



SwipeGuide.

Because Your Innovative Product Deserves an Innovative User Guide

SwipeGuide is part of Startup Delta's Holland Startup Pavilion at CES 2018 in Las Vegas, January 7 - 12. Together with our innovative pilot customer Philips, we're on a mission to rock the world of boring, unclear instructions with our groundbreaking software. CES is the perfect venue to showcase how we can bring visual user guides to your fingertips.

However amazing your product is, some situations need a bit of explanation to ensure the best user experience. Good user guides improve customer onboarding and satisfaction, and increase product use. Companies that offer clear and easy user guides also experience a decreased number of customer questions and product returns.

Printed user guides are still stuck in the last century. User-friendliness is often poor and booklets in eight languages waste a lot of paper. They're inconvenient for companies since they increase packaging, production and shipping costs, quickly become outdated, and prevent you from measuring insights on usage. So why do so many companies still rely on inefficient paper manuals?

SwipeGuide develops next-generation software for visual user guides. Our cloud-based content management system (CMS) delivers interactive, step-by-step instructions to fit any device and meet all your company needs – by meeting those of your customers.

The multiplatform software is easy to use, allowing you to create, edit and publish beautiful user guides including images, animations and text instantly using the drag-and-drop features, without the need for any coding knowledge. With the help of usage insights you can track, learn and improve your guides continuously. Our web-app can be embedded on your website, or accessed via a QR code or a standalone URL.

To take instructional design innovation to the next level, SwipeGuide will unveil a mixed reality prototype at CES 2018 in Las Vegas. You'll find it at [Eureka Park, Sands, Hall G, booth 49 inside the Holland Startup Pavilion \(51522\)](#). Come and meet us there – we'd love to discuss instructional technology with both potential customers and investors!