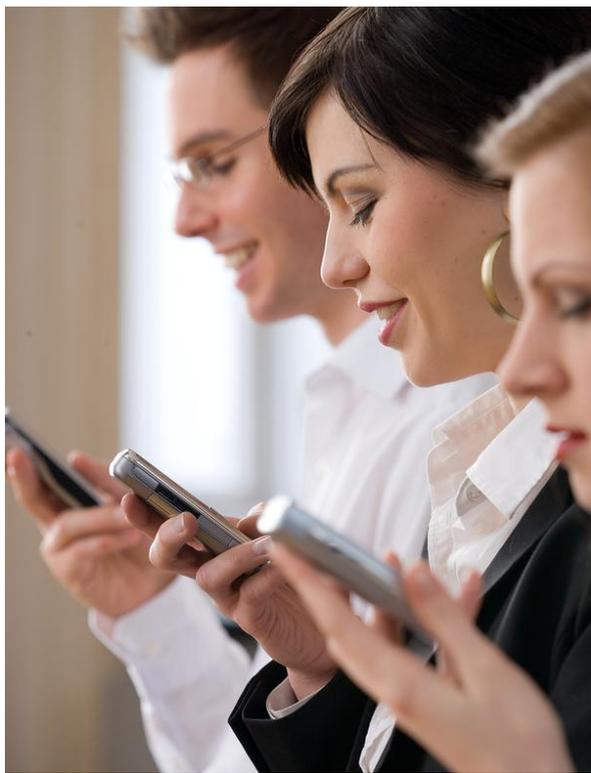
You're sure to appreciate the requirement for businesses to poll the opinions of its employees, customers or other contacts in an instant, quantifiable way. You'll also recognise the commercial appeal of talent shows. Holding these events in an interactive, live environment makes the activity engaging, fun and memorable.



With SmartVote, you don't need any electronic handheld devices or systems since the audience votes using their mobile phones. What's more, the polled votes can be viewed on an electronic screen in real-time, creating an air of anticipation and excitement.



SmartVote – how does it work?



SmartVote uses voice broadcast technology, providing real convenience to both the organiser and participants.

A planned vote or survey is set up as an 'event' via an easy-to-use web application, with the phone numbers of the audience imported. Typically this can be done in seconds via a spreadsheet.

You or your client records each question in advance via a simple voice recording, then issues a brief set of instructions and, with everyone ready, publishes the question on which to vote.

SmartVote relies on the phone keypad to place a vote or score, e.g. to indicate opinion by pressing 1 to 5 where 1 means fully agree and 5 means fully disagree or pressing 1 to 4 for multiple choice, and so on.

Within seconds you'll receive the live votes, which are automatically tallied in real-time, on an electronic screen if required. The process is repeated for each question.

Generating valuable, instant responses through SmartVote is a doddle, and as a business tool it provides considerable value. SmartVote captures all the responses enabling full analysis of the data generated. This can be invaluable in identifying departmental or clustered views, underlying trends, anomalies etc. that typical systems may not provide. In terms of actionable outputs, results can be used to improve retention and comprehension, identify priorities and preferences, accelerate decision making, build consensus, and much more.

SmartVote can also capture the votes of key absentees from the event. As it's phone-based, the participant could be located anywhere in the world (the system even works on landlines). It's another reason why SmartVote trumps existing electronic systems.



SmartVote offers you a lower cost option and a bigger audience

SmartVote supports any type of opinion polling. Typical uses include:

- General and focus group research
- Market research, experiential marketing, opinion polling
- Advertising testing, product testing
- Beauty contests and other pageants
- TV game shows, special events (eg. talent contests), fun opinion polls and competitions
- Employee and customer surveys
- Voting sessions eg. for shareholders

“Beats a ‘show-of-hands’ by a mile..... not only was it a lot of fun for everyone but it helped introduce a new audience to Spanish wines. The fact they bought a lot at the event was a big plus.”

UK Wine Merchant using SmartVote for a wine-tasting event

As a web-hosted solution, SmartVote means limited impact on your capex, on the basis of a modest upfront license fee. In addition, a charge is made per call per participant, a cost that can be passed to your client or bundled as part of a package.

Bypassing specialist electronic voting systems means lower operating costs, allowing your venue to appeal to smaller, local groups as well as organisations that would not have considered electronic voting before. The positive buzz that your events generate can also translate into immediate sales. Examples include product launches and demonstrations...

- SmartDesk recently employed SmartVote at a wine-tasting event for a top UK wine merchant. Over half of the attendees proceeded to purchase a minimum of four bottles of one of the top three wines, as voted via SmartVote.

Who are we?

SmartDesk Systems specialises in innovative voice communication systems that introduce new efficiencies for businesses in today’s challenging economy.

Based in Wembley, SmartDesk Systems work with the Post Office, Argos, Eurostar, NTL / Virgin Media, 3663 and Echo Managed Services amongst others to make a difference. Please contact us at:

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