



The ONLY all-in-one personalization suite.

Frazer Consultants is a progressive company that focuses on providing world renowned technology solutions for funeral professionals. With the implementation of personalization products, funeral home client families can now better honor, celebrate, remember and tell their loved one's life story. These products also add value to your business and help you more easily reach your profit objectives.

However, finding a partner company for these value added products that is easy to work with and can inexpensively add the personalization products to your core business is key.

"Funeral personalization is important to both customer satisfaction and finding profit in each arrangement," said Matt Frazer, consultant from Frazer Consultants, LLC. "Our All-in-One Personalization Software easily and inexpensively accomplishes both."

On September 1, 2010, Frazer Consultants announced another update for their Tribute Center, the All-in-One Personalization Software. Combining three powerful technology products into an All-in-One suite, this latest update allows for the creation of the most advanced DVD video tributes, provides on-demand printing for funeral stationery and keepsake products and offers the latest in funeral technology, funeral webcasting.

"The All-in-One Suite is easy-to-use, technologically reliable and priced to make sense for the funeral home and the families they serve," said Frazer.



VIDEO TRIBUTE SOFTWARE

Initially, video tributes were little more than images set to music. Today, due to the advanced technology offered in the All-in-One Suite, they represent an opportunity for funeral homes to create a professionally finished tribute for a grieving family.

With the ability to include an unlimited number of photos, personal video clips and an option to download songs or use the music library, the finished product is ideal for use during the visitation hours, funeral or memorial service. It also gives

the funeral director the ability to post the tribute video on the internet.

"Tribute videos are an integral part of 21st century bereavement ritual," said Frazer. "Images are powerful."

This software, aside from being the most user friendly experience, creates a world class video tribute in a simple three step process:

- 1) **Import.** Adding photos to the video tribute is easy with the all-in-one software. Frazer Consultants will teach you how to use high-speed scanning technology allowing your funeral home to scan one photo every two seconds. While other video tribute companies make claim to offer unlimited picture capabilities, use care as other programs have been known to crash when exceeding just 54 photos.
- 2) **Edit.** Adding professional motion effects to each photo only takes a few seconds. Pan/zoom technology allows your funeral home to perfectly position each motion effect to bring life to each photo. Also, no longer do you have to wait to preview your video. With simple click technology, you get a live preview in less than thirty seconds.
- 3) **Burn.** During this process a special feature allows you to copy protect the DVDs to ensure that your client family will return to your funeral home for reorders.

"The All-in-One Suite features no long term contracts, no upfront costs, no equipment to buy, and no support fees," said Frazer. "Over 4,500 funeral professionals rely on us to produce world class tribute videos."

Want to see a sample of a video tribute or download a free trial? Go to www.frazerconsultants.com.

LIFE JOURNEY STATIONERY

With over 450 coordinating themes to assist your families in their life celebration, Frazer Consultants' new Life Journey Celebration Stationery is more robust when compared to other funeral printing companies. The Tribute Center software enables a funeral home to produce:



- Register Books
- Memorial Folders
- Prayer Cards
- Thank-You Cards
- Bookmarks
- Personalized Candles
- Program Folders
- Tri-folds
- DVD Packaging
- Signs

Other companies simply don't offer the diversity of Life Journey Stationery.

"I have never seen a more personal, professional product that generates more public awareness than the Frazer line," says Marty Mitchell, owner of the Mitchell Family Funeral Home, Marshalltown, IA.

Using blank stock and the Tribute Center software, the new print-on-demand system allows you to provide your families with personalized stationery that matches any interest, hobby, occupation or religious background.

Unlike traditional stationery printing companies, each Life Journey printed piece can be 100% personalized. Additionally, when working with other printing companies the funeral home must inventory every scene they'd want to offer. With the Tribute Center software, all you'll need to inventory is blank stock. Using the power of the software system and 450 themes, you'll be amazed by the capabilities and the custom crafted feel that you can create with this software.

Using your own printing equipment or using equipment supplied by Frazer Consultants at a fixed low cost-per-page, funeral professionals can simply print-on-demand what you need, when you need it.

Want to see samples of the personalized stationery available? Go to www.frazerconsultants.com.

WEBCASTING

Now family members who can't travel can see the service live just like they were there, or watch it later at their convenience from the funeral home website.



"Frazer offers a program that is easy-to-use, technologically reliable and priced to make sense for the funeral home and the families they serve," said Todd, Nie Family Funeral Homes, MI.

Using the Tribute Center software, Frazer's webcasting technology which was built on the latest Microsoft platform,

funeral professionals can easily take a service online not only helping families but increasing business as well.

After using the Tribute Center software to create a personalized video for the family, you can broadcast a service live, in either standard or HD quality, or even edit the recorded video before uploading to the internet. Later you can burn both the video tribute and the webcast to the same disc.

Want to learn more about funeral webcasting? Go to www.frazerconsultants.com.

SIMPLE AND AFFORDABLE

The most state-of-the-art live stream servers are employed, providing optimal quality and reliability from virtually any point around the world. And, no matter what your user level is, you'll find this software easy to use and Frazer Consultants are available 24 hours a day, 7 days a week for technical support.

"A lot of funeral homes think this is harder than it really is because they never had anyone show them how to do it," said Frazer. "Once [they] actually see how this works, they will be confident that they can take the camera, set it up at the funeral home or in church and hit record. When the service is over, hit stop; it is that easy."

Funeral homes considering webcasting may believe the cost of implementing to be a barrier; however, Frazer Consultants' All-in-One Suite offers affordable webcasting including:

- No Long-Term Contract
- Minimal Equipment to Buy
- No Upfront Costs
- No Support Fees

The bottom line is that webcasting is affordable. Whether you select their simple pay-as-you-go plan or opt for unlimited use for a low monthly rate of just \$175, the benefits and profit potential definitely exceed this low cost.

PREMIER TECHNOLOGY AND SUPPORT

The funeral industry has been challenged by consumers to make memorial services more personal and reflective of the essence of the individual. Frazer Consultants provides funeral professional service and support 24 hours a day, 7 days a week to help you deliver the personal experience in which client families are asking and are dedicated to helping you reach profit objectives as well.

ABOUT FRAZER CONSULTANTS

Frazer Consultants is a personalization, technology and consulting company for the death care profession. Visit their website at www.frazerconsultants.com or call toll free at 866.372-9372 or 608.467.1497.