



Product Presentation



In this template we ask you to submit the necessary information for the **English language version of your Product Presentation** on the LUMITOS portals. Please fill in the grey fields.

1 Product Name/Identification

- Please indicate the name of your product (for internal use only, will not be displayed)

Identification:

2 E-Mail Address for Reader Enquiries

- To this e-mail address we will send all the **English language** enquiries (leads) regarding your product
- For privacy reasons, the e-mail address will not be visible to readers

E-Mail Address :

3 Title

- Mention the main customer benefit, the instrument type or application
- No need to name the product or your company
- Focus on the product's unique selling proposition

Title:

4 Subtitle

- Do not repeat the headline literally or in substance
- Clarify what the headline means to say
- Title and subtitle appear together and thus should form a meaningful unit

Subtitle:

5 Short Teaser Text for List Views

- Short description of the product and its main features
- Text should appeal to the readers and encourage them to click
- Grammatically complete sentences only

Short Teaser Text:

Contact:

LUMITOS GmbH
Eichenstraße 3 A
12435 Berlin
GERMANY

T: +49 30 2045680
F: +49 30 204568-70
E: order@lumitos.com



Product Presentation

6 Product Description

- One product per presentation only
- The product description should include the following information:
 - Characteristics that distinguish the product from competitor products
 - Outstanding product features
 - User benefits
 - The product's target group
 - Areas of application
- When using bullet points: the most important facts only please, NOT a complete specification
- No profile of your company. The focus must be on the product
- To make reading as easy and straightforward as possible, ® and ™ marks are not permitted in headlines, sublines and captions. These marks can be inserted once in the copy text, where the corresponding names are used for the first time

Product Description:

7 Product Keywords

- Here you can enter **English language keywords** to classify your product and its applications (method, technique, instrument type, etc.)
- Please also consider alternative names or synonyms
- Your keywords are routinely checked by the LUMITOS editorial team and may be changed to optimally present your product on our portals

Product Keywords:

8 Link to Your Product Website

- This link leads readers to the dedicated English language web page of your advertised product on your company's website

Product Website URL:

9 Product Images & Captions

- Please send us up to five images of your product (do not embed in this file)
- We recommend one image to be a complete view of the product, with the others focusing on specific, relevant details
- Images should be sent as GIF, JPG, PNG or TIF files
- Highest possible resolution, with the width of all images at least 1,000 pixels
- Please enter the images in the order in which they should appear on the portals

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Product Presentation

File Name of Image 1: Caption to Image1:

File Name of Image 2: Caption to Image 2:

File Name of Image 3: Caption to Image 3:

File Name of Image 4: Caption to Image 4:

File Name of Image 5: Caption to Image 5:

10 Product Brochure & Video (optional)

- Studies have shown interactive content, such as brochures and videos, to greatly increase the number of Product Presentation page views
- Please send us the **English language product brochure** as a PDF file
- Please send us the **English language product video** as a video file (.mp4 or .flv file; file size < 102 MB)

Finally, save this file and send it by e-mail to order@lumitos.com, along with the product images and PDF.

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