



Automate Product Registration with UmiKey

Turn one-time customers into life-time customers

- **Consumers rarely register products they bought. Why? Or why should they?**
 - Too much hassle, and too formal to fill in the lengthy registration form.
 - Too much privacy to reveal – Name, Address, Phone, Email, many will pass.
 - Go to a mailbox to drop the mail? So old-fashioned! Why not on Internet?
 - No gains, boring, so why should they?
- **Even fewer customers care to register an account on your web site, then register the products they buy.**

For Manufacturers & Retailers, UmiKey helps your customers register products they buy from you automatically, and builds a valuable customer database.



- 1** Open the package of your product, inside there is a UmiKey carrying the product's serial number inside.



- 2** Upon insertion to a USB port on any PC, UmiKey automatically navigates to your web site. Then it enters the product serial number and an authentic code on your site, all automatically.



- 3** Product registration successful! Also, UmiKey is your sharp weapon against counterfeits.



- 4** After registration, the customer is led to your product portal with modern ways to engage 21st-century consumers via Twitter, Facebook, Youtube, Skype, MSN, Meetups, blogs ... Let customers decide the ways they like to engage with you. Your product always remains visible and relevant in your customer's daily life online.



Personalized support, news, deals, polling ...

- 5** Any time the UmiKey is inserted to a PC again, the customer is led to your product portal, recognized by the UmiKey ID, he/she gets personal support from your online knowledgebase or chat online with the support staff.

* **UmiKey is a Plug-in to Log-in USB device.** When inserted to any PC's USB port, without the need to install any software, UmiKey opens up the browser and lands on your designated web site. The web site identifies the user by the universally unique UmiKey ID. The user is then logged in to your web site automatically and securely. Then a personalized welcome page shows up with the user's preferences and information of product(s) mapped by this UmiKey ID.