

Multimedia

Typical Issues

Understanding the specialised areas of communication within any industry is a complex business. It is even more difficult to find a company that can provide leading edge multimedia products specifically designed for the automotive industry. Finding a company that understands your exact requirements is almost impossible.

This leads to confusion, installation problems and an obvious increase in cost. Generally, this means that the product delivered does not fully meet the original requirements and the product that the customer settles for is less than perfect.

Our Solution

apd's multimedia solutions provide a wide range of electronic media products. The products are grouped in three main areas:

- Internet Solutions
- Interactive Web Tools
- Interactive Media

We provide a portfolio of bespoke and generic products to support business improvements and development. These range from basic internet access and e-mail, video magazines and product training on CD ROM, to interactive on-line products such as the used vehicle stock locator.

The market for interactive media is similar to that of interactive web tools, in as much as the market is experiencing rapid growth. Companies are recognising that, since the technological boom, product diversification is very important within the motor industry. Interactive media is now an essential marketing tool in this sphere. Whatever the requirement, Multimedia can provide the electronic tool.

apd group ltd

Regus House
Windmill Hill Business Park
Swindon
SN5 6QR

Head office: +44 (0) 1793 441500

Fax: +44 (0) 1793 441401

Website: www.apd-group.com

Benefits

- Industry related specialist knowledge
- Wide range of generic products
- Bespoke product design service
- Multiple format availability
- Network communications
- Web hosting, management, design and redesign

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