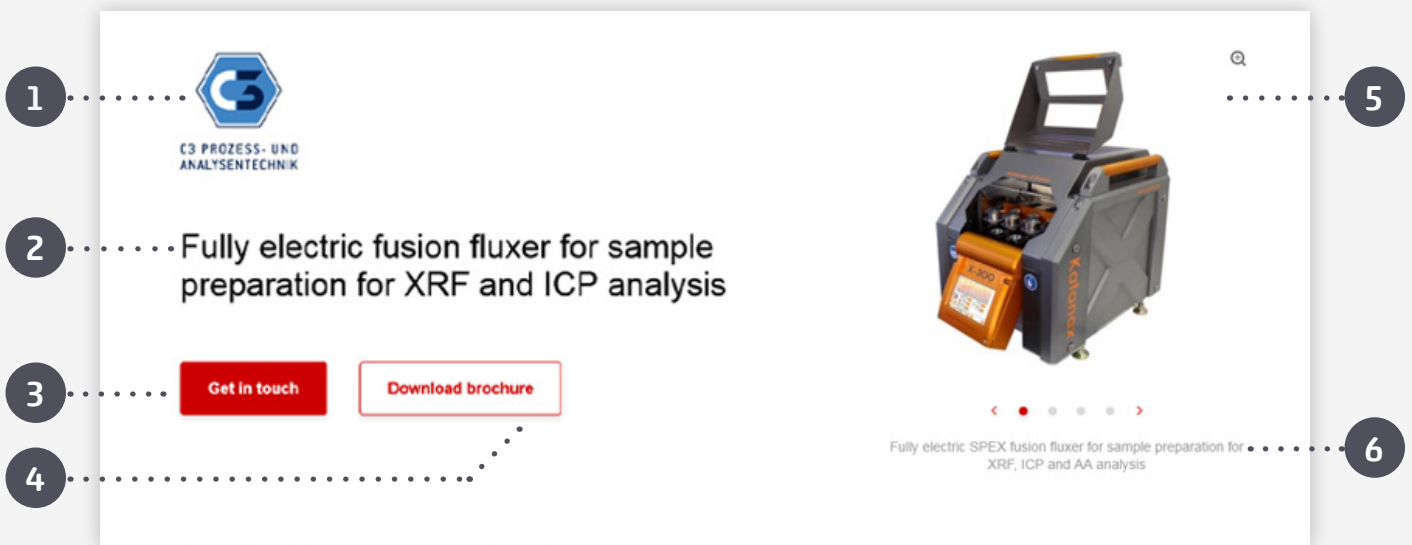


# What you need for a successful online presentation

Step by step we'll explain which elements we need from you for your online presentation and which optional elements you can use to optimise it



## 1

### Company name & logo

We automatically take your company name from your order details. If you have already booked a premium company presentation on the respective portal, your company logo will be automatically integrated into your online presentation. **There's nothing else you have to do here.**

## 2

### Main headline\*

Use a strong main headline of up to 100 characters that highlights the **user benefits** or the **unique selling proposition** of your product and that attracts interest.

Do not use product names, as they are hardly relevant for users. Special characters such as ® and ™ are automatically removed.

## 3

### Contact for Sales Leads\*

We need a contact email address to send your leads to. Do not use personal addresses but **generic ones such as info@, sales@, marketing@** etc.

This ensures the sales leads will reach you even if individual employees are absent.

## 4

### PDF brochure

Enhance your presentation with an **optional product brochure** in PDF format to provide users with more information and to generate additional sales leads.

## 5

### Product images\*

You must upload between 1 and 5 images for your online presentation (at least 1500 x 1150 px, JPG or PNG file format, no more than 10 MB per image).

Ideally, your products will already have a **transparent or white background**. Alternatively, our automatic system will do this for you.

## 6

### Captions

You can add a caption of **up to 150 characters** to each of your product images.

Special characters such as ® and ™ are automatically removed.

XRF, ICP and AA analysis

### The Top 3 Advantages of the Product

- 7 .....
  - 1 Fully electric - no other media, such as cooling water, required
  - 2 Robust, individually controlled ceramic heating elements for high reliability
  - 3 Can be upgraded on site to up to three sample positions for higher throughput
- 8 ..... Compact, modular design and homogeneous temperature distribution for best reproducibility
- 9 ..... The Katanax Fluxer X-300 is operated via a color LCD touchscreen with a multilingual graphic interface and is already preprogrammed with various fusion methods (e.g. for oxides, minerals, peroxide and acid digestion, etc.), which can be used directly or adapted to the sample.  
 This means that the user can start preparing the sample immediately. The parameters for the multi-step heating process, the mixing time and mixing intensity (speed and deflection angle of the crucible) as well as for the pouring and cooling process (passive and active via fans) are specified, saved and run automatically. They can be called up and edited by the operator at any time. In this way, the majority of existing and routinely processed samples can already be served. The Katanax Fluxer X-300 is therefore a fusion fluxer for all conceivable applications. For new samples, we also offer a customer-related, free method development based on material samples sent in, including the creation of individual application report.

**7**

**The top 3 advantages\***

The three top advantages (up to 100 characters each) let you present the most important USPs and benefits of your product from the user's point of view.

This allows the user to get a quick idea of what your product offers.

Don't provide technical details at this point; this is about general user benefits.

**Ask yourself: What special benefit does your product give the user? What makes your product unique?**

**8**

**Subheading\***

The subheading gives you the opportunity to **add information to and elaborate on the main headline** in up to 100 characters.

Mention **main product benefits, key applications** or **other essential information** about your product here, but don't waste space on product names.

Special characters such as ® and ™ are automatically removed.

**9**

**Description\***

The description allows you to **present your product in greater detail** in up to 1,100 characters

**Note that shorter texts usually lead to more sales leads.**

Make use of the available space, but focus on the aspects that are key for users.

You can use the space to explain the top 3 advantages in greater detail or to point out other interesting advantages.

For the sake of consistent readability and presentation style, **you cannot use subheadings, bulleted lists, text links and special characters.**

10

**Applications**

sample preparation • melt fusion

**Topics**

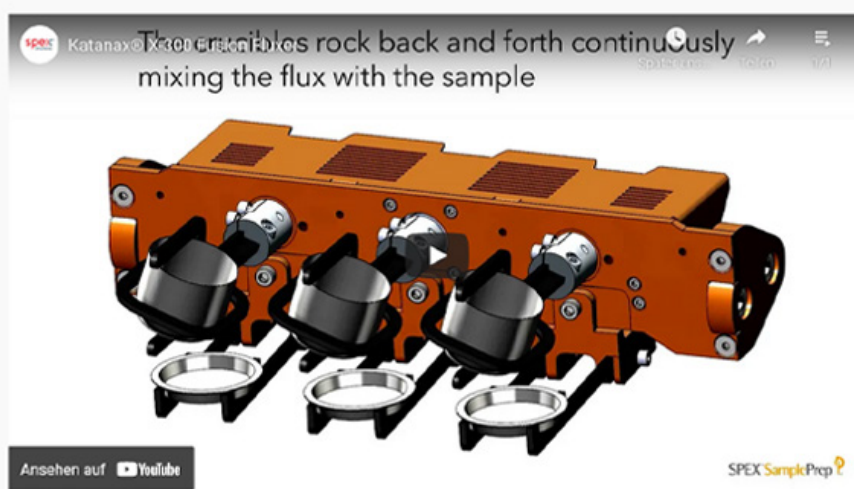
analytics • fusion equipment • digestion equipment • laboratory instruments  
digestion systems

11

**Target Industries**

 Chemistry  Plastics  Pharma

Find out More in the Video



12

10

**Applications & topics**

In up to 10 keywords, separated by commas, **name the application areas of your product.**

In the topics field, enter up to 5 keywords that represent the type of **instrument, system, chemical, software or service** you are presenting.

11

**Target industries\***

Select in which of the following 6 industries your product can be used: **Chemicals, Plastics, Biotechnology, Pharmaceuticals, Food, Beverages.**

12

**Product video**

Optionally, you can enhance your presentation with a product video that shows **your product in action.**

For this we need a **link to your video on YouTube or Vimeo.** Other video links are not supported by our system.

When you book an online presentation for one of our LUMITOS portals, we will send you a link to an online form that will guide you easily and conveniently through the process. This is where to integrate all content and images. If you have any further questions, please do not hesitate to contact us at [auftrag@lumitos.com](mailto:auftrag@lumitos.com).

\*Mandatory information