Your Guide to SMART Products

Bringing full productivity to your organization
The future belongs to those businesses that have quick access to information and simple yet powerful ways to work together. SMART can help you realize that vision.

Since 1990, SMART Technologies Inc. has specialized in collaboration solutions for business, education and government. After pioneering the world's first interactive whiteboard in 1991, SMART has continued to deliver industry-leading products that help groups meet, train and present more effectively.

Believing that people, process and technology need to converge, SMART has collaborated with top research universities around the world and such businesses as Intel, Ford, Texas Instruments and Boeing to investigate better ways to integrate people and ideas. It also sponsors EffectiveMeetings.com™, an online resource center that helps people make the most of their meetings and presentations. Read on to discover how powerful communication can improve productivity across your organization.
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More productivity – without working more hours
Your organization has invested in infrastructure to improve productivity and stay competitive. You have computers, network connections and software suites at every workstation. With these tools, people can accomplish more, in less time, than they could in the past. But how much time do people actually spend at their desks?

The average professional spends approximately 47 hours a month working in groups. Forty hours are spent in meetings and presentations. Another seven hours are spent in training, whether formal or informal. That’s almost six days every month that the tools you’ve invested in are inaccessible to your staff.

If your information systems were down for six days every month, what would you do?

SMART products help your staff stay productive – wherever they’re working. They provide group access to networks, files and websites. They leverage your existing infrastructure to give you powerful ways to share information when you’re training, presenting and collaborating, whether you’re meeting in-house or conferencing across continents.

With SMART products, you can put those six days back to work.

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**Average Time without Productivity Tools**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td>7 hours</td>
</tr>
<tr>
<td>Meetings and presentations</td>
<td>40 hours</td>
</tr>
<tr>
<td><strong>Total every month</strong></td>
<td><strong>47 hours (6 days)</strong></td>
</tr>
</tbody>
</table>

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* We’ve Got to Start Meeting Like This! by Roger K. Mosvick and Robert B. Nelson.
† U.S. Department of Labor (www.bls.gov).

“...time is the scarcest resource in any company – after all, no amount of money can buy a 25-hour day.”

More done in less time – that’s what working meetings are all about
Meetings are essential to the business of business. Specialized skills need to be shared. Cross-functional teams need to communicate. Decisions need to be reached.

Yet studies have shown that about 50 percent of meeting time is wasted. Simply put, meetings lack focus and direction. People digress, debate and disagree, with nothing getting resolved.

Good collaboration requires access to the latest information, tools that let you work with that information together, in person and over distances, and quick ways to save what you’re doing, so you can move on.

With SMART products, you can access computer information and work with it in various ways. You can analyze a project draft and mark up the design as a group. You can review a budget, write over it and enter your notes directly into the Excel spreadsheet as text. You can record decisions digitally, so everyone stays on the same page.

By sharing these files in real time with people miles away, you can reduce travel and courier costs. Most importantly, you get results immediately instead of waiting for deliveries. The bottom line is that you get more done in less time, and that’s what a meeting should really be about.

*We’ve Got to Start Meeting Like This!* by Roger K. Mosvick and Robert B. Nelson.

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**Meetings That Work**

Collaboration means not just discussing but doing, not just meeting but working

Meetings are essential to the business of business. Specialized skills need to be shared. Cross-functional teams need to communicate. Decisions need to be reached.

Yet studies have shown that about 50 percent of meeting time is wasted. Simply put, meetings lack focus and direction. People digress, debate and disagree, with nothing getting resolved.

**Three Rules to Rule Your Meetings**

1. Everything paper does, computers do better.
2. Showing is better than telling.
3. Don’t just talk about it. Do it now.

Whether you’re meeting to update, brainstorm or strategize, a structured agenda and clear focus will improve productivity. But the real key is the shift from discussion to action. In a traditional meeting, you talk about what to do. In a collaborative meeting, you actually do it.

“*The evolution of a plan can take place right there, when normally it would take three meetings.*”

Helma Gansen, President
Gansen Lindsay Design Consultants Inc.

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*Working Meetings*  
- Result in faster task completion  
- Increase consensus over decisions made  
- Reduce costs

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www.smarttech.com
More impact – great presentations get great results
Presentations That Persuade

In the end, you want a presentation to result in a favorable decision

Whether you’re introducing a new product or pitching a concept, you’re delivering information for a purpose. Yet reviewing facts and preparing slides are a mere fraction of a solid presentation. In fact, what you say accounts for only seven percent of its impact. Fifty-five percent is how you come across personally, and 38 percent is how you deliver your information.* SMART products help you cover this 93 percent.

With an interactive whiteboard or pen display, you convey confidence and professionalism. Instead of clicking through slides routinely, you write over top of your slides as you go. Instead of passively repeating your prepared material, you highlight particular areas to provide focus and prioritize concepts.

Now your audience is paying attention. When you ask questions and record your listeners’ feedback, you gauge their agreement and involve them in your ideas. Incorporating your audience’s opinions will make your concepts more memorable and your proposal more persuasive. At the end of the day, your success won’t be measured by the number of slides you prepared but by the number of clients you gain, the bids you win and the buy-in you obtain.

“Using the interactive whiteboard to present projects to clients really improves our ability to sell our ideas.”

Jesper Carlsöö, Business Manager Gazoline Advertising

More attention, more retention – it really puts training to work
Training That Performs

How do you get high ROI from training?
Make every hour count.

The most recent U.S. labor statistics state that the average 50-person company spends US$32,350 on training every six months.* Whether your organization spends more or less than that number, you want a significant return from your training investment. Each hour should be productive and help improve performance in the future.

To make the most of every hour, trainers need efficient ways to deliver and save material during sessions, and they need options for real-time delivery over distance. With SMART products, trainers can access all the information they need from one place, so they don’t have to run between a computer and flip chart. They can use digital ink to highlight key information and reinforce concepts.

The effect on learners is dramatic. SMART products help focus attention, clarify concepts and save time. Dynamic, colorful material engages visual learners, and hands-on interaction increases interest and retention.

The products are so easy to use that trainers can invite learners to try tasks themselves at the front of the room.

With SMART products, trainers can maximize the effectiveness of their sessions and share material in real time with those who can’t attend in person. All information can be delivered to learners after the session as a .pdf file, digital video or Web page. This flexible information sharing helps translate theory into practice. People have complete, accurate material, so they can review what they’ve learned and apply it themselves when they get back to work.

“I know training with the interactive whiteboard has been effective when students recall what they saw 45 slides ago. No slide projector can do that.”

Tom Burlingame, Services Training Development Group
General Motors

“Helping Theory Become Practice”

- Clear, memorable visuals
- Learner involvement
- A medium that supports your message
- Comprehensive follow-up

SMART products help you work the way you always have – only better. Simply choose the product that suits your working environment and budget.
Products

Interactive whiteboards and interactive pen displays
Interactive whiteboards and interactive pen displays share the same functionality. Simply choose the product that best suits your presentation style and room requirements.

With both products, you just walk up and touch the screen. You can control your computer as you would with a mouse, write in digital ink over any file or website, and save your notes and images. You don’t have to remember complex commands or launch toolbars.

Award-winning SMART Board software is the power behind both products, giving you all the tools you need for effective collaboration, including the following:

• Convert handwriting to text
• Save images, screen captures and notes into a single, presentation-ready file
• Save notes and images directly into many software applications
• Write over digital video and save your notes
• E-mail notes as .pdf or image files
• Brainstorm with unlimited whiteboard space in Notebook™ software

Bridgit conferencing software
Share information over distance with one of the most intuitive, affordable conferencing products on the market. Bridgit software simplifies conferencing to give you exactly what you need, without extra costs or complications. Use it at your desktop or with SMART’s interactive whiteboards and interactive pen displays.
SMART Board
Interactive Whiteboard

Versatile and highly affordable

The SMART Board interactive whiteboard fits easily into any group space. You use any digital projector to display your computer desktop on the surface. It's an affordable way to start training, collaborating and conferencing more effectively.

Key Features

Intuitive Use
Touch-sensitive surface makes your finger the mouse and gives you precise touch control
SMART Pen Tray lets you write and erase instantly, without having to press buttons or use special pens

Flexible Integration
Wall-mount bracket secures your interactive whiteboard to the wall
Floor stand (optional) adds mobility
OptiPro™ surface (no-cost option) reduces glare from high-lumen projectors

Award-Winning Software
SMART Board software enables you to write over applications, websites and videos, and save notes in various formats (including Microsoft® Excel, Word, PowerPoint® and AutoCAD® formats, .pdf documents and more). Free upgrades ensure you stay up to date.

How affordable is a SMART Board interactive whiteboard?
1 coffee x 4 people x 3 daily meetings x 1 year costs more than one SMART Board interactive whiteboard

You’ll need a computer and projector

<table>
<thead>
<tr>
<th>Models</th>
<th>Active screen area</th>
<th>For groups of</th>
</tr>
</thead>
<tbody>
<tr>
<td>580</td>
<td>72” (182.9 cm)</td>
<td>2 to 30 people</td>
</tr>
<tr>
<td>560</td>
<td>60” (152.4 cm)</td>
<td>2 to 15 people</td>
</tr>
<tr>
<td>540</td>
<td>47” (119.4 cm)</td>
<td>2 to 6 people</td>
</tr>
</tbody>
</table>

www.smarttech.com/smartboard
Rear Projection SMART Board 2000i
Interactive Whiteboard

Adaptable by design

The 2000i gives you the benefits of rear projection in a mobile, height-adjustable system. Its flexibility makes it ideal for training and collaborating when you need to accommodate different people and uses.

Key Features

Intuitive Use
Touch system makes your finger the mouse and gives you precise touch control
SMART Pen Tray lets you write and erase instantly, without having to press buttons or use special pens
One-button start-up turns the projector on from the control panel
Shadow-free display features a built-in projector behind the screen

All-in-One System
SVGA (800 x 600) projector comes installed (optional XGA [1024 x 768] projector also available)
Audio system includes stereo-amplified speakers and one volume control for all sources
Laptop or videoconferencing shelf attaches to either side of cabinet
Wireless keyboard includes a built-in trackball
Laptop support (optional) includes cables and allows you to switch sources from the control panel

Flexible Integration
Height-adjustment handle adjusts screen height between 69" (175.3 cm) and 83" (210.8 cm)
Mobile cabinet moves easily on locking casters and fits through standard doorways
Room-control module (optional) integrates the 2000i with your room-control system

Award-Winning Software
SMART Board software enables you to write over applications, websites and videos, and save notes in various formats (including Microsoft Excel, Word, PowerPoint and AutoCAD formats, .pdf documents and more). Free upgrades ensure you stay up to date.

Dimensions
<table>
<thead>
<tr>
<th>Dimensions</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Active screen area</td>
<td>66&quot;  (167.6 cm) diagonal</td>
</tr>
<tr>
<td>Height</td>
<td>range from 69&quot; (175.3 cm) to 83&quot; (210.8 cm)</td>
</tr>
<tr>
<td>Size</td>
<td>66 7/16&quot; W x 29 1/8&quot; D (168.8 cm x 74 cm), 35 1/2&quot; D (90.2 cm) with tip feet retracted</td>
</tr>
</tbody>
</table>

You'll need a computer

For groups of 2 to 25 people

For more information, visit www.smarttech.com/2000i
Streamlined sophistication

The 3000i combines a high-quality image with an all-in-one system. The stunning visuals, professional appearance and equipment space make the 3000i ideal for presenting and videoconferencing.

Key Features

**Intuitive Use**
- Touch system makes your finger the mouse and gives you precise touch control
- SMART Pen Tray lets you write and erase instantly, without having to press buttons or use special pens
- One-button start-up turns the projector on from the control panel
- Shadow-free display features a built-in projector behind the screen

**All-in-One System**
- XGA (1024 x 768) projector has 2,500 lumens
- Audio system includes stereo-amplified speakers and one volume control for all sources
- Laptop or videoconferencing shelf attaches to either side of cabinet
- Wireless keyboard includes built-in trackball
- Laptop support includes cables and allows you to switch sources from the control panel

**Flexible Integration**
- Tapered, mobile cabinet moves easily on locking casters, and fits through standard doorways and into corners
- Standard 19" (48 cm) rack mount secures equipment inside the cabinet
- Connection panel attaches second projector, external audio, network and printer

Room-control module (optional) integrates the 3000i with your room-control system

**Award-Winning Software**
SMART Board software enables you to write over applications, websites and videos, and save notes in various formats (including Microsoft Excel, Word, PowerPoint and AutoCAD formats, .pdf documents and more). Free upgrades ensure you stay up to date.

You’ll need a computer

For groups of 2 to 25 people

<table>
<thead>
<tr>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Active screen area</td>
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<tr>
<td>Size</td>
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</table>
In-Wall *Rear Projection* SMART Board
Interactive Whiteboard

**Elegant integration**

Designed for your new boardrooms, the In-Wall *Rear Projection* SMART Board interactive whiteboard builds into the wall. It gives you powerful functionality in a sleek, professional design that makes the most of the space in your room. Available with or without a projector-and-mirror system.

**Key Features**

**Intuitive Use**
- **Touch system** makes your finger the mouse and gives you precise touch control
- **SMART Pen Tray** lets you write and erase instantly, without having to press buttons or use special pens
- **Shadow-free display** features a projector behind the screen

**All-in-One System**
- XGA (1024 x 768) **projector** with 2,500 lumens (2860 and 2960 models only)
- **Wireless keyboard** includes built-in trackball

**Efficient Integration**
- **Space-saving mirror stand** is less than 30" (76.2 cm) deep (2860 and 2960 only)
- **Wall-mounting kit** includes items for installation

**Award-Winning Software**
- **SMART Board software** enables you to write over applications, websites and videos, and save notes in various formats (including Microsoft Excel, Word, PowerPoint and AutoCAD formats, .pdf documents and more). Free upgrades ensure you stay up to date.

**Models**

<table>
<thead>
<tr>
<th>Models</th>
<th>Active screen area</th>
<th>For groups of</th>
</tr>
</thead>
<tbody>
<tr>
<td>2960 (includes SMART Mirror Stand and projector)</td>
<td>84&quot; (213.4 cm)</td>
<td>2 to 40 people</td>
</tr>
<tr>
<td>2860 (includes SMART Mirror Stand and projector)</td>
<td>71&quot; (180.3 cm)</td>
<td>2 to 30 people</td>
</tr>
<tr>
<td>1910</td>
<td>84&quot; (213.4 cm)</td>
<td>2 to 40 people</td>
</tr>
<tr>
<td>1810</td>
<td>71&quot; (180.3 cm)</td>
<td>2 to 30 people</td>
</tr>
<tr>
<td>1710</td>
<td>66&quot; (167.6 cm)</td>
<td>2 to 25 people</td>
</tr>
</tbody>
</table>
SMART Board for Flat-Panel Displays
Interactive Whiteboard

First in impressions
Attached to your plasma or LCD panel, this overlay combines brilliant visuals with full interactivity. A wide range of sizes ensures that you have a model that best fits your needs. Whether you’re collaborating, presenting or conferencing, you’ll have a durable, easy-to-use system that makes the most of your investment.

Key Features

**Intuitive Use**
- Touch system makes your finger the mouse and gives you precise touch control
- SMART Pen Tray lets you write and erase instantly, without having to press buttons or use special pens
- Display control strip lets you control your flat-panel settings from the overlay

**Efficient Integration**
- Protective surface is chemical and scratch resistant, reduces glare, and protects your display while retaining a high image quality
- Mounting brackets attach the overlay securely to your display

**Award-Winning Software**
- SMART Board software enables you to write over applications, websites and videos, and save notes in various formats (including Microsoft Excel, Word, PowerPoint and AutoCAD formats, .pdf documents and more). Free upgrades ensure you stay up to date.

- Range of sizes from 37" (94 cm) to 63" (160 cm)
- Touch system
- Intuitive operation

www.smarttech.com/overlay

You’ll need a computer and plasma or LCD panel

For groups of 2 to 25 people
Sympodium ID250
Interactive Pen Display

Eloquence delivered

The ID250 gives you a simple, dynamic way to give presentations, collaborate and save information. You can place it on a lectern or table and use it to control your computer and write notes – all from the LCD screen. Your connected digital projector displays this same image on a larger screen, so your audience can easily follow along.

Key Features

**Intuitive Use**
Interactive screen lets you use the pen tool to control computer applications or write in digital ink
Battery-free pen is tethered to the console
Pen-tool buttons on the console change ink color without launching software and crowding the screen with extra toolbars
Function buttons provide quick access to common functions

**Flexible Integration**
Adjustable tilt stand changes the viewing angle
USB connection connects the ID250 to any computer
VESA mounting plate attaches to any VESA-75 LCD mounting arm for a variety of installation options
RGB video out connects to a digital projector

**Award-Winning Software**
SMART Board software enables you to write over applications, websites and videos, and save notes in various formats (including Microsoft Excel, Word, PowerPoint and AutoCAD formats, .pdf documents and more). Free upgrades ensure you stay up to date.

You’ll need a computer, projector and projection screen

For groups ranging in size from 2 to 2,000 people

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**Dimensions**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Measurements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active screen area</td>
<td>15&quot; (38.1 cm) diagonal</td>
</tr>
<tr>
<td>Size</td>
<td>15 3/4&quot; W x 2&quot; H x 13 3/8&quot; D</td>
</tr>
<tr>
<td></td>
<td>(40.0 cm x 5.1 cm x 34.0 cm)</td>
</tr>
</tbody>
</table>
Sympodium MP250
Interactive Lectern

Compact craftsmanship

For smaller presentation rooms, the MP250 is a compact multimedia lectern that includes an interactive pen display, audio system and control panel for easy source switching. You control computer applications and write notes on the screen while your projection system displays the same image for your audience to see.

Key Features

**Intuitive Use**
- Interactive screen lets you use the pen tool to control computer applications or write in digital ink
- Battery-free pen is tethered to the console
- Pen-tool buttons on the console change ink color without launching software and crowding the screen with extra toolbars
- Function buttons provide quick access to common functions
- Audio system includes stereo-amplified speakers and one volume control for all sources

**Flexible Integration**
- Adjustable arm changes the viewing and writing angle
- Multimedia support includes an internal X-Port™ 40 switch that lets you switch between up to four connected peripherals. You can alternate between connected devices from the control panel.
- Laptop support includes retractable cables and a source-select button on the control panel
- Shelving includes a standard 19” (48.3 cm) rack-mount unit and two adjustable shelves
- Valence lighting adds visibility for the presenter
- Mobile lectern fits through standard doorways and moves on durable, locking casters
- Finish options give you choices of wood grain, blue or gray

**Award-Winning Software**
SMART Board software enables you to write over applications, websites and videos, and save notes in various formats (including Microsoft Excel, Word, PowerPoint and AutoCAD formats, .pdf documents and more). Free upgrades ensure you stay up to date.

Dimensions

<table>
<thead>
<tr>
<th>Feature</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active screen area</td>
<td>15” (38.1 cm) diagonal</td>
</tr>
<tr>
<td>Size</td>
<td>39” W x 41 3/4” H x 27 7/16” D (99.1 cm x 106.0 cm x 69.7 cm)</td>
</tr>
</tbody>
</table>
Vision accomplished

Designed for presenting on a grand scale, the L250 combines an interactive pen display with a full-sized multimedia lectern. You control computer applications and write notes on the screen while your projection system displays the same image for your audience to see. Switch between a computer, laptop or document camera by pressing a single button.

Key Features

**Intuitive Use**
- Interactive screen lets you use the pen tool to control computer applications or write in digital ink
- Battery-free pen is tethered to the console
- Pen-tool buttons on the console change ink color without launching software and crowding the screen with extra toolbars
- Function buttons provide quick access to common functions

**Flexible Integration**
- Adjustable arm changes the viewing angle
- Multimedia support includes an internal X-Port 40 switch that lets you switch between up to four connected peripherals. You can alternate between connected devices from the control panel.
- Laptop support includes retractable cables and a source-select button on the control panel
- Rack shelving includes six standard 19" (48.3 cm) units
- Equipment drawer holds devices such as a document camera
- Connection panel for network, audio and RGB cables
- Mobile lectern fits through standard doorways and moves on durable, locking casters

**Award-Winning Software**

SMART Board software enables you to write over applications, websites and videos, and save notes in various formats (including Microsoft Excel, Word, PowerPoint and AutoCAD formats, .pdf documents and more). Free upgrades ensure you stay up to date.

Dimensions

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active screen area</td>
<td>15&quot; (38.1 cm) diagonal</td>
</tr>
<tr>
<td>Size</td>
<td>59&quot; W x 48&quot; H x 29&quot; D</td>
</tr>
<tr>
<td></td>
<td>(149.9 cm x 121.9 cm x 74 cm)</td>
</tr>
</tbody>
</table>
Bridgit
Conferencing Software

Bridge the distance

With just a PC, Internet access and a simple download, you can share information in real time, right from your desk. Bridgit software also integrates with SMART’s interactive whiteboards and interactive pen displays, so all users can write directly into a single SMART Board software file. Purchase a server package to run Bridgit software from your server, or pay a monthly subscription to use one of SMART’s servers.

Key Features

Simple Sharing
Connect quickly to anyone with an Internet connection. You can start or join a conference at any time.
Share desktops instantly and alternate desktop sharing. Participants can see any program on your desktop, including spreadsheets, presentations and websites.
Highlight information by writing over a shared desktop. More than one participant can write at the same time.
Direct attention with the spotlight or pointer tool
Send invitations with an automatic e-mail

Flexible Choices
Add video with multipoint webcam support
Take control of another participant’s desktop to demonstrate a solution or provide technical assistance
Switch languages by choosing from 13 interface options

Secure Environment
Protect information with password options and SSL encryption – the same security used by online banking systems

Try it for free at www.smarttech.com/bridgit
Buying SMART

SMART's commitment to you includes award-winning products, solid, no-small-print warranties, flexible training options, affordable pricing and knowledgeable technical support. With offices in Canada, the U.S., Germany and Japan, and resellers in more than 75 countries worldwide, SMART offers global support to hundreds of thousands of satisfied customers.

Free SMART Board Software Upgrades
Available for Windows®, Macintosh®, UNIX® and Linux® systems, SMART Board software works with all the applications you normally use. You can maintain your meeting- and training-room computers the same as you do your workstations. Because all SMART Board software upgrades are free, your investment improves over time.

Flexible Training Options
SMART products are designed to be intuitive, so anyone can simply walk up and begin using them. At the same time, they have numerous advanced features for those who demand flexible, customizable and powerful options. Find out what SMART products have to offer through online training materials, training events and online sessions at www.smarttech.com/trainingcenter.

Free Meeting Advice
SMART sponsors an online resource center with hundreds of articles on presenting, meeting and collaborating. Visit EffectiveMeetings.com.

Worldwide Service
SMART products are sold by resellers worldwide. A reseller in your area can provide hands-on service, support and integration expertise, as well as advise you on complementary products. To find the reseller nearest you, visit www.smarttech.com, e-mail info@smarttech.com or call 1.888.42.SMART.

SMART products are owned by more than 60 percent of the Fortune 100 and hundreds of thousands of other customers worldwide.
See SMART Products in Action
Visit www.smarttech.com, e-mail info@smarttech.com or call 1.888.42.SMART (+1.403.245.0333) to arrange for a demo, request pricing and receive free software trials.

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