



Wireless Presenters Sales Guide

When you've got a Kensington presenter, you've got one less thing to worry about. Kensington's full line of wireless presenters are designed with intuitive controls and thoughtful features that help you focus on what truly matters: your audience. Add our rock-solid reliability, and you can relax knowing you have everything you need to give a winning presentation.

COMPATIBLE WITH:



Competitive advantages:

Green vs. Red

- A green laser is up to 10x times more visible than a red laser so it will naturally "pop"
- A green laser is bright enough to work everywhere you do, including large rooms and with bright LCD and Plasma displays

Value Priced

- Comfort features for less

Support

- Industry leading warranties

Range

- Best wireless range (up to 50 metres—varies by model)

Easy to Install & Use

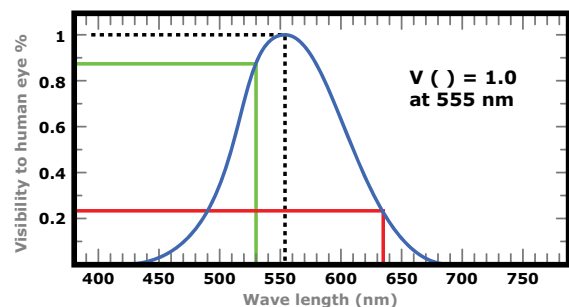
- Plug and Play
- Focused on ease of use
- Control both PowerPoint® and Keynote® no drivers needed

Kensington Key Value Proposition

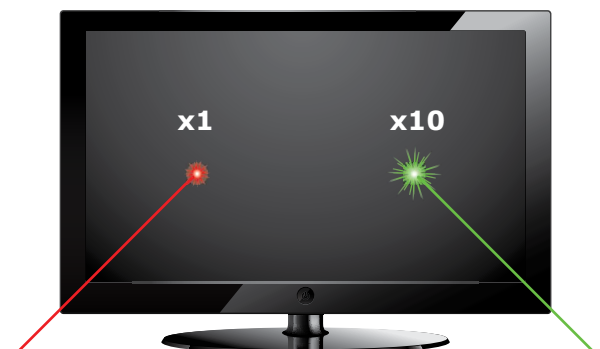
Kensington presenters deliver more user confidence and thus better presentations by combining:

1. Superior ease of use and comfort in the hand
2. Reliability in all environments thanks to their green lasers and extended wireless range (in premium models)
3. The added convenience of integrated memory (in premium models)

Green and Red Laser Spectrum



Green vs Red Laser





Overcoming objections:

Objection 1

Why do I need a wireless presenter with a laser pointer for my presentations?

Answer 1:

A wireless presenter will help you navigate through your presentation while being mobile in the room. The laser is critical in helping you highlight key points.

Objection 4

I've seen presenters with one rocker button. How easy is it to use your presenter?

Answer 4:

Kensington presentations feature a simple interface with four discreet buttons to reduce input mistakes rather than one shared rocker button.

Objection 7

I need a wireless presenter that will perform well in a large room.

Answer 7:

Kensington presenters have the best wireless range in the industry (up to 50 metres—varies by model).

Objection 2

What programs can be used with your presenters?

Answer 2:

Kensington presenters provide control of PowerPoint® and KeyNote® no drivers needed.

Objection 5

Are the laser pointers used in wireless presenters dangerous?

Answer 5:

We use a Class 2 laser that complies with international standards. As long as the laser pointer is used for its designated purpose it is completely safe to use.

Objection 8

Why would I need built-in memory for my wireless presenters?

Answer 8:

By saving your presentation onto your wireless presenter there is no chance of losing or forgetting your presentation.

Objection 3

Why are Kensington wireless presenters more comfortable?

Answer 3:

Kensington presenters feature contoured designs with grips that fit into your hand more comfortably than other presentation remotes.

Objection 6

Why should I pick a green laser over a red laser?

Answer 6:

Green lasers are up to 10x times more visible to the human eye than red lasers so they will naturally “pop”. Also, green lasers are bright enough to work everywhere you do, including with LCD or Plasma displays.

Objection 9

Due to my work environment I need a wireless presenter that does not have a laser pointer.

Answer 9:

We offer presenters for many environments with or without a laser pointer with the same comfort and functions.