



Octopz - The Power to Get Things Done

Solving Communication Challenges

Today's high-pressure business climate puts everyone under enormous pressure to work faster and produce more - often with limited resources. Taking interactivity to a new level of performance, Octopz online collaboration technology is specifically designed for the iterative way creative professionals work.

Octopz is flexible enough to accommodate the way your projects flow - even if each one is completely different - and you continue to use the applications and hardware you already own.

At Octopz, our goal is to provide you with the most powerful, versatile online collaboration tool available - and to make it so easy to use that your team will see results immediately.

With Octopz you can:

- **Get everyone you need around the same table instantly** - no matter where they're located - to significantly increase productivity and speed up the decision-making process.
- Use the built-in text messaging, VoIP and webcam capability to maintain personal contact; **see and talk to meeting participants as easily as if they were in the same room.**
- Only Octopz supports the full range of the document and digital media formats you use, from Word, Excel and PowerPoint to images, panoramas, videos and animations.
- Protect your work in a highly secure environment that safeguards confidentiality at every stage of the project.
- **Accomplish more with fewer resources** - effective online meetings with Octopz are a fraction of the cost of business travel.
- And Octopz gives you more of your most valuable creative commodity - your time. Meet anyone, anywhere in the world, whether you're in the office or on the road.



“Octopz lets us quickly review and markup video, web animations and other interactive content with our clients online, so we can spend less time at meetings and more time honing the creative. For Cundari, this is a competitive advantage that enables us to be cost-effective while producing award-winning campaigns on tight deadlines.”

- Bruce Logan, Vice President,
Director of Strategy and Public Relations, Cundari Group



Marketing and Advertising

- **Accelerate reviews and approvals** - review draft marketing materials in an environment that encourages interactive collaboration, and make materials available instantly to key decision makers to fast-track approvals.
- **Augment resources** - collaborate with creative talent and other resources located anywhere in the world.
- **Make changes quickly** - easily correct errors or produce multiple versions for individual markets and post changes for prompt response. Octopz allows you to see changes and comments for a clear picture of document or design evolution.
- **Utilize immediately** - Octopz is so easy to use, even users with limited technical skills can start collaborating right away - there are no downloads, and the familiar, intuitive look and feel of the tools and graphics make viewing and marking up documents extremely easy.
- **Protect confidentiality** - Octopz provides a highly secure environment for review and discussion - essential to any business that deals with confidential material.



“Right Angle produces videos for clients in both the corporate and not-for-profit sectors. Octopz enables us to get input and approvals from our clients when we need it most. Speeding up the process helps us to keep our projects on time and on budget.”

- Andrew Fischer, President and Creative Director, Right Angle Media

Graphic Designers, Illustrators and Photographers

- **Work creatively** - collaborate with team members at their convenience - or yours - regardless of geographic location, time zone or work schedule.
- **Reduce complexity** - effectively manage the interaction of the whole range of disciplines involved in a project with unprecedented ease, due to the accessibility and flexibility of Octopz.
- **Brainstorm easily** - whether working in real time or asynchronously, Octopz facilitates the free flow of ideas crucial to the creative process.
- **Build rapport** - Using text messaging, webcams and VoIP, Octopz allows you to see and hear other participants in real time, allowing a high level of personal contact and involvement in every project.

“My clients are delighted I use Octopz because it eliminates wasted time and unnecessary errors. They’re able to see and approve work in progress at any time, since I can upload documents in a flash – or they can markup the files and leave detailed instructions for me to review later.”

- Shailyn Bruining, Graphic Communicator & Visual Artist



Architecture and Design

- **Supervise effectively** - work closely with team members at sites located anywhere in the world, identifying problems and solutions quickly.
- **Review product designs** - conveniently evaluate new and revised designs online with staff and clients.
- **Manage venue design** - whether you’re designing a trade show kiosk, a house or a retail outlet, Octopz lets you share, review and markup images, plans, photographs, 360° panoramas, and videos, keeping everyone on the same path.
- **Reduce errors** - increase your company’s competitive advantage by reducing the number of mistakes in design and manufacturing processes with timely reviews and archived documentation.

“Octopz is a great collaboration solution and works the way we do. It supports the file types we use, and we like the personal contact - and the cost savings – of the webcam and VoIP capability. We can even customize time zones for individual users, which our international customers really appreciate.”

- Rommel Caibal, President, RCC Graphic Designs



Film, Television and Radio

- **Save time** - when deadlines are tight, an online discussion is the fastest way to keep workflow moving with minimum downtime.
- **Save money** - reviewing creative material online helps lower administrative costs by reducing unnecessary courier and travel fees.
- **Facilitate consultation** - Keep your finger on the pulse of any project and reduce mis-steps with regular Octopz sessions to keep the lines of communication open.
- **Work securely** - Octopz provides an exceptionally secure environment to revise and store confidential files with SSL encryption.

"Octopz is proving an invaluable tool as we create interactive kiosks for 2,000 car dealerships. Collaborating online using Octopz makes it easy to consult with technical experts, develop a complex design, and get feedback and approvals quickly from key stakeholders located throughout North America -- all on very tight deadlines."

- Scott Sjöholm, Designer, Saitech International



Web and Software Development

- **Manage remote suppliers** - work with top suppliers and creative professionals, no matter where they're located.
- **Demonstrate products** - show or train large or small groups of employees or customers how a product works, quickly and easily, with just a computer and an Internet connection.
- **Solve problems** - get to the bottom of any issue as fast as it arises, and use the best thinking of all team members to find a solution.
- **Access cutting-edge technology** - Only Octopz lets you markup advanced media types like videos, audio, animations, Flash files, and 360° panoramas. Markup files and add personalized time-stamped comments, in text or audio format, for efficient project management.

See For Yourself – Take A Free Trial

Don't take our word for it - try Octopz for yourself. Find out just how easy it is to work online with your team members - no matter where in the world they are.

Go to www.octopz.com. You'll be glad you did.



Octopz Inc.
MaRS Centre,
101 College St., Toronto, ON
Canada M5G 1L7

Toll Free: 1-877-530-4440
Telephone: 416-530-4440
Facsimile: 416-673-8181
www.octopz.com

Copyright © 2007 Octopz Inc. All Rights Reserved. All product names mentioned in this document are the trademarks of their respective owners. This document may also include the trademarks, trade names, and service marks of companies other than Octopz Inc. 04/07