

E45



18th August 1993

ATTENTION : MELODY EMMETT

CONVENOR :
Technical Committee on Independent Electoral Commission

Fax # : (011) 397-2213

Dear Mr Rosenthal,

Please find attached, information on our InfoKiosk, as demonstrated to Melody Emmett at the Election Countdown, last Friday 13th August.

Our company is dedicated to both the implementation and maintenance of this exciting new technology and we would welcome the opportunity to present this concept to yourself and other members of the Committee.

We look forward to hearing from you.

Yours sincerely,

MARGOT SANDENBERGH
DIRECTOR

*Infokiosk (Pty) Ltd
Reg. No. 930003007
Ground Floor
Montrose Place
Waterfall Office Park
Bekker Road - Midrand
South Africa
P O Box 7
Halfway House
1685 - South Africa
Tel: (2711) 315-3102
Fax: (2711) 315-1050*

*Directors:
M Sandenbergh (USA)
F Paxon (Spain)*



INFOKIOSK TO AID VOTER EDUCATION

What is InfoKiosk ?

An innovation from Sandenbergh Pavon, InfoKiosk is a 24-hour interactive information system, using a touch sensitive screen and state-of-the-art multimedia presentation techniques including sound, 3D graphics, animation and video.

The kiosks are situated in a variety of public locations, providing all the information needed on voting and the election issues - with stunning impact.

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What kind of information will InfoKiosk contain ?

Why Vote ?	The importance of voting and participating in the future of the country.
Who can Vote ?	Who is eligible to vote, information on age restriction and citizenship.
Where to vote ?	Locations, dates and times.
How to vote ?	What documents are required. Assurance that the vote is kept secret.

In addition, each party on the ballot will be represented with four (4) slots of one (1) minute each conveying their message to the electorate on: "My vision of a new South Africa", "Why Vote for me ?" and other issues. We are considering using different languages.

How can InfoKiosk help with Voter Education ?

InfoKiosk is a 24-hour interactive information system, placed in accessible public areas, allowing the voting public to get information WHERE and WHEN they want it.

InfoKiosk is easy to use. The kiosk is driven by means of touch and uses video and graphics to guide the user through it, thus making it accesible to the illiterate.

InfoKiosk reaches out beyond traditional means of communication for anyone who does not have a radio or TV, read newspapers or magazines or attend meetings.

Where will Election InfoKiosks be placed?

We foresee them situated in high traffic public areas; ie; train stations, central taxi ranks, shopping malls, supermarkets, offices, factories, community centres and remote areas.



- 2 - Member of the Sandenbergh Parou Group

Who will pay for InforKiosk ?

InfoKiosk offers the industry an opportunity to sponsor voter education and promote their company/product in a unique "world first" advertising medium.

Sponsoring an InfoKiosk would have the following benefits :-

- Round-the-clock (24 hour) promotion of the company/product message
- Five to six (5 - 6) months of exposure in a unique advertising medium
- Providing vital voter information to the public.
- Association with the causes of peace and a free and fair election

What are the costs of sponsorship?

1-sponsors per kiosk	R30 000.00*
2-sponsors per kiosk	R17 000.00*
4-sponsors per kiosk	R 9 000.00*

Sponsorship per kiosk includes production of the company's message in video format. Implementation is generally 30 days from date of confirmation.

What provision is made for security and maintenance?

Full hardware replacement (insurance) costs are included in the above costs. InfoKiosk is responsible for all hardware and software maintenance in conjunction with the preferred hardware supplier.

Remote sites:

We are investigating various means of supplying power to kiosks in remote areas, such as:

- Solar Uninterrupted power supply
- Generators

In conclusion, we believe that InfoKiosk is the most effective and exciting means of communication today. Statistics show that we retain only 10% of what we read, 20% of what we hear, 60% of what we see and 80% of what we actively experience.

Working with members of the IFEE, we hope to provide independent and non partisan voter information.

*The above prices exclude VAT

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