

# Say It Visually! explanation video

## Special promotion

Receive a customized video animation explaining the benefits of All-on-4™ with your purchase of Nobel Biocare implants at list price.

Nobel Biocare has teamed with Say It Visually! to produce the first in a series of “dental explanation videos.” In just two-and-a-half minutes, this informative story helps patients and prospects understand the value of getting your smile and self-confidence back. Available in English (American or British), Spanish, and French-Canadian.

### What you receive with your 20-implant purchase\*

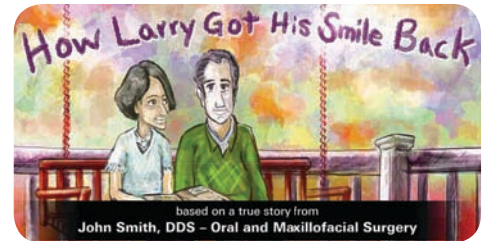
- One-year license for your website
- Hosted on secure high-speed servers
- Video is customizable in three sections
- Can be played on your NobelVision™ system

### What you receive with your 50-implant purchase\*\*

- Hosted on secure high-speed servers
- Video is customizable in three sections
- Can be played on your NobelVision™ system
- Can be played on your iPad®/laptop
- You can make copies for your patients or referrals

### Why is video on your website so important?

- Guides users through complex procedures
- Easily communicates your value proposition
- Helps generate more leads
- Helps increase website conversion rates
- Enhances customer experience
- Keeps people on your site 85% to 350% longer
- Drives traffic to your website



To experience this video, go to [www.PracticeResourceCenter.com/SayItVisually.aspx](http://www.PracticeResourceCenter.com/SayItVisually.aspx)

Fear of “the dentist” is quite common. In addition, our research indicates that patients would prefer not to see a dental implant on your website—and most dental sites display them prominently. Say It Visually! has created a unique way of explaining the benefits of dental implants without showing them, and will help your website convert more patients.

### Video and the internet – some compelling statistics

- The online video audience will grow to 190 million by 2012<sup>†</sup>
- US internet users watched 16.8 billion videos in April 2009<sup>††</sup>
- 78.6 percent of US internet users watched online video for website<sup>††</sup>

<sup>†</sup> [www.informatics-review.com](http://www.informatics-review.com)  
<sup>††</sup> [www.eyeviedigital.com](http://www.eyeviedigital.com)

\*Purchase 20 implants (or a combination of implants and abutments at list price) equal to a minimum of \$7,000, and receive the Say It Visually! custom All-on-4™ video. (PROMO # 70310)

\*\*Purchase 50 implants (or a combination of implants and abutments at list price) equal to a minimum of \$18,250, and you will own the video. (PROMO # 73429)

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