

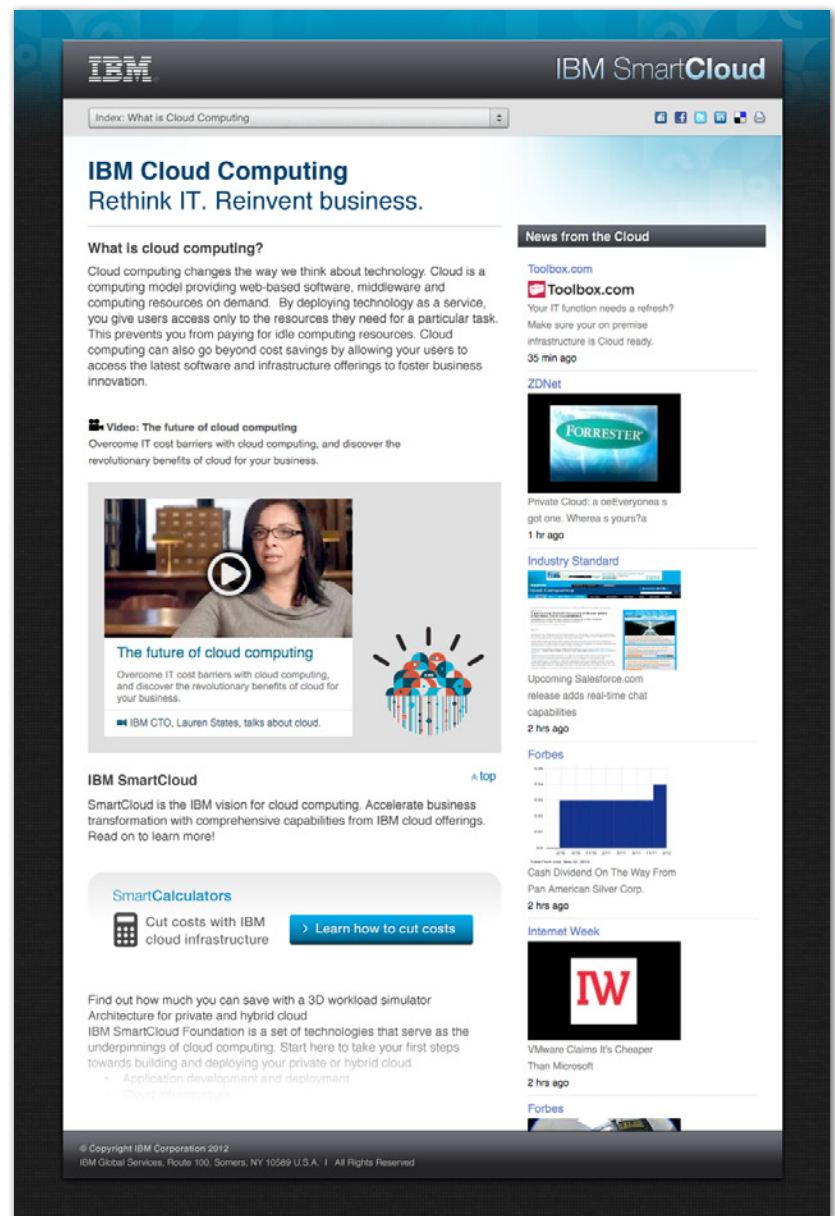
Engaging Content Provides Value to Your Customers

Be an innovative thought leader with Ziff Davis B2B's newest research format, Live Papers. These interactive whitepapers, built in HTML, will give users the information they seek as well as additional points of interaction. The live paper brings additional value to the reader through the inclusion of embedded links to resources, multimedia features, relevant toolbox discussions, and content feeds that provide the reader with fresh, updated content.

The research will revolve around our whitepaper model to present readers with a business case that identifies challenges, opportunities, and solutions. We can also take existing whitepapers in your library and give them new life by transforming them to this new web friendly format.

Business Benefits:

1. Provide customers with a one stop shop for information
2. Built-In share functionality
3. Greater potential for multiple pass-alongs
4. Innovative way to show information
5. Use as sales collateral



About Ziff Davis B2B

Ziff Davis B2B is a leading provider of research to technology buyers and high-quality leads to IT vendors. As part of the Ziff Davis family, Ziff Davis B2B has access to over 50 million in-market technology buyers every month and supports the company's core mission of enabling technology buyers to make more informed business decisions.

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