



# BILT.

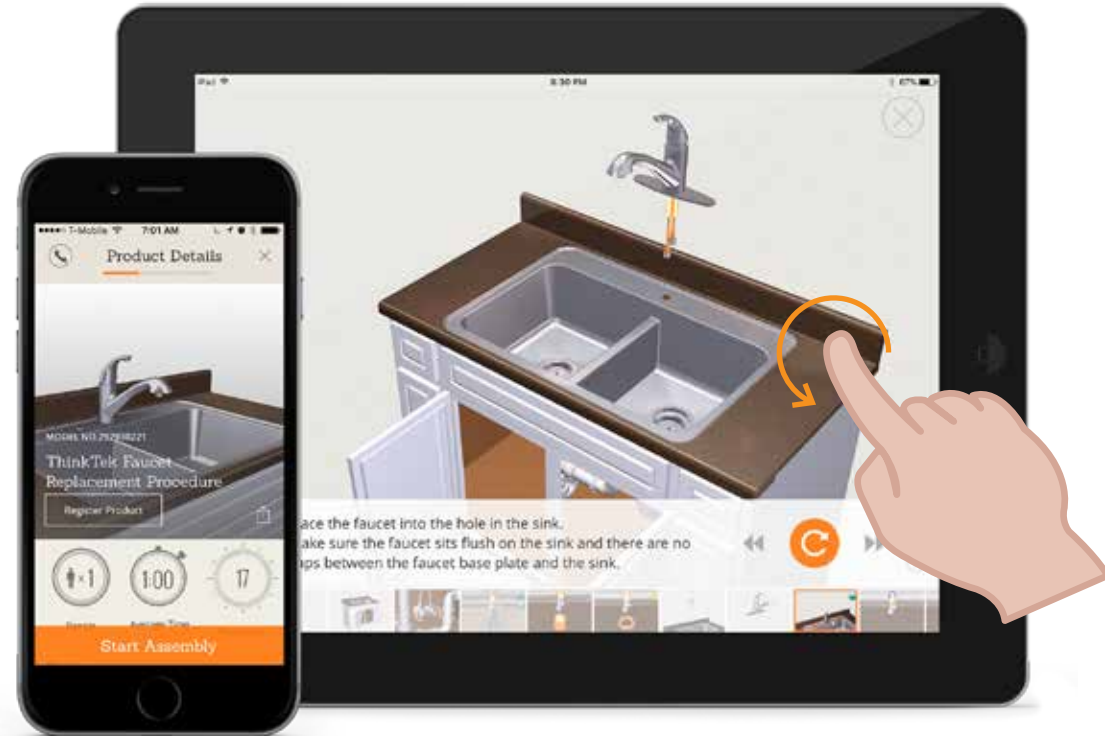
ASSEMBLY · INSTALLATION · MAINTENANCE · REPAIR · WARRANTY

Experience 3D Interactive  
INTELLIGENT INSTRUCTIONS™

## What is BILT?

*At its heart, BILT is a consumer experience company. We partner with manufacturers who want to delight their customers with an exceptional user experience. BILT is a mobile app that directly connects manufacturers to consumers in a way that has never been done before.*

Our goal is to revolutionize the consumer's experience with the products they buy from the moment of first interaction, to set up, maintenance, repair and warranty. We help manufacturers reduce customer service costs, assembly errors and product returns while increasing customer confidence, loyalty and upselling opportunities.



## Why BILT?

### *The Problem:*

Before a product can be used, it must be put together. Far too often, the assembly experience is frustrating and confusing. Paper instructions are sometimes poorly written or badly translated. This leads to low Net Promoter Scores (NPS).

The more consumers purchase products online, the greater the need for set-up, installation and maintenance at home. At the same time, products are becoming more complex.

### *The Facts:*

Consumers are most likely to talk about products within 12 hours of opening the box.

Three out of four buyers consult social media before making a purchase.

### *The Solution:*

#### *BILT's 3D interactive instructions!*

Users feel empowered and excited by the assembly experience – right when they're most likely to talk about the product on social media.

*BILT is proven to increase NPS!*



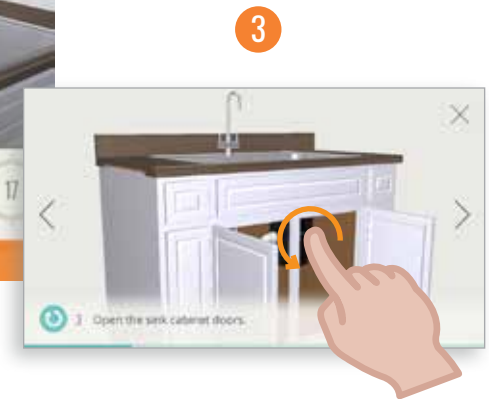
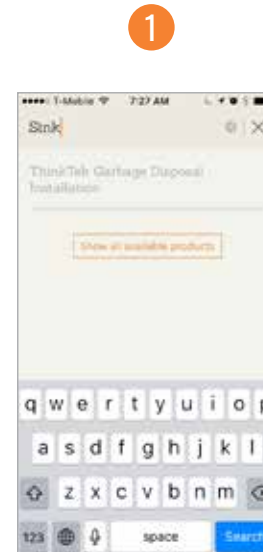
## How it Works:

- 1 Search for Your Product in the search bar, select product, & get instructions
- 2 Review the Product Details: time, steps, hardware & tools required
- 3 Follow simple 3D interactive audio, visual & written instructions



### Bonus Features:

- Play & pause the voice-guided cues at your own pace
- Tap to highlight product parts & see details
- Rotate 360° – manipulate the image & zoom in/out
- Register your product with the manufacturer
- Track your warranty



### Behind the Scenes:

Using specialized visualization software and the manufacturer's CAD, the innovation experts at BILT transform paper instructions into a 3D interactive experience.

It is free to the user (even professional installers or repair technicians) on iOS and Android and is available to the manufacturer for

a nominal subscription fee. Best of all, manufacturers retain control of their content; updates to instructions are quick and painless and can be uploaded in real time, unlike the expense and hassle of reprinting and repackaging.



## Who Loves BILT?

Everyone who touches it. The best way to understand is to download it for free in the App Store or Google Play. See for yourself!



### The Judges

BILT took home the prestigious APPY Award for Creativity & Innovation and won the Gold Prize for Best UX for Integrated Physical-Digital Solutions at the 2015 UXie Awards.



### The Manufacturers

Our brand partners are dedicated to providing a wildly better assembly, maintenance, repair and training experience. They care about saving their customers time and energy. They desire to build long-term relationships with their consumers.



### The Users

Most importantly, the consumers who assemble with BILT are wowed by what they can accomplish in no time! They appreciate manufacturers who provide not only great products but a superior assembly and maintenance experience. They become raving fans of the brands and loyal product promoters.

# Thank You.

For more information contact

***Juliette Qureshi***

Director, Public Relations &  
Corporate Communications

*juliette@biltcorp.com*

*+1 703.554.3020 (m)*

*www.biltapp.com*