

Dear Valued SitePal Customer,

Welcome to the September edition of the SitePal Newsletter!

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Online Small Business Magazine Touts SitePal's Ability to Increase Conversion

SmallBusinessComputing.com, a leading online magazine geared towards small business technologies discusses how SitePal has increased sales conversion for its customers.

According to Judy Thornell, a co-partner of Goldfish software *"Since we added 'Kate,' we've increased our conversion rate — turning browsers into buyers — by 30-to-33 percent, and we've increased our repeat visitors by 20-to-25 percent."* [Read the full article.](#)

The SitePal Authorized Reseller Program

[The SitePal Authorized Reseller Program](#) is intended for web design and internet consulting professionals who would like to purchase SitePal accounts on behalf of their clients at a significant discount as well as easily manage these accounts. As a Reseller, you are entitled to the following benefits:

- **20% discount on SitePal Purchases**
You will receive 20% discount on all SitePal accounts, extension, and upgrades.
- **A listing in the SitePal Reseller Directory**
Your company's description and contact information will be listed in the [SitePal Reseller Directory](#) for

SitePal customers who seek professional help in implementing SitePal.

- **The ability to manage multiple accounts**
You will be provided with a special, secure management interface so you can easily manage multiple accounts from one centralized area.
- **Marketing and Technical Support**
You will receive dedicated marketing and technical support, including reseller promotional materials and access to real-time multimedia "webinars" with members of the SitePal marketing and technical teams.

SitePal Specialty Models

We're pleased to announce the immediate availability of SitePal Specialty Models! Specialty Models are extra SitePal models that can be purchased and added to your account.

[Specialty Models](#) are organized into collections that span a variety of genres, including political figures, religious figures, Anime characters, ethnic characters and holiday characters. Specialty Models can be purchased individually or in collections of three to six and new ones are being added all the time! You can even purchase models previously available only to Gold accounts!

SitePal Increases Lead Generation by 100% for Canadian Internet Consultancy

Globi Web Solutions (www.globi.ca) is a full-service professional web development company in Calgary, Canada. Globi specializes in custom development and uses the website primarily to generate leads. SitePal's Vhost was one of the secrets the company implemented to generate leads for their own website.

The result: Since implementing SitePal, the number of leads per week for Globi.ca is up by more than 100%!

<http://www.globi.ca/>

Recent SitePal Product Updates

The following is a list of recent SitePal enhancements:

- **New Australian Voice Talent Personalities:**
We're pleased to announce the immediate availability of Wade (male) and Peta (female) Australian voice talent in the SitePal Voice Talent Store. As our Australian friends would say "They're the bee's knees!"

These new and talented Voice Personalities add to the diversity of our existing talent, which now spans UK English, Australian English, Latin American Spanish, as well as a wide variety of US English voices.

Updated SitePal Documentation & Examples

- We've introduced a new "[Practical Examples](#)" area to demonstrate some of the interesting and useful ways you can implement your SitePal. These examples contain many of the previously published tips sent out in this newsletter, including Frequently Asked Questions and making your SitePal react based on date and time.
- [SitePal's User's Guide](#) has been updated to be in synch with the latest enhancements and now includes information on Specialty Models (page 11) and Managing Reseller Accounts (pages 63-69).

Tip-of-the-Month: Simulating Closed Captioning

Simulating Closed Captioning

This month's Tip-of-the-Month demonstrates how to simulate closed captioning (simultaneously displaying text as it is being spoken) using the [VHost API's](#) `vh_audioLoaded()` function.

This effect is useful when you want to visually display the actual text your SitePal character speaks. It also enables users who are deaf to experience your SitePal since they can see what is being spoken.

1. Embed your SitePal Scene using the "Full Featured" option as this allows you to use [SitePal's JavaScript API](#).
2. Insert the following code into your web page after your SitePal embed code:

```
<script language="JavaScript" type="text/
javascript">

var characterCount = 0;
var displayString = "";
var previousProgress = 0;
var displayPosition = 0;
var englishText="";

function countCharacters(characters) {

var stringLength = characters.length;
return stringLength;
}

function vh_sceneLoaded()
{
setStatus(1,.2);
speakText(englishText,1,1,3);
}

function vh_talkEnded()
{
document.forms[0].ticker.value="";
}

function vh_audioProgress(progress)
{
percentToDisplay = progress;
charactersToDisplay = Math.round
(percentToDisplay/100*characterCount);
if (charactersToDisplay <= 75)
{
document.forms[0].ticker.value=displayString.
substring(0, charactersToDisplay);
}
else
{
document.forms[0].ticker.value=displayString.
substring
(charactersToDisplay-75,charactersToDisplay);
} }

function speakText(text, voice, language, engine)
{
displayString= text;

characterCount = countCharacters(displayString);

sayText(text, voice, language, engine);
}
```

```
</script>
```

3. Replace the contents of the `englishText` variable and with your own string of words.

4. Save the page and upload it to your site.

NOTE: This example will work with all SitePal account packages – Bronze, Silver and Gold.

You can view a [fully-commented example](#) that also demonstrates using this effect with multiple languages.

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Sincerely,

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