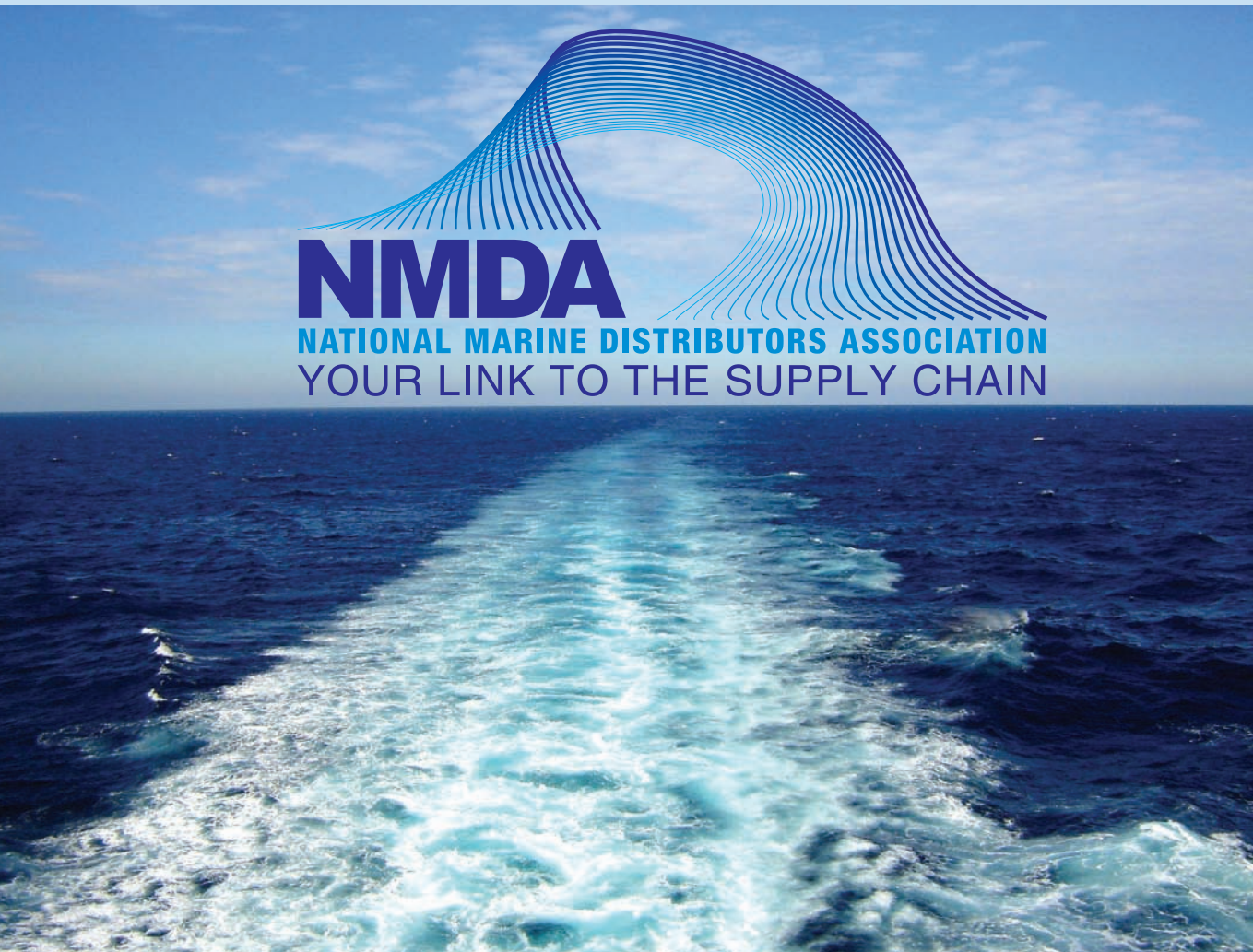


# Image is Everything

## Leading the Way...



## Image is Everything

NMDA understands that image is everything. Your company has invested significant amounts of resources for your logo, tagline, products, photos...your image.

In today's, high tech, need everything yesterday world; it can be hard to protect and preserve your image.

Does this sound familiar?

- Well-meaning employees send outdated or obsolete product photos and information to customers—you don't know about it until the wrong photo or graphic appears
- Customers contact the wrong person and wait days or weeks for the correct graphics until they are way past their deadlines
- Customers become angry because they can't seem to get the graphics they need in the format they need, in a timely fashion
- You end up overnighting graphics at the last minute because email SPAM filters or corporate size limitations have blocked your graphics
- Co-op claims become complicated because customers used outdated or obsolete images

NMDA wants to help you.

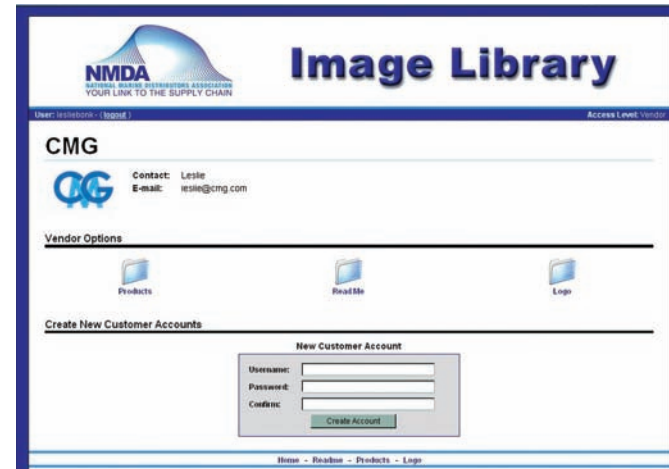
## Single Source for Digital Images

Our new digital Image Library will be a single-source for manufacturers to post logos, product photos and key product data for use in catalogs, flyers, web pages, sell sheets and other materials.

Both web ready and high resolution images can be placed in the library, so users can download what they need quickly. And the information is available 24/7 through an internet browser. No special software is needed!

## Manufacturer Benefits

It takes a major investment in time and technology to create an Image Library and NMDA has made this investment for you. For a fee, you and your staff will be able to upload photos, graphics and product information 24/7 through a web based interface.



- Upload photos and product information to a single source, so digital content will always be current
- Allow access to other customers, for your specific area of the web site only--even if they are not NMDA members
- Product or graphic changes and updates can be made instantly, so your information is always current
- All entries will be date-stamped for accuracy
- Your customers select the image format and photo that works for them, so there is no guessing about what the customers really need

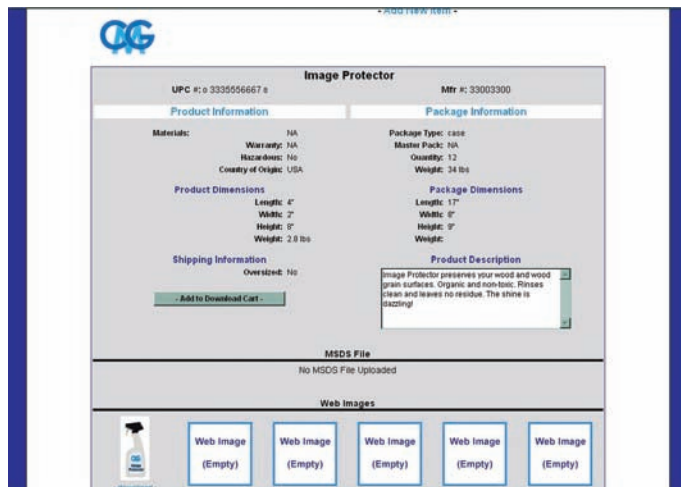
Once your images are uploaded, the Image Library will save your marketing staff valuable time, as they can simply direct users to the NMDA Image Library and know customers are getting up to date materials.

## NMDA Distributor Members

NMDA understands that trying to manage many manufacturers, their photos and graphics can take hours of time and frustration. Does this sound familiar?

- Contacting dozens of manufacturers to obtain photos and having to followup many times to get the materials you need
- Acting as a “middleman” between your design firm and the manufacturer and becoming frustrated translating the specific design requirements
- Receiving the graphics/photos in the wrong formats
- Receiving photos with meaningless names so you must open all the graphics to determine what they are
- Printing the sell sheet or catalog and finding out some of the photos are wrong or outdated

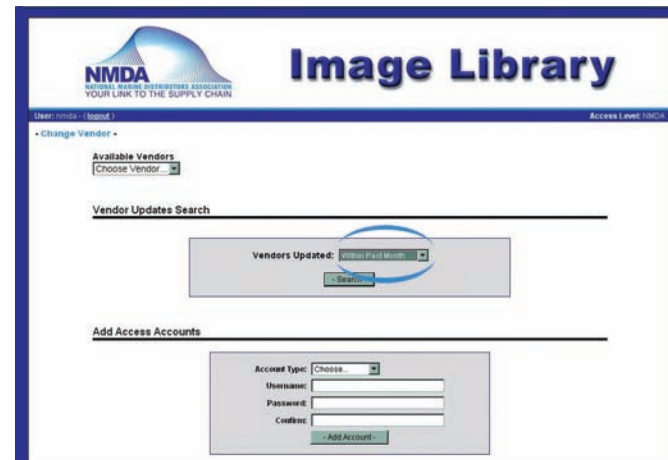
The benefits for NMDA Distributor members include:



- A single source for product data, logos and images from manufacturers/vendors
- Access to images and product data is available 24/7--since projects don't always occur at a convenient time
- You can download a single photo or add many different images from a variety of manufacturers to a shopping cart, saving time and hassle
- Easily find new products/image updates each time you access

the site--this ensures you have the most up-to-date information possible, making co-op compliance a cinch

You can also add an access account which allows other members of your staff to use the Image Library.



## Technical Support

All NMDA Image Library users will have access to support staff. If you have questions or problems with the library, simply contact Image One Technologies via email. Inquiries will receive responses within 24 hours during the normal business week.

## Obtaining Access

Manufacturers and other companies that would like to upload graphics to the NMDA Image Library should contact NMDA for pricing information. We are certain the time and hassle saved will be worth the investment.

NMDA Distributor members also need to contact NMDA to obtain logins, passwords and a user manual that will guide you through each step of the process.

If you are interested in becoming an NMDA member, visit the website at [www.nmdaonline.com](http://www.nmdaonline.com) or call us at (860) 767-7898.



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**[www.nmdaonline.com](http://www.nmdaonline.com)**

**Image Library - [library.nmdaonline.com](http://library.nmdaonline.com)**