



## Frequently Asked Questions

Your Questions Answered Here

### Q: How does eStationer's Advertising Over Email™ (AOE) help my business?

A: eStationer AOE is like owning your own interactive media company. Every time someone sends out an email from your firm, you can insert a full color interactive ad of your choice into that email. Over time you will be producing thousands of valuable interactive ad impressions as more and more company email is sent. Rather than buying costly online advertising, you will be making and using your own online advertising. The value of this is tangible and more than pays for the cost of eStationer.

### Q: Is eStationer Advertising Over Email (AOE) legal under existing anti-spam laws?

A: Yes. Since the email that is enhanced by AOE technology is sent as one to one communication from a legitimate business to a recipient that has freely provided their email address to this business in order to receive email, AOE is not spam.

### Q: How is eStationer different from making simple company-branded stationery templates and distributing them to users for their use in Outlook or Lotus?

A: eStationer technology is vastly more than just email stationery templates. In fact, eStationer is really about significantly and dynamically enhancing email in real time vs. the simple provisioning of static templates. While eStationer does produce, store and auto-provision company eStationery, this is but only one aspect of its technology. Because eStationer is central-server based, eStationer provides many powerful, unique and highly valuable advantages that are impossible to produce in simple, locally installed email templates. Here are eStationer's advantages:

- eStationer Manager, a powerful central web interface allows central control, formatting and enhancement of all company email on-the-fly across the entire company email system regardless of user location.
- Advertising Over Email (AOE) by which rich, interactive and highly measurable advertising is inserted into every out-going email on an infinitely scalable and segmented basis.
- Auto-Personalization by which eStationery is automatically and centrally personalized based on the sender. Can be easily, centrally changed when necessary.
- Central Provisioning of all company eStationery on a user-by-user basis eliminating the need to install and maintain individual templates on every local PC.
- Dynamic Content Management by which corporate identity and/or message can be altered on-the-fly across the entire company's eStationery without installing new templates on every local PC or involving the end-user.
- Central and Secure Control of all company eStationery guaranteeing consistent corporate identity standards across all email communication. Eliminates user changes.

### Q: How do we connect to the eStationery system?

A: eStationer comes in two product versions: **eStationer Online** by which individuals and smaller businesses connect to eStationer's formatting servers via the Internet and **eStationer Corporate** by which larger businesses acquire an eStationer appliance that is installed and used within the company's infrastructure.



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### Q: Which email clients does eStationer support?

A: eStationer supports the following email clients, with more being added all the time.

- Microsoft Outlook 2000, XP, 2003
- Microsoft Outlook Express 6
- Apple Mail
- Lotus Notes 5.0, 6.0, 6.5
- Novell GroupWise 7
- Netscape 7
- Qualcomm Eudora
- Thunderbird 1.0\*
- Opera Mail\*
- Apple Entourage\*

\* Email clients to be added soon.

### Q: Does the email user need to do anything differently in order to use eStationer?

A: Absolutely nothing. They just compose and send their email as they normally would. The system administrator manages the correct eStationery to be applied and eStationer automatically formats their mail for them..

### Q: Can a Phone/PDA user use eStationer to send email? Can they still send eStationery while on the road?

A: Yes, any device using Microsoft Pocket PC can send eStationer. (Blackberry coming soon.)

### Q: Is it possible to choose between sending and not sending eStationer formatted mail?

A: Yes. It is quite easy, depending on which email program you use, to switch from eStationer to non-eStationer mail. This switch or 'toggle' is done by setting up two mail accounts in your local email program. One goes through eStationer and the other does not. Having multiple accounts is also useful if you wish to use different styles of eStationery. If your local email program does not support multiple email accounts, this switching can still happen albeit in a more manual fashion.

### Q: How does eStationer guarantee delivery of emails?

A: eStationer Server operates like any other email server in this regard. If an email is delayed or not delivered due to recipient problems, eStationer Server sends a relevant message back to the sender. eStationer Server will attempt to deliver the mail repeatedly and while doing so inform the sender that their message has been delayed by the recipient system.

### Q: How does eStationer protect the confidential nature of email?

A: eStationer takes privacy very seriously. To view our corporate Privacy Notice go to [www.estationer.com/business](http://www.estationer.com/business) and click on the Privacy Notice link at bottom of page. eStationer holds itself to a strict Privacy Notice which prohibits the company from disclosing customer information, including email addresses, unless required by law enforcement.

### Q: Does SPAM filtering affect the delivery of eStationer mail?

A: Not significantly. After analyzing over 2,000 actual emails sent during our alpha testing process, our results show that eStationer formatting results in only a 1% increase in the likelihood that messages are tagged as spam. Email content is much more likely to trigger SPAM filtering than eStationer's formatting technology.



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