



A Guide to Video Brochures

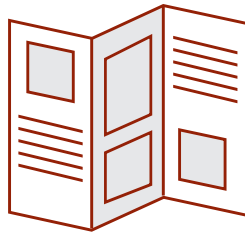
VIDEO + PRINT + PROMO



1.0 Overview

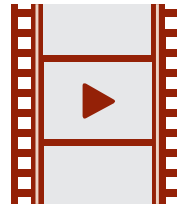
A revolution in Marketing Communications

Video brochures create an immediate and intimate multimedia marketing experience.



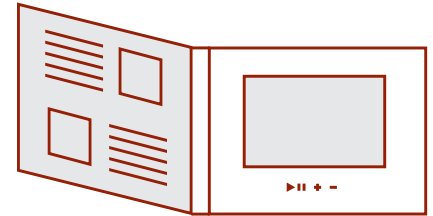
Printed Brochure

+



Audio/Visual

=



Video Brochure

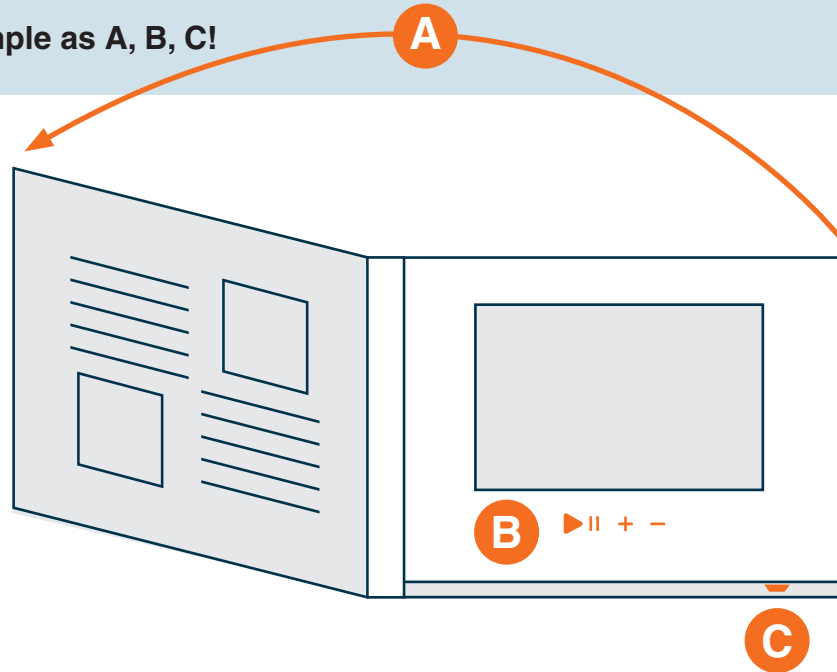
1.1 Uses

Video brochure applications include:

- New product introduction
- Education
- Invitation
- Training
- Demonstration
- Virtual tour
- Orientation
- Commemorative gift
- Special presentation
- Sales collateral
- Annual reports
- New business
- Solicitations
- Product assembly instructions

2.0 How it works

It's as simple as A, B, C!



Auto Start: Video brochure will automatically play when opened, and turns off when closed.

Buttons: Up to 10 custom control buttons can be installed, allowing for volume control, play, pause, or even switching between multiple videos.

Content: Video content can be preloaded at the time of manufacture, or can be uploaded later. Installing new content is as easy as dragging and dropping from your laptop using a standard micro-USB data cable (provided).

3.0 Three Rs of Video Books



Rechargeable

Video brochures come fully charged from the factory and will provide over 90 minutes of continuous playtime. The internal lithium ion battery can be quickly recharged using the included micro-USB cable.

Reloadable

The video brochure's internal memory functions just like a USB flash drive. Loading a new video is as easy as drag and drop. Connect to your computer via the included micro-USB cable to access the media folder.

Reusable

Video brochures can be repurposed when existing content is no longer relevant.

4.0 Covers

Video brochures can be produced in hard or soft cover. Hard cover is recommended for screen sizes 7" and larger.



soft cover



hard cover

4.1 Sizes

Available sizes include, but are not limited to the following dimensions:

- 4.25" x 2.5"
- 3.5" x 2.125"
- 6.875" x 4.875"
- 8.25" x 5.875"
- 9.5" x 6.5"
- Custom Sizes Available!

4.2 Printing & Finishes

Standard video brochure pricing includes process color printing on all surfaces with protective plastic matte lamination. Additional design enhancements are available including the following:



spot uv w/matte lamination



embossing



pockets



foil stamping



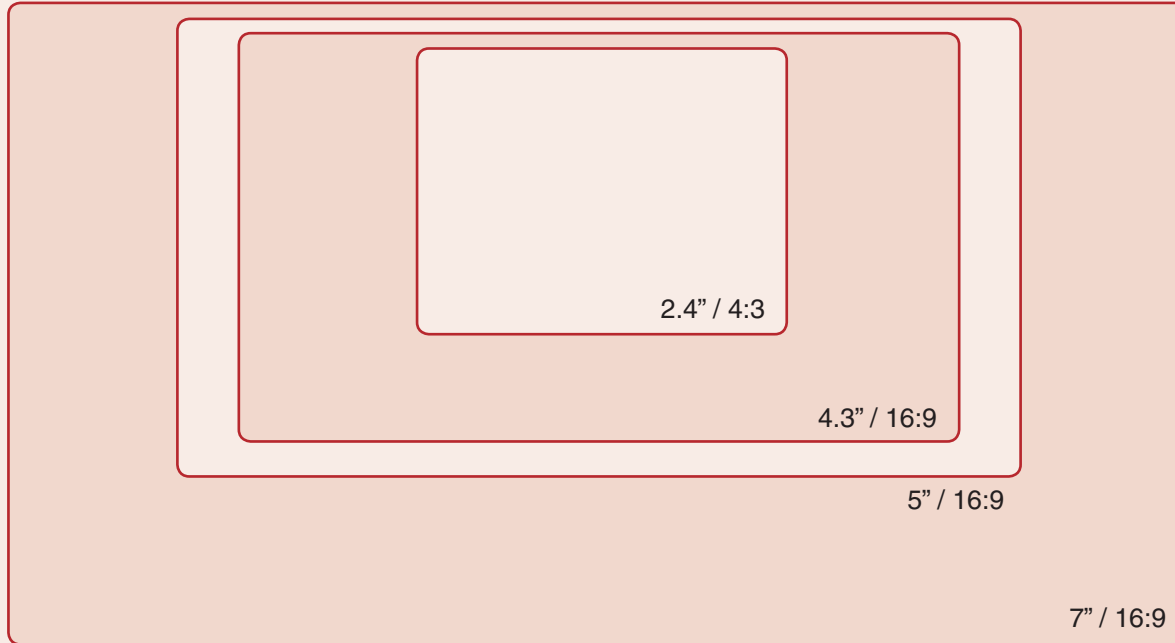
custom die cuts



business card holder

5.0 Screen Size

Five standard screen sizes are available. See chart below for screen size and aspect ratio.
All screens show are at 100% measured diagonally.



10" / 16:9

6.0 Storage Capacity

Standard capacity (256MB) can hold approximately 3-5 minutes of video content. Up to 32GB capacity is available.

6.1 Supported Video Formats

The following video formats are supported:

- MP4
- AVI
- MOV
- ASF
- 3GP
- RMVB

6.2 Navigation

Standard navigation buttons include play/pause, volume up and down.



Custom navigation buttons can be useful to direct the viewer to specific content, such as providing identical content in multiple languages or specific video content.

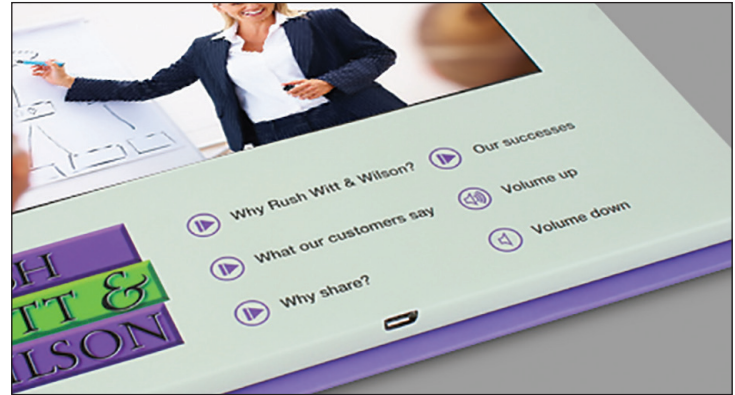
A touch screen navigation option is available on 7" and 10" screens.

7.0 Special Applications

Besides standard configuration, audio/video components can be embedded in almost any item or custom shape!



Sample Navigation Buttons:



Standard Screen Sizes:



Soft cover with 2.4" screen



*Hard cover with 4.3" screen
with custom navigation*



*Soft cover with 5" screen
and standard navigation*



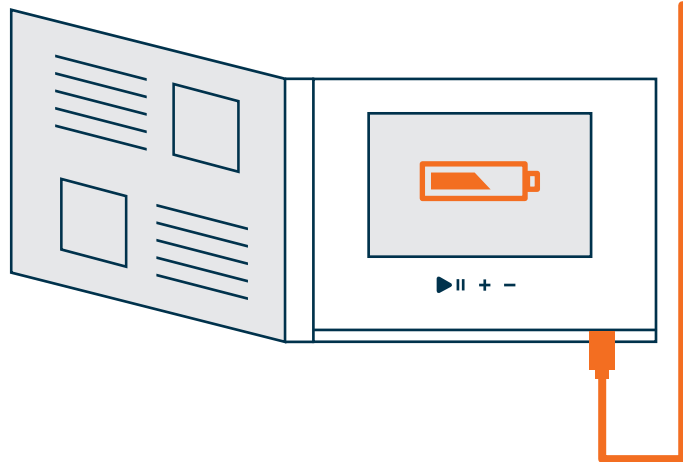
7" screen with custom navigation and pocket



2.4" and 4.3" screens stacked on 10" screen

Recharging and data transfer is as easy as 1,2,3! :

Simply use the included micro-USB cable to connect to your PC or USB charger. The unit will recharge fully within 20 minutes.



Changing video content is accomplished by dragging and dropping to internal media storage through the USB data cable.

Specialty Applications:



Sample Video Brochures

Front Cover



hard cover book with 10" screen



hard cover book with 4.3" screen

Specialty Applications:



Sample Video Brochures



Just the Facts:

What is a Digital Video Book?

It is a reloadable, rechargeable, reusable video screen and speaker embedded in a brochure or a hard cover book, creating a multi-media experience for the user.

Reloadable:

Upon connecting it to a computer via a USB data cable, our video brochure becomes a USB drive on your computer there after one can delete/copy/transfer video files from a computer to the video brochure and as such one can load various video for a variety of uses.

Rechargeable:

Video brochures have a rechargeable battery that offers continuous play for 90 mins! Simply plug into a computer or a charging device via the included micro USB cable for recharging.

Reusable:

Our video brochures can be used over and over again by reloading different content via USB cable.

Screen sizes:

All screen are measured diagonally our video books comes in following sizes: 2.4", 4.3", 5", 7", 10".

LCD vs. IPS Screens:

LCD (Liquid Crystal Display) comes standard. You can also upgrade to an IPS Screen. IPS or In-Plane Switching screens offer truer color, wider viewing angle and HD resolution.

Carrier:

The electronics are embedded in a carrier with the choice of a soft cover or a hard cover.

The soft cover carrier is pliable and is suitable for screen sizes 2.4", 4.3" and 5".

The hard cover carrier is like a hard cover book, it offers better protection to the larger screens ie: 7" & 10", however can be used for any size video brochure

Common Carrier Sizes:

3 1/2" x 2 1/2"

Can hold a 2.4" Pop Out video screen

5" x 7"

Can hold a 2.4" or 4.3" or 5" video screen

8 1/4" x 5 7/8" (A5)

Can hold a 2.4" or 4.3" or 5" video screen

6" x 9"

Can hold a 2.4" or 4.3" or 5" or 7" video screen

7" x 10"

Can hold a 2.4", 4.3", 5", 7" or 10" video screen

8 1/4" x 11 3/4" (A4)

Can hold a 2.4", 4.3", 5", 7" or 10" video screen

Memory Size:

256MB is standard and is included in base price.

Memory upgrade:

1GB, 2GB, 4GB, 8GB, 16GB, or 32GB available at an additional cost.

Function Buttons:

3 Buttons standard and included in base price.

Additional Buttons:

A maximum of 10 buttons can be used in any style video brochure.

Prototype:

Are available prior to production at additional cost.

Included in Base price:

Four color process printing on all sides of the carrier. Spot UV or foil stamping and other finishing upgrades are available at an additional cost.

Protective matte plastic lamination (Standard) Gloss film and Soft touch lamination are available at an additional cost.

Digital proof, printing & assembly, video up load, USB cord, foam wrapping and packaging in white box.

Prototype: Are available prior to production at additional cost.

Delivery: 20-25 Days

Warranty: One Year

Freight: All pricing is FOB Chicago.

Terms: 50% upon order, 50% before Shipping.