



Business Proposal for PowerIcon Marketer

Simple customization fulfillment that sets you apart from the competition and increases profit from your sales channel and your ecommerce sites

A New Vision – PowerIcon Gear is a Disruptive Innovation

Any marketer understands that customized items can sell at higher prices, this is particularly true for smaller volume order. Young consumers are modifying and customizing standard products to make them their own. The growth in custom fUnc mouse pads is an example, the OEM with a custom graphic on the mouse pads to promote a new game, or a new gamer's choice of PC became a lucrative business of fUnc Industries.

Until recently, customization was *not* affordable for online vendors to offer. Even though the prices are higher, the customization process involves logistic coordination between artwork designers, manufacturing and/or printing vendors, and the last but not the least, end user will take away your margin and to make this business not profitable. The challenge is to simplify the customization services and to provide a cost-effective supply chain similar to the non-custom items. Profits will go to PowerIcon Marketers that solve this problem.

ACT LABS Revolutionary Customization Solution

ACT LABS is pleased to announce the launch of **PowerIcon**, an **open and flexible** web-based service that enables customized product ordering on your websites. PowerIcon integrates directly and securely with e-commerce systems, making it cost-effective for you to offer personalized products to your customers.

Compared with other customization systems, PowerIcon offers unique features to enable you to profit from customization:

1. Simple Management - PowerIcon Marketers can choose from a growing vendor list of art designers, product vendors and /or printing vendors. SKUs can be added, changed, or deleted with a mouse click.
2. Simple Logistics – No hassle setup for art designers, product vendors and printing vendors to join as vendors. All that's needed is a broadband Internet connection and the ability to produce the custom items. Training provide as required.
3. Simple End User Customization – PowerIcon interface can accommodate the demands of all end users, regardless of their graphic design requirements. Shoppers can choose from a selection of ready-made graphics, or upload their own design.

PowerIcon Platform

The platform consists 2 major modules. The customer interface is called the Customer Graphics Unit (CGU) which is a Flash application residing on the PowerIcon Marketer's website. The backend processing unit is called the Product Delivery Unit (PDU) which will be installed on vendor internal servers.

Customer Graphics Unit (CGU)

The Customer Graphics Unit (CGU) is a Flash application that integrates with existing e-commerce websites. CGU sits on your web server and offers your customers the ability to choose custom graphics and personalize their product order. Figure 1 shows how CGU appears to end users:

Figure 1: The Custom Graphic Unit (CGU) Module



PowerIcon marketer can customize CGU (a Web 2.0 client application) to include their own graphics, designs, products, events or services. Customization features include the ability to choose from a selection of background images provided by **PowerIcon**'s designers, your designers or end customer. The CGU also has the ability to add custom text with full control of font and color selection. Once the design is complete and the order is placed, the customization specifications along with the design will be forwarded to one of many manufacturing/printing vendors through the PDU.



Product Delivery Unit (PDU)

For printing vendors and manufacturers, **PowerIcon** offers a Product Delivery Unit (PDU). The PDU is a Flash application that provides all necessary production information to the factory to enable them to fulfill an order. Multiple suppliers and fulfillment houses are possible, and the source can be changed at any time.

The PDU also enables an PowerIcon Marketer to have the order fulfillment house store bulky package material and base goods, while waiting for the final item from the printing vendor to complete the order. This significantly reduces shipping costs to fulfill custom orders.

Figure 2: The Product Delivery Unit (PDU) Module- a typical tracking label



Bulk Shipper	Product	Checklist
<p>ACTLABS 185-4611 Viking Way Richmond BC Canada 2007010900007</p>	 <p>ACTLABS SKU : CU-F10S-M F-series Standard size, single smooth surface Qty : 1 Order # 189727 Dated : Jan 18,2006</p>	<p>1. Graphics check <input type="checkbox"/> 2. Sku Spec check <input type="checkbox"/> 3. Packing check <input type="checkbox"/> 4. Destination check <input type="checkbox"/></p>
Customer	Customer remark	
<p>David Copperfield (SHAYNMITCHELL@S BCGLOBAL.NET)</p> <p>Company name 1841 Cathedral Glen Escondido, CA 92029 (905) 234 9876 United States</p>	<p>Customer remark</p>  <p>2 0 0 7 0 1 0 9 0 0 0 0 0 7</p>	

How to Get Started

ACT LABS focus to develop new PowerIcon gear and to build a cost effective supply chain to serve your customers. PowerIcon requires only minimal setup effort to get started. For PowerIcon Marketers already purchasing mouse pads, decorative desktop mat, and recyclable cloth shopping bag from us, ACT LABS will serve as a supplier of these items to your web store and you are free to use our CGU. Your system processes the order, then PowerIcon will seamlessly record the order for fulfillment. Next, ACT LABS will send the orders to you in bulk (to any place in the world) or drop ship to your end customers (at this moment, end customers in US and Canada only).

If you want to add your own products with new suppliers, ACT LABS will license the customization utility through a revenue sharing partnership. Contact ACT LABS for more details.

Alex Pui

Alex.pui@act-labs.com

Tel: 1-604-278-3650 ext 114

Fax : 1-604-278-3612

www.act-labs.com