

Case Study:

Italian Marble Company

Ziche



Ziche's Marialuisa Antonioli travels the world selling marble by the tonne, with a Tegatech tablet tucked under her arm to display her wares.

Italian-based Ziche is a worldwide leader in the quarrying, production and sale of Italian marble. Its customers vary from villas in Italy and hotels in Dubai to shopping malls in Singapore and casinos in Las Vegas. Based in northern Italy, sales manager Marialuisa Antonioli travels the globe to meet with Ziche's largest customers. She can't exactly carry slabs of marble in her bag like carpet samples, so she uses Tegatech's TEGA v2 tablet to

give her customers a hands-on feel for the marble they're buying.

"One piece of marble is very different from another, so naturally people want to see exactly what kind of marble they're buying. I've found Tegatech's TEGA v2 tablet to be the perfect tool for the job", Ms Antonioli says.

Ziche captures high resolution images of its marble as part of the production process, with the images sent wirelessly to the TEGA v2 tablets. The tablets sport a crisp 10.1-inch, 1024 x 600 pixel display - utilising Windows 7's multi-touch capabilities to let Ziche's customers get up close and personal with the exquisite marble slabs they are purchasing.

"We've found the experience offered by Tegatech's TEGA v2 tablets is the next best thing to seeing the marble in person and these tablets are much more practical than notebook PCs," Ms Antonioli says.

"Back when we were relying on notebooks, I often wouldn't bother to pull out my notebook when I was talking to a customer. It was big, heavy and cumbersome, plus I had to open it up and wait for it to start. Using a notebook is quite awkward when you're trying to make a good impression on a customer and look professional."

In search of a better solution, Ziche turned to Tegatech and the TEGA v2 tablet.

"The TEGA v2 tablet is fast and easy to use, plus it doesn't get in the way. Customers like the fact they can touch the screen to manipulate the photos and get a really good look at the marble. I can hand them the tablet and they're happy to interact with it. They are often surprised because this kind of technology is unusual in our sector, and I feel it gives us a competitive advantage. Whereas the notebook always seemed like it was holding me



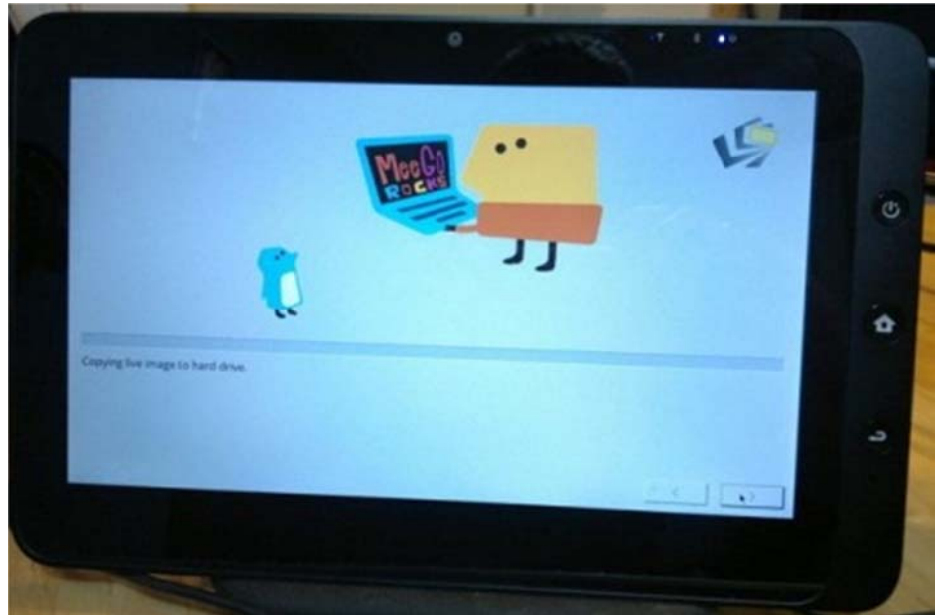
Tegatech TEGA v2

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back, the tablet assists me in my job without getting in the way," Ms Antonioli says.

"I must say that Tegatech was a great help when it came to finding the right tablet for our needs. Dealing with such a professional company helps us look professional in front of our own customers."

For further details please visit our website www.tegav2.com



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About Tegatech Australia

Tegatech Australia is an Australian Distributor of Tablet PC'S and Ultra Mobile PCs (UMPCs). Its Partnerships with TabletKiosk in the United States, Raon Digital Korea, Samsung Australia, ASUS Australia, and other suppliers makes it possible for Tegatech to sell you this great range of devices from one location.

Our expertise lies in our ability to globally source the most innovative products available on the market; we are passionate about Mobile Computing and pride ourselves in providing a close and intimate level of customer service – an experience which will ensure that your business grows with our support.

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