

## SitePal Reseller Profile

# DADEN LIMITED

### About Daden Limited

Daden Limited is a young and dynamic company focused on information consulting and technology. The company looks to use leading-edge technologies and insights to provide innovative solutions to clients, helping them identify, understand and communicate information more effectively. Daden's activities range from conventional consultancy assignments to world-class and world-first technology solutions.

### Reseller Since – July 2005

Prior to joining the reseller program, Daden Limited was already using SitePal within the company's product and service set. Daden has been partnered with SitePal since 2002.



*“SitePal combines high impact with low cost and low complexity, making it the ideal solution for our clients. Nothing we have seen comes close in terms of the simplicity of the API and the quality of the audio and visuals. We find that the simple 2D, animated format of SitePal avatars is actually more acceptable to clients and their customers than 3D or photo-realistic avatars,”*

**David Burden, Managing Director of Daden.**

### Impressive Results

SitePal is a key part of Daden's offering. The company expects that half of its key technology solutions in 2006 will involve talking characters. Over 95% of technology leads in the last 12 months have involved talking avatars. Part of

this is due to the fact that the company's SitePal activated site gets twice the hits when compared to the unique visitors at its plain text site.

Daden Limited understands the importance of differentiation through the discovery, creation and use of leading edge technology and SitePal is a key example of their commitment to being different and better than the competition.

### Customer Testimonial

*“We love the SitePal product. It is unmatched in the way that it balances simplicity of use and low cost with the impact and flexibility of the solutions that we build in conjunction with the system. The SitePal team has always been highly responsive, whether we have technical questions or need to work on important proposals.*

*We wouldn't be where we are today without SitePal,”* **David Burden, Managing Director of Daden.**

### Client Deployments

**YOMA - <http://www.youronlinemarketingagency.com/>**

As a virtual marketing agency YOMA wanted an innovative way to engage their customers. Daden felt that a Sitepal based chatbot, with the ability to answer questions, was the ideal way to make the company's Web site stand out from the crowd and also reinforce the virtual nature of the business. With that strategy in mind, Daden created Toby, the virtual marketer, for YOMA. Chris Kent, CEO of YOMA recently stated, “Toby is a very welcome addition to the Website. It is important for us to have a human element greeting our visitors. Unless you immediately grab interest and attention, as Toby does, you'll be missing business, left, right and center.”

***Atlas Intelligence - <http://www.atlasgmi.com/home.asp>***

Atlas Intelligence is a business information service launched by London based management consultancy One Corp. Their offering has three main sectors including business news, business reports, and a Q&A service. They initially approached Daden to place a virtual newscaster on their new site, but once they saw the power of the AI chatbot solutions they decided to place a full chatbot on their site. As well as being able to answer standard questions about Atlas Intelligence, Aira, their chatbot, also has access to Atlas' database of business intelligence reports. Aira has the ability to retrieve details of the most relevant reports, based on site visitor questions, and provide links for more details.

***ReaderBot - <http://www.daden.co.uk/cgi-bin/readerbot/readerbot.pl?api=start&siteid=10459>***

ReaderBot is Daden's own product, and is currently being beta tested by a number of users on the Web. ReaderBot is designed to read Web pages to visually impaired users. Unlike current screen-reader solutions that require a specific product download, or some sight, ReaderBot is designed to be used without a product specific download, and by users with no sight at all. Since ReaderBot is based on Sitepal technology it does not require a download beyond the Flash environment already found on most PCs. The advantage of this is that it will free the visually impaired user from their own PC and let them make use of almost any Web connected computer. Versions of ReaderBot will be available for Web site owners, community and charity centers, and individual users. The existing product is Daden's first step towards a Sitepal based virtual assistant for visually impaired users. The company is looking at developing conversational interfaces for a number of key Web resources (for instance their Charlotte chatbot that provides details of TV program times). There is more information about ReaderBot at [www.readerbot.com](http://www.readerbot.com).