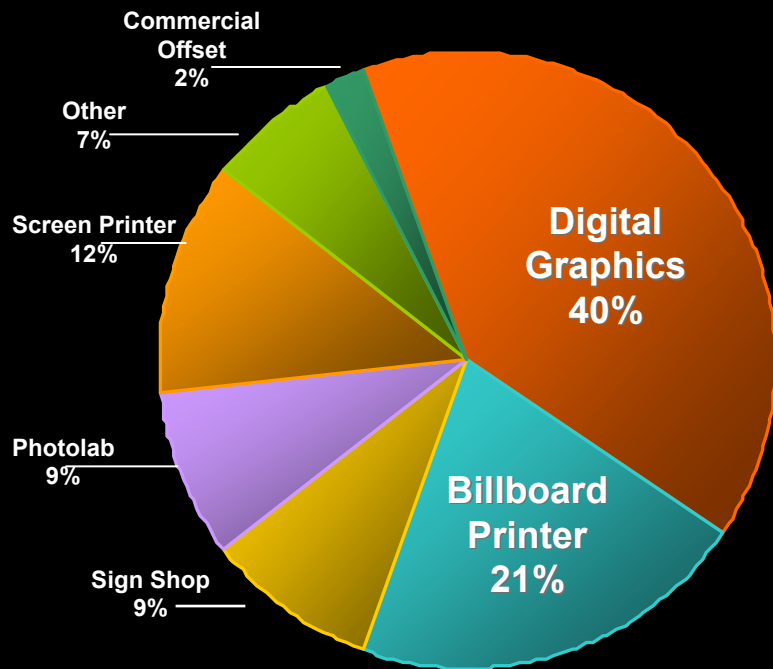


Sales & Service

Kevin Sykes

Global Customer Base

Over 1000 Customers in 90 Countries



2004 Revenue by Customer Type

- Over 75% of FY2004 revenue generated from repeat customers
- Customers consider the purchase of printers a substantial capital investment
 - Commercial photo labs
 - Large sign shops
 - Graphics screen printers
 - Billboard / graphics printers
 - Large commercial printers

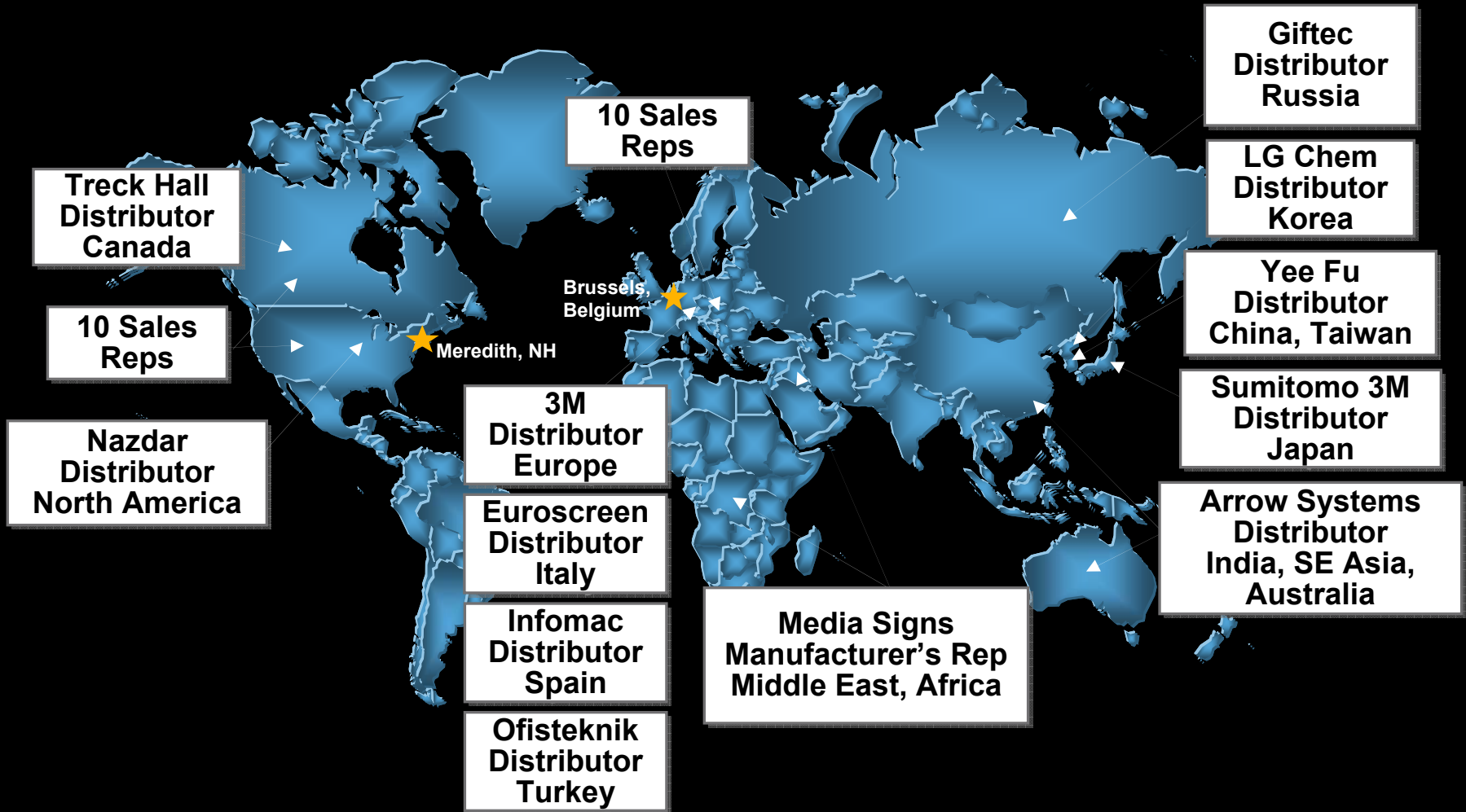
Customer Segments

Converging into “Digital Graphics Providers”

	Billboard / Banner Printer	Commercial / Screenprint	Large Sign Shops	Commercial Photo Labs
Typical Revenue	\$1-5+ million	\$10+ million	\$1-2+ million	\$1-3+ million
Key Apps Today	Billboard Banner Building Wraps Fleet Graphics	POP Banner Display	Signage Display Exhibition	High Quality POP Backlit Exhibition
Key Apps in the Future	Good Quality POP	High Quality POP Display Shorter runs	Display	Good Quality POP
Current Technology	Superwide Inkjet Electrostatic	Screenprint	Wide Format Inkjet / Aqueous	Laser Photographic

Global Sales Network

20 Sales Representatives, 6 Distributors



Distribution Strategy

Cover Target Markets Through a Hybrid Channel Model

	Relationship
Media Signs	Exclusive Manufacturer's Representative (Middle East, Africa)
3M	Non-Exclusive Distributor (Europe - Scotchprint)
Giftec	Exclusive Distributor (Russia)
Sumitomo 3M	Exclusive Distributor (Japan)
LG Chem	Exclusive Distributor (Korea)

Distribution Strategy

Cover Target Markets Through a Hybrid Channel Model

Relationship

New /
Expanded
in '04

Arrow Systems

Exclusive Distributor
(India, SE Asia, Aust/NZ)

Nazdar

Segment Exclusive Distributor
(North America - Screenprint)

Yee Fu

Exclusive Distributor
(China, Taiwan)

**3M North
America**

Non-Exclusive Co-marketing
(U.S. / Canada)

New /
Expanded
in '05

Infomac

Exclusive Distributor
(Spain)

Euroscreen

Exclusive Distributor
(Italy)

Ofisteknik

Exclusive Distributor
(Turkey)

Treck Hall

Non-Exclusive Distributor
(UltraVu 260 Only)
(Canada)

Geography Highlights

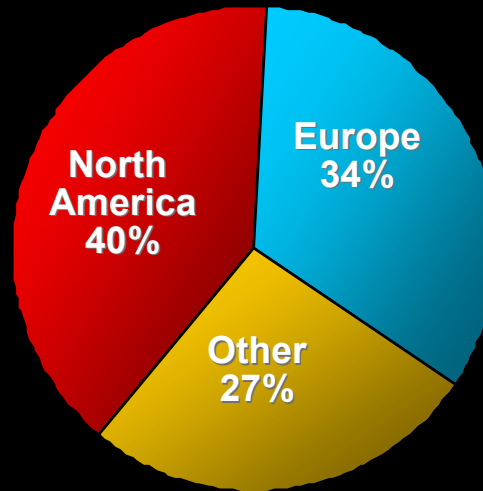
Diverse Market Conditions

The Americas

- Excellent opportunity for UV-Flatbed
- Customers pay for performance, print quality, reliability
- Mexico / Latin America more price sensitive

Middle East / Africa

- Large volume providers pay for performance, print quality
- Africa should outpace market growth
- UV market slower to develop
- Newer, smaller print providers entrants more price sensitive – an opportunity for lower-end equipment



2004 Revenue

Europe

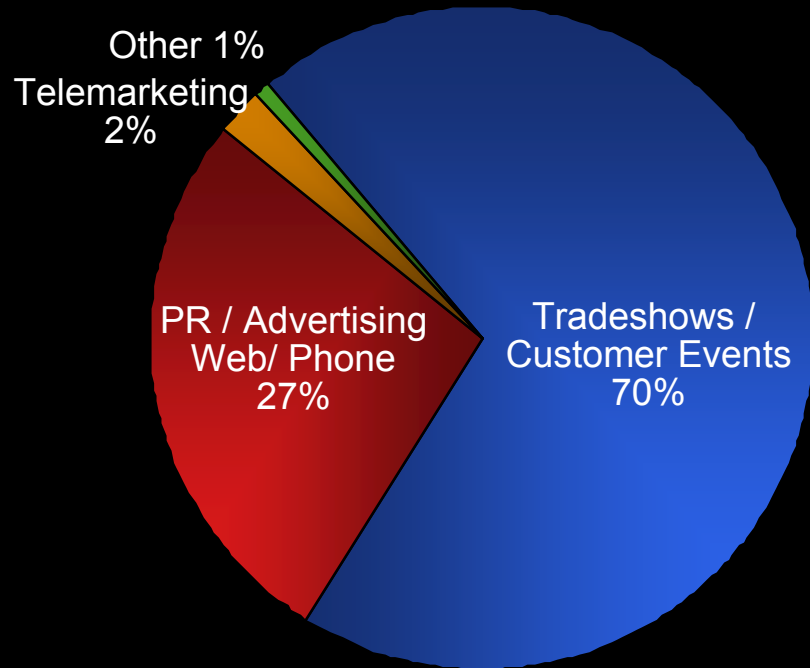
- Great opportunity for UV-Flatbed
- High demand for quality products
- UK is greatest opportunity for screenprinting substitution

Asia Pacific

- Australia/NZ has similar price structure to the U.S., and is rapidly growing – especially for UV-Flatbed
- SE Asia continues to grow
- Japan represents modest opportunity
- China is not an attractive immediate opportunity

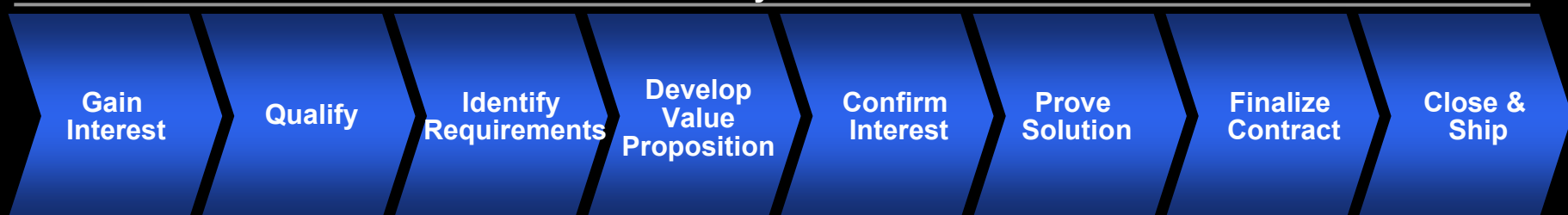
Sales Cycle

Leads by Source



- VUTEk exhibits at over 15 tradeshows & customer events per year worldwide
- Public Relations / Advertising drives traffic to website and to tradeshows
- Piloted Telemarketing in 2004, to both generate and qualify leads

Sales Cycle



Typical sales cycle averages approximately 90 days from Gain Interest to Close & Ship

Superwide Printing Economics

Illustrative Example

Hours per Day	8
Utilization	70%
Days per Year	250

+

=

**1M
Square
Feet**

**\$3.1M
revenue**

	<i>Distant (60%)</i>	<i>POP (40%)</i>
Printer Speed	850	500
Sq Ft per Day	1,120	2,856
\$/Sq Ft	\$2.00	\$6.00

Typical Territory Manager Bio

- 10-15+ years capital equipment sales experience
- Top 5% sales performance in prior roles
- Printing industry experience
- Trained in a disciplined sales process
- Highly leveraged compensation plan

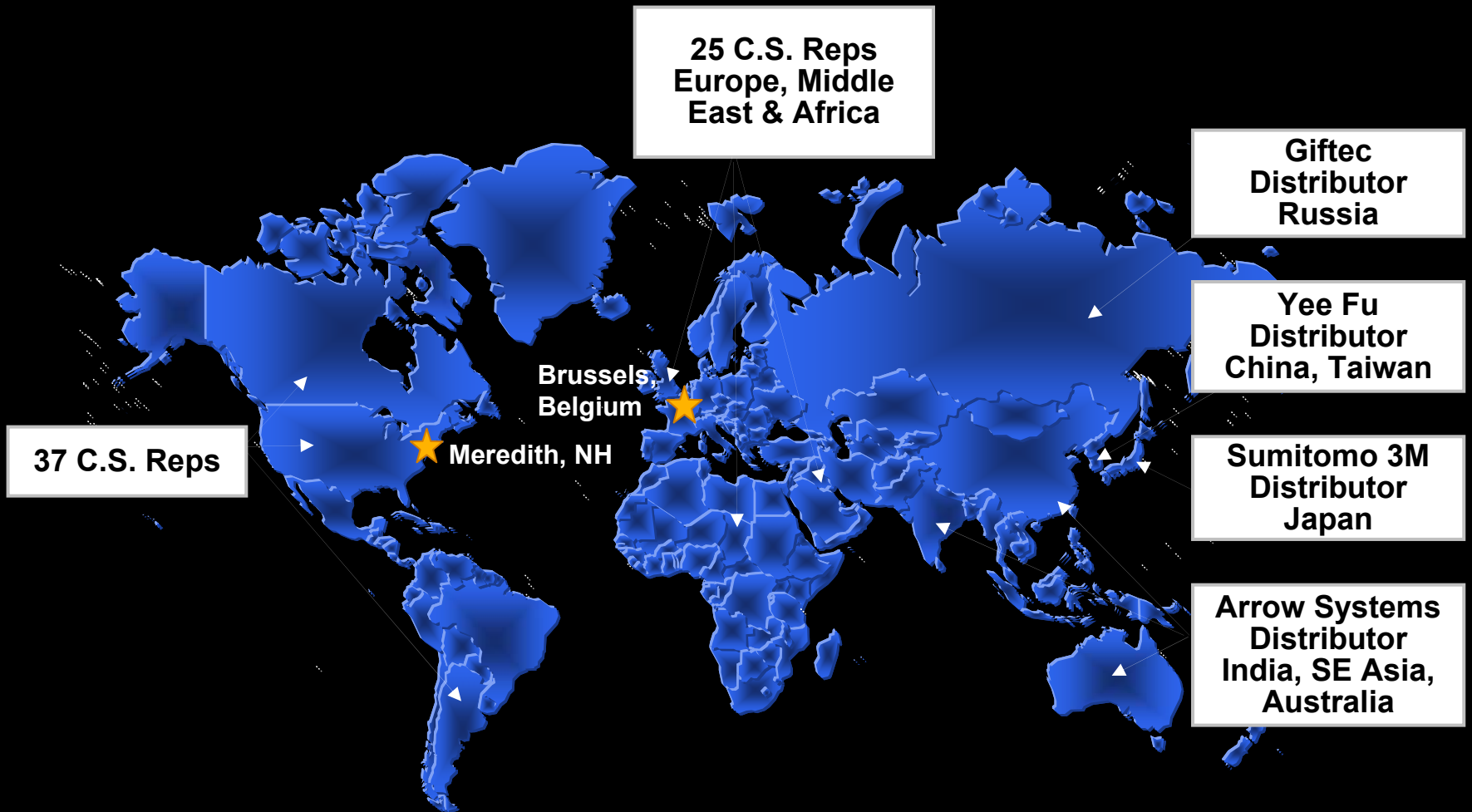
VUTEk Service

A Competitive Advantage

- Customers view the superwide printer as a substantial capital investment
- VUTEk's customer training and after-sale support include:
 - 70 dedicated employees
 - Comprehensive onsite installation and operator training
 - Pre-press software and hardware support
 - Extensive library of recommended ink & substrate combinations
 - 24/7 telephone hotline
- Strong customer service and support allow VUTEk to:
 - Maintain premium pricing
 - Realize high customer retention
 - Reinforce its strong brand recognition

Global Customer Service Network

>70 Customer Service Representatives



Key Sales Messages to the Print Provider



- Leverage your customer base
- Focus on being a “Marketing Services Provider”
- Be able to say “YES” more often with a wider range of applications
- Leverage your capabilities & business model
 - High output quality
 - Short runs
 - Customization: Variable Content messaging
 - Just-in-time inventory
- Invest in technology to grow revenues through new applications

VUTEk's #1 Goal For Our Customers

Increased Revenues
"New Applications"



Reduced Costs
"Simplified Work Process"

- Wide variety of substrates, rigid & flexible
- Range of quality & speed from one device
- Customized short runs
- Dramatically lower set-up time & make ready costs
- Print direct to substrate – no mounting, laminating
- Consistent output quality



More Profit!

