
New Product

News

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Subject: Fleetwood announces a wearable miniature electronic voting keypad for interactive meeting and special event use

FOR IMMEDIATE RELEASE

Fleetwood Group, Inc., the leading North American designer and manufacturer of radio frequency (RF) keypads purpose-built for audience response and interactive voting applications, recently added a compact and wearable group response system to its Reply® product family.

Reply® Mini Model CRS5000 is a miniaturized version of the popular Reply® (Worldwide) keypad that is being used extensively in interactive meetings, special events, and other feedback activities that the audio-visual industry commonly classifies as ‘audience response’, ‘group response’, or ‘interactive voting’. These systems usually require: 1) a PC; 2) a base station attached to the PC for collecting responses from keypads; 3) software running on the PC to manage the collection and sorting of the audience’s keypad data, and 4) a video device to display questions, response graphs, and other information to the audience. Together CRS5000 wireless audience response keypads and a CRS940 base station comprise a versatile two-way interactive voting system that includes these features:



*Reply® Mini
Model CRS5000
Wireless Keypad
(credit card for size
comparison only)*

- Slim case with soft touch elastomeric keyboard and LED indicators.
 - Smaller than a credit card and weighs less than an ounce. Fits easily in the palm and may be comfortably worn with an optional lanyard.
- Two-way spread spectrum radio employing an advanced communications protocol.

NEWS: Fleetwood Announces Miniature Electronic Voting Keypad for Interactive Meeting Use

- Frequency hopping delivers high immunity to interference plus signal security to allow the system to operate in the presence of other wireless devices.
- Works with Reply® (Worldwide) Model CRS940 base stations.
 - Allows drop-in use with scores of Reply®-compliant software applications.

“We were asked by meeting services professionals to build something that’s foolproof for novices to operate, easy and cost effective to transport, and inexpensive to purchase. As usual, we were asked to make it compatible with our legacy hardware yet be just as rugged. Based on initial response, we think we hit the mark with Reply Mini.” said Heather Waller, Fleetwood’s Reply® System Sales Manager. She continued: “This new system is ideal for the majority of audience response events that still employ multiple choice questions. It’s also ideal for service providers to transport and users to keep track of.”

Other Reply® product models built by Fleetwood offer multiple digit response, question display, off-line testing, text messaging, and various advanced functions. However, price and simplicity were key design requirements for Reply® Mini. So was an industry trend to issue keypads with event badges.

“Our program to expand the families of products that use Reply technology is in full swing. We recently started shipping the new Reply Plus and Reply Solo systems. Reply Mini’s next, and we’re expecting it to deliver good sales results. But we also expect that this basic system will not be everyone’s cup of tea. Fortunately, unlike many of our competitors, we offer a portfolio of advanced products.” explained Pat Moody, Fleetwood’s Vice President of Sales and Marketing. He added: “As Heather said, the size of Reply Mini makes it attractive for meeting services use. But its function and price make it easy to package for system sales, too. We think that when rental customers experience its simplicity and reliability, many will decide to buy their own system. Such a rent-then-buy dynamic routinely occurs, and we’re anticipating Reply Mini’s low price will help increase the occurrences.”

The Reply® Mini Model CRS5000 wireless handheld keypads and Reply (Worldwide) Model CRS940 base station are manufactured by Fleetwood’s Electronics Division in Holland, MI. Staffed with radio frequency experts and equipped for surface mount technique (SMT) manufacturing, this small business makes a big impact worldwide – especially in niche markets that demand electronic voting systems, focus group tools, group decision support systems, and student assessment devices. Fleetwood's

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Electronics Division designs, manufactures, markets, and manages the value-added distribution of several product lines of interactive meeting and learning tools. Its flagship product – the Reply ® Wireless Audience Response / Voting System (more info: www.replysystems.com) – consists of radio frequency (RF) keypads and audience polling software. Reply® systems are used in conferences, seminars, classrooms, focus group facilities, TV studios, and event venues to quickly survey and report the opinions and/or knowledge of participants.

Fleetwood Group, Inc. is a 100% Employee-Owned company, one of approximately 2,000 wholly-owned and 11,000 partially-owned organizations in the USA (reference: ESOP Foundation, www.esopassociation.org). In May 2006, Fleetwood was named the top employee stock owned company in the USA by The ESOP Foundation. Founded in 1955, Fleetwood continues a rich heritage of striving to be a Christ-centered organization. For more information about Fleetwood and its products, please visit www.fleetwoodgroup.com. Or call 616-396-1142 (or 800-257-6390 toll-free in USA). Give us a call! Let's Interact!®



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