



DVDXpress Host Questionnaire

Store Name, Store Number, Address, Phone:	
Store Manager	Phone
Hours of Operation (closing times)	
Weekly Transaction/Customer Count	Weekly Credit/Debit Transaction Volume (% of weekly transaction count)
Demographics	
List Name and Proximity of Competing Video Rental Stores	
List Name and Proximity of Competing DVD Kiosks? What supermarkets are close by?	
Stand-alone location or within a shopping center?	Is there a loading dock?
Describe store's suggested placement (kiosk dimensions: Width: 42" Depth: 30")	
Marketing & Promotion Checklist	
OBJECTIVE: Raise awareness and trial of DVDXpress, and drive traffic to the store.	
<i>"Rent it Here First - 28 Days Before Netflix & Redbox"</i>	
<input type="checkbox"/> Outdoor Banner (2) (24" x 36") - New Release DVDs Available Inside	
<input type="checkbox"/> Window Signs (2) (24" x 36")	
<input type="checkbox"/> Floor Decals (2) (24" x 36")	
Cashier Program	
<input type="checkbox"/> Employee Sticker Button (worn by associates at checkout and customer service - "Ask me about a FREE DVD Rental")	
<input type="checkbox"/> Cashier Handout/Bag Stuffer (placed at checkout - includes FREE rental offer)	
<input type="checkbox"/> Employee Break-room Poster (placed in the employee breakroom - provides a FREE rental offer)	
<input type="checkbox"/> In-Store PA/Radio (30 sec script provided by DVDXpress -- played once per hour for first 8 wks, 5 times a day for duration)	
<input type="checkbox"/> Circular Advertising (DVDXpress brand imagery provided)	
Does the store approve of installing a lightbox display (up to 30% sales increase potential)? (kiosk + lightbox dimensions: Width: 74" Depth: 30")	

DVDXPRESS



DVDXPRESS
AUTOMATED DVD RENTAL

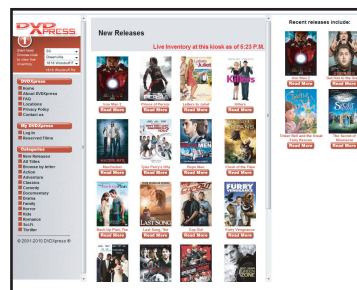
- 1 Choose your DVD.
- 2 Swipe your credit card.
- 3 Enjoy your movie!



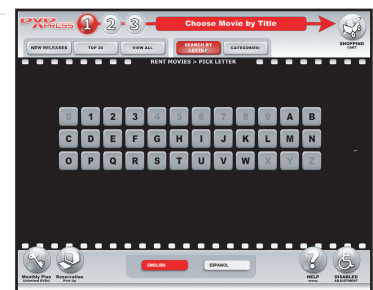
Browse New Releases



Easy Browsing and Movie Selection



Reserve Movies Online



Search by Title or Genre

SPECS

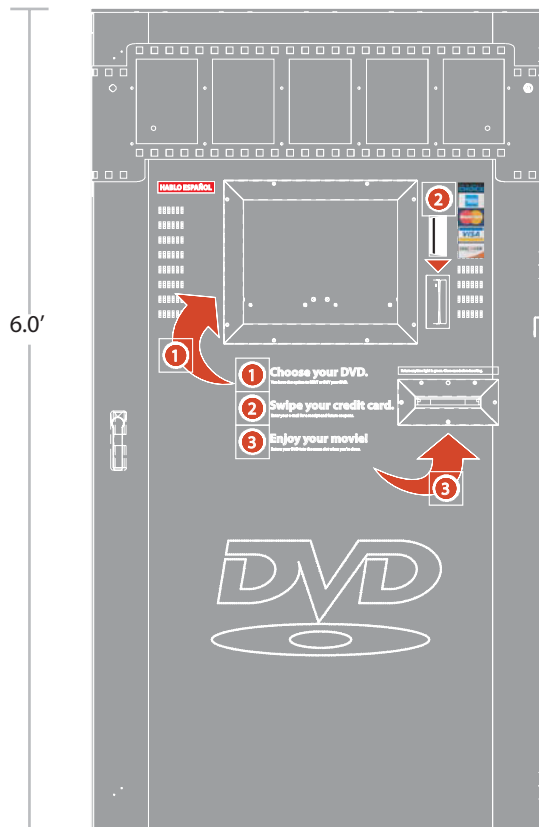
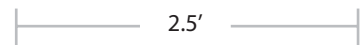
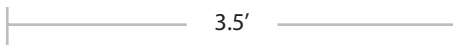
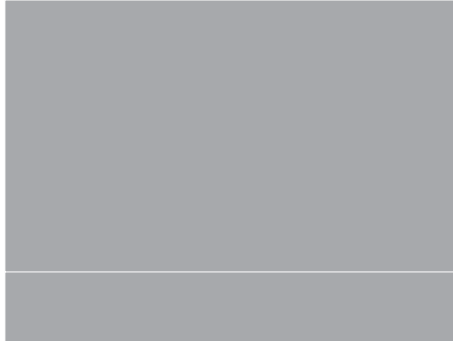
- **Dimensions:** L: 3.5' W: 2.5' H: 6.0'
- **Power:** Requires dedicated 20A circuit/ 1.72 Amp Kiosk Max Load
- **Internet:** Self-contained wireless
- ADA-compliant with 17" touchscreen
- Remote Central Administration
- RFID-enabled inventory management
- **Credit/Debit:** Visa, MC, Amex, Discover
- Secure payment via SSL encryption
- Installs quickly and easily with pallet jack

FEATURES

- No sign up or membership required
- Rent movies in their original case
- Over 100 hit titles
- Return to any DVDXpress kiosk
- Opt-in email receipts and promotions
- Rent up to 5 movies at a time
- Flexible promo code functionality
- Reserve movies online for kiosk pickup
- Toll-free 24/7 Customer Service

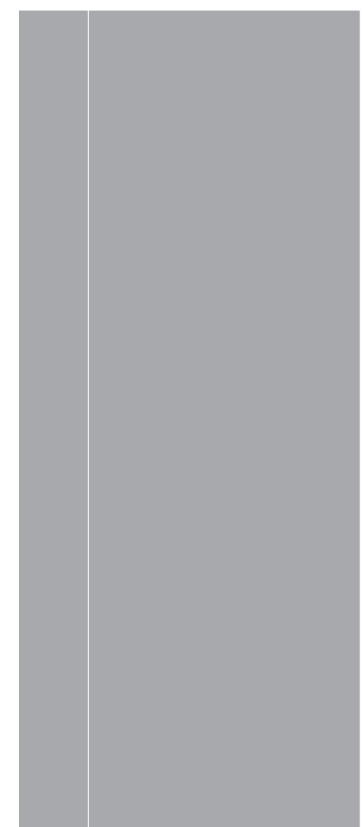
DVDXpress Physical/Technology Overview

TOP VIEW



FRONT VIEW

SIDE VIEW



POWER

Kiosk requires 120V 20 Amp dedicated electric line
Max load of 1.72 Amp

Contact: Joel Bishop, Sales Director
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