



## OpenTech Alliance Unveils Free Kiosk Success Kit

### 7 Powerful Tips Available Online to Promote Storage Facilities and Kiosk Usage

PHOENIX, Arizona – December 13, 2006 – OpenTech Alliance, Inc., today unveiled its new online “Success Kit” for kiosk owners. The kit represents marketing lessons learned by OpenTech’s customers and its service organization over the last three years of INSOMNIAC™ kiosk implementations. With seven powerful tips to help self-storage owners attract more tenants, reduce the time it takes to rent a unit or make a payment, and educate tenants on how they can conveniently serve themselves, the Success Kit is available for FREE at <http://www.opentechalliance.com/success/>.

The Success Kit contains artwork and tools in multiple formats that can be downloaded and quickly customized by owners. The kit greatly reduces the time required to create yellow page ads, kiosk signage, and other marketing materials.

**24 Hour Self-Service Convenience!!!**

**ABC Self-Storage**

**555-555-1212**

**123 Profit Street at Liberty**

- Always OPEN, never closed!	- A size for every need!
- Convenient drive up access	- Video camera monitoring
- Safe and secure storage	- Special business rates

Use our Friendly Kiosk Anytime to:

- Rent Units
- Make Payments - Check, Cash, Credit
- Update Accounts
- Buy a Lock
- Purchase Insurance

**PUSH**

Example Yellow Page Artwork Available in the Success Kit

“We have found kiosk usage more than doubles at facilities where the kiosk is marketed as an amenity,” said Curtis Sojka, Vice President of Marketing for OpenTech. “Once self-storage users figure out the kiosk can take payments and rent units, usage increases dramatically along with new rental income. It’s often as simple as putting up a sign saying, ‘Rent and Pay Here’ and implementing a few of the tips in the Success Kit.”

The free, online Success Kit includes:

1. Kiosk Signage Artwork
2. Yellow Page Ad Ideas
3. Website Graphics & Links to Online Kiosk Demo
4. Voicemail & Call Center Scripts
5. Introductory Flyers and Artwork
6. Suggestions on Getting Local Media Placements
7. Manager Ideas and Promotions

OpenTech Alliance, Inc. is the leading developer of self-storage kiosks. Its impressive INSOMNIAC line of self-storage kiosks improves customer convenience, reduces operating costs and increases revenues for self-storage facilities. For more information about OpenTech, its INSOMNIAC kiosks or the free Success Kit, please visit [www.opentechalliance.com](http://www.opentechalliance.com) or call (602) 749-9370.

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