

# video in print®

merging digital technologies with the printed page

multisensorize® 2012 - 2013



310.323.3697 / [americhip.com](http://americhip.com)



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310.323.3697 / FAX 310.965.0035  
americhip.com

#### **MULTISENSORIZE® WITH AMERICHIP INC.**

Americhip creates sensory experiences. It's our constant mission and our focus. We're a studio, a lab and a plant, all in one. We have a team of talented people with all of the eclectic skills needed to make each facet of our organization consistently productive and uniquely creative.

You have a brand story to tell, and Americhip wants to help you tell that story in a wholly unique way. Americhip's Video in Print® is the first ever digital print technology. VIP® can hold up to 45 minutes of crystal-clear video with incredible sound quality. It can play multiple videos across five chapter buttons and it is powered by a rechargeable battery. You can even download new content or have it password protected. It's rechargeable, re-usable, and recyclable. As the inventor, innovator and patent-holder behind Video in Print®, Americhip has worked with leading global brands on creative applications for print collateral/direct mail, magazine inserts, corporate books, marketing brochures, photography album inserts, presentation boxes, premiums and promotions.

You provide us with the artwork and video assets, Americhip does all the rest. Our VIP® products ship in 4 to 5 weeks from approval.

Take a look through the catalog and I think you'll understand why so many brands from every vertical market work with Americhip. You'll see one example after another of high-level collaboration, world-class creative direction and the production quality that your company demands. As we move forward discovering new technologies, setting trends and raising the bar for Multisensory® marketing, we hope you'll join us as a valued Americhip client and partner.

Sincerely,

Timothy P. Clegg  
CEO

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# Video Slate™ - Infinity Design

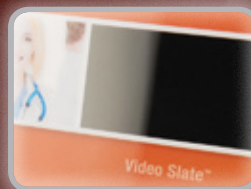


## Video Slate™ - Infinity Design

Communicate your message at critical points of contact with the fully branded Video Slate™. The edge to edge graphics and layout possibilities make the sleek and portable 'Infinity Design' ideal for countless settings and applications. With our recharging docking station, the Video Slate™ can stay fully charged and in the field. Deliver your message directly to your customers in a doctor's office, in the field, or at the point of sale. Video Slate™ is versatile and durable. At a fraction of the cost of a tablet, Video Slate™ is a valuable marketing asset.

## Discover more...

Videos, demonstrations, and product details

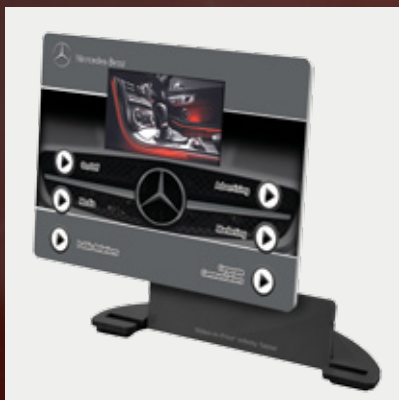






4.3"

- 4.3" Screen
- Available with 15 minutes video capacity
- On/Off push button with 5 chapter buttons
- Available with recharging docking station
- Durable plastic front and back cover



Mercedes-Benz



Mizuno



Avaya

# Video Slate™ - Vertical Design



## Video Slate™ - Vertical Design

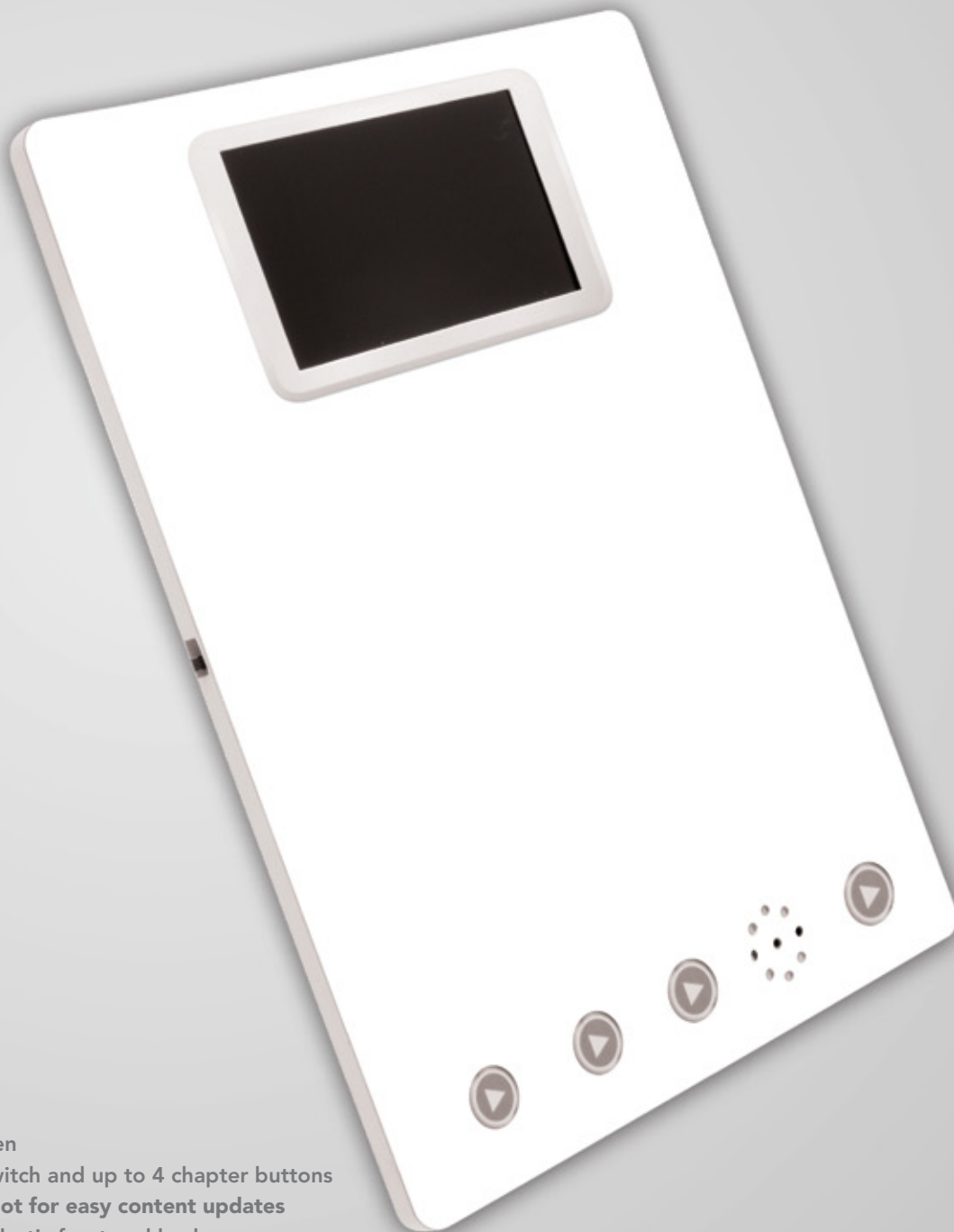
Our Vertical Design slate has many of the same great features and benefits of our Infinity Design and also includes:

- o SD Card for easy updating of content in the field
- o On/Off slide switch to maximize play life
- o Up to 4 chapter buttons

## Discover more...

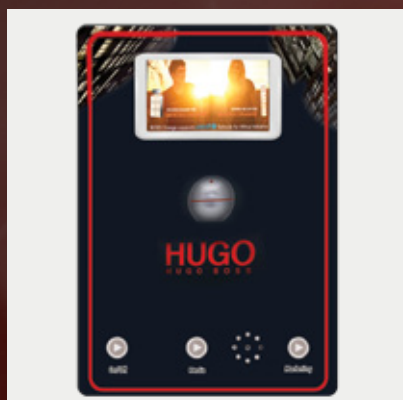
Videos, demonstrations, and product details



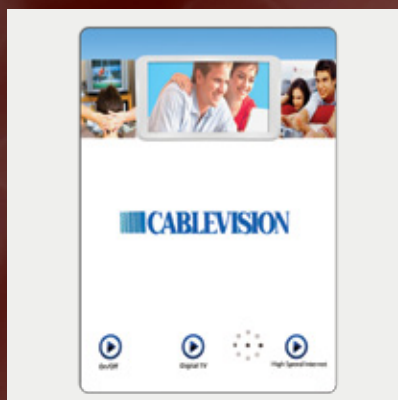


- 4.3" Screen
- On/Off switch and up to 4 chapter buttons
- SD card slot for easy content updates
- Durable plastic front and back cover
- Up to 45 minutes of video capacity

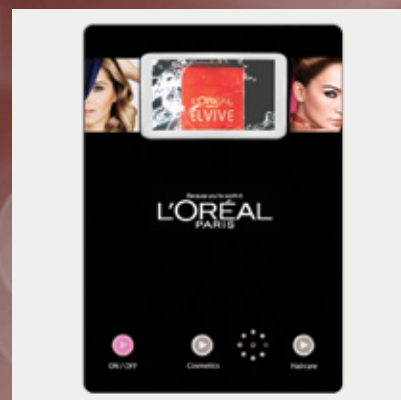
4.3"



Hugo Boss



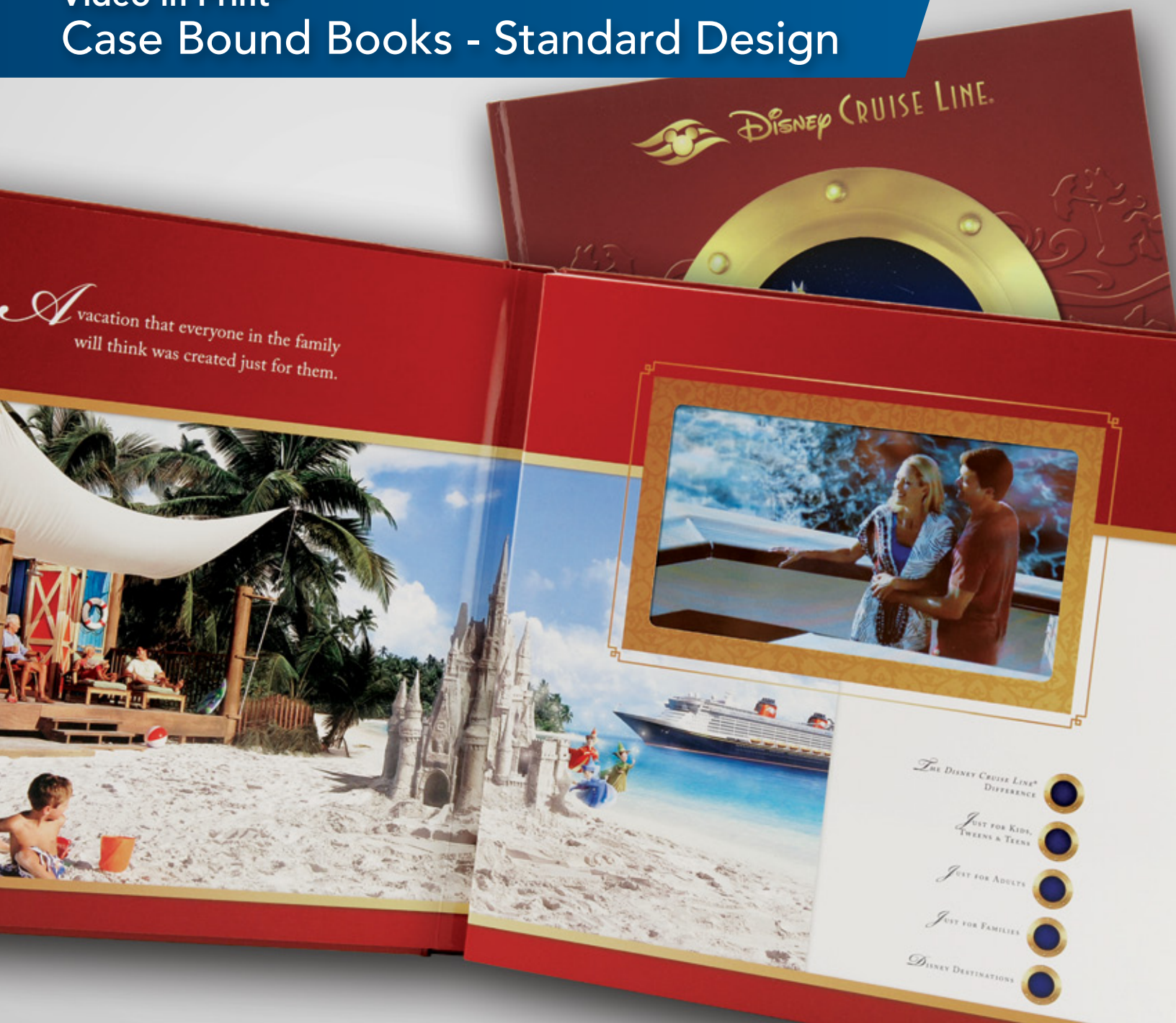
Cablevision



L'Oreal



# Case Bound Books - Standard Design



## Case Bound Books - Standard

Broadcast your message with stunning high quality video without the need for special software, internet plugins or technology tools of any kind. Customized and designed to your exact specifications, the possibilities are endless. Perfect for training manuals, media kits, detail aids and so much more. With an Americhip Case Bound Video Book, your message starts instantly and plays perfectly every time.

## Discover more...

Videos, demonstrations, and product details







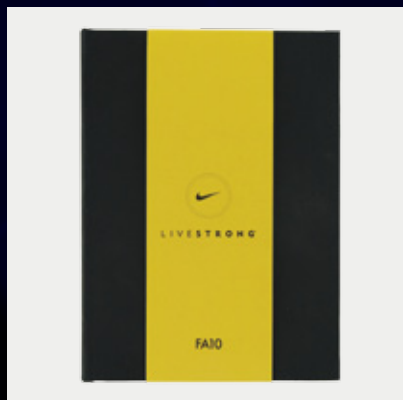
2.4"

4.3"

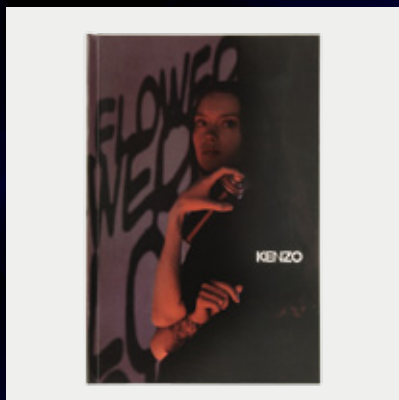
5"

7"

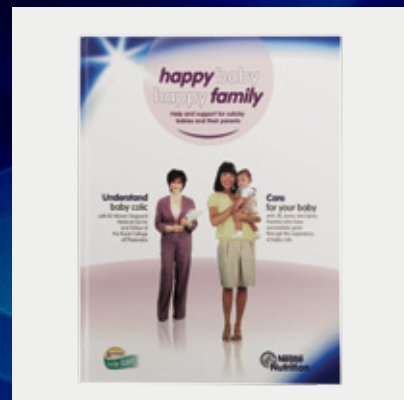
- Available with multiple screen sizes from 2.4" to 7"
- Available with 15 minutes or 45 minutes video capacity
- Starts upon opening with up to 5 chapter buttons
- Rechargeable battery



Nike



Kenzo



Nestle

# Case Bound Books - Split Page



## Case Bound Books - Split Page

Our Split-Page Case Bound Books allow your consumers to flip through multiple pages while remaining engaged with your video content. Perfect for training manuals, instructional booklets and detail aids.

## Discover more...

Videos, demonstrations, and product details





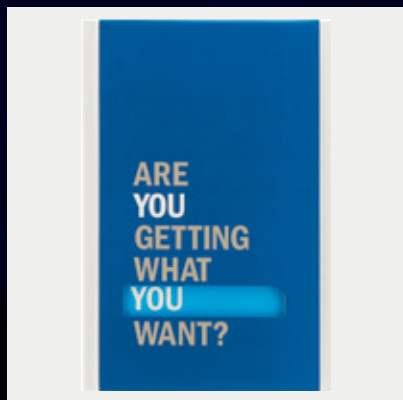
2.4"

4.3"

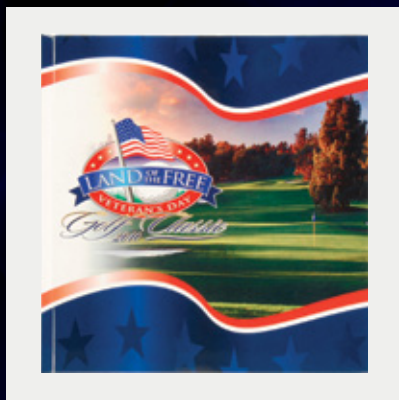
5"

7"

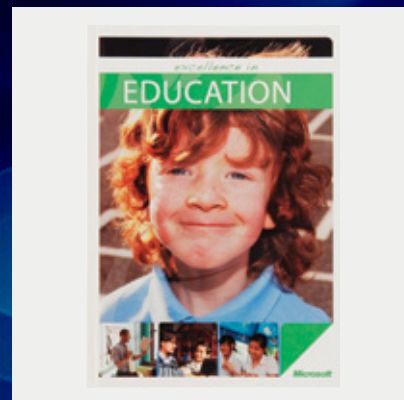
- Available with multiple screen sizes from 2.4" to 7"
- Available with 15 minutes or 45 minutes video capacity
- On/Off push button or switch or starts upon opening
- Customize the number of split pages



Charles Schwab



Land of the Free



Microsoft



## Case Bound Books - Side Panel

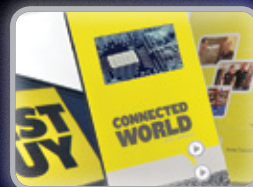


## Case Bound Books - Side Panel

Our side panel design gives the reader the traditional feel of a case bound book with the added benefit of rich video content to highlight key features or themes. Our side panel design is well suited for corporate brochures, sales and marketing materials and branding opportunities.

## Discover more...

Videos, demonstrations, and product details

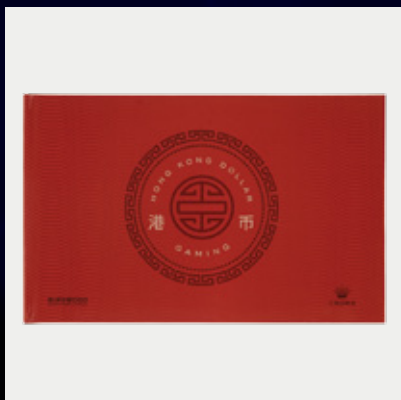




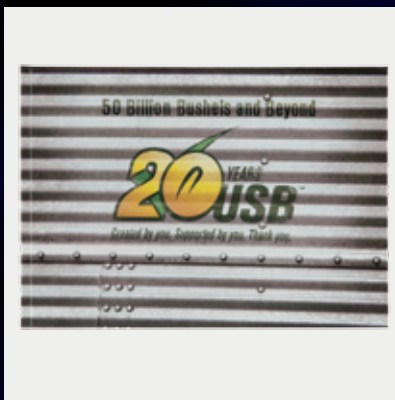
2.4"

4.3"

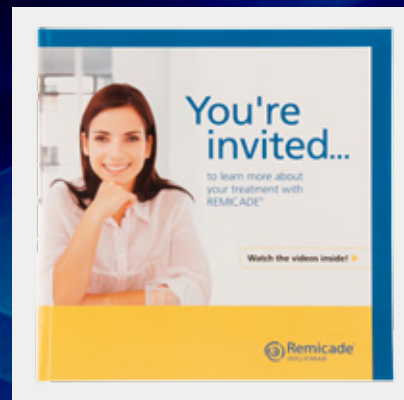
- Available with 2.4" or 4.3" screens
- Available with 15 minutes or 45 minutes video capacity
- Starts upon opening with 5 chapter buttons
- Rechargeable battery



Crown Casino



Osborn



Remicade



# Video in Print® Case Bound Books - Page Flip



## Case Bound Books - Page Flip

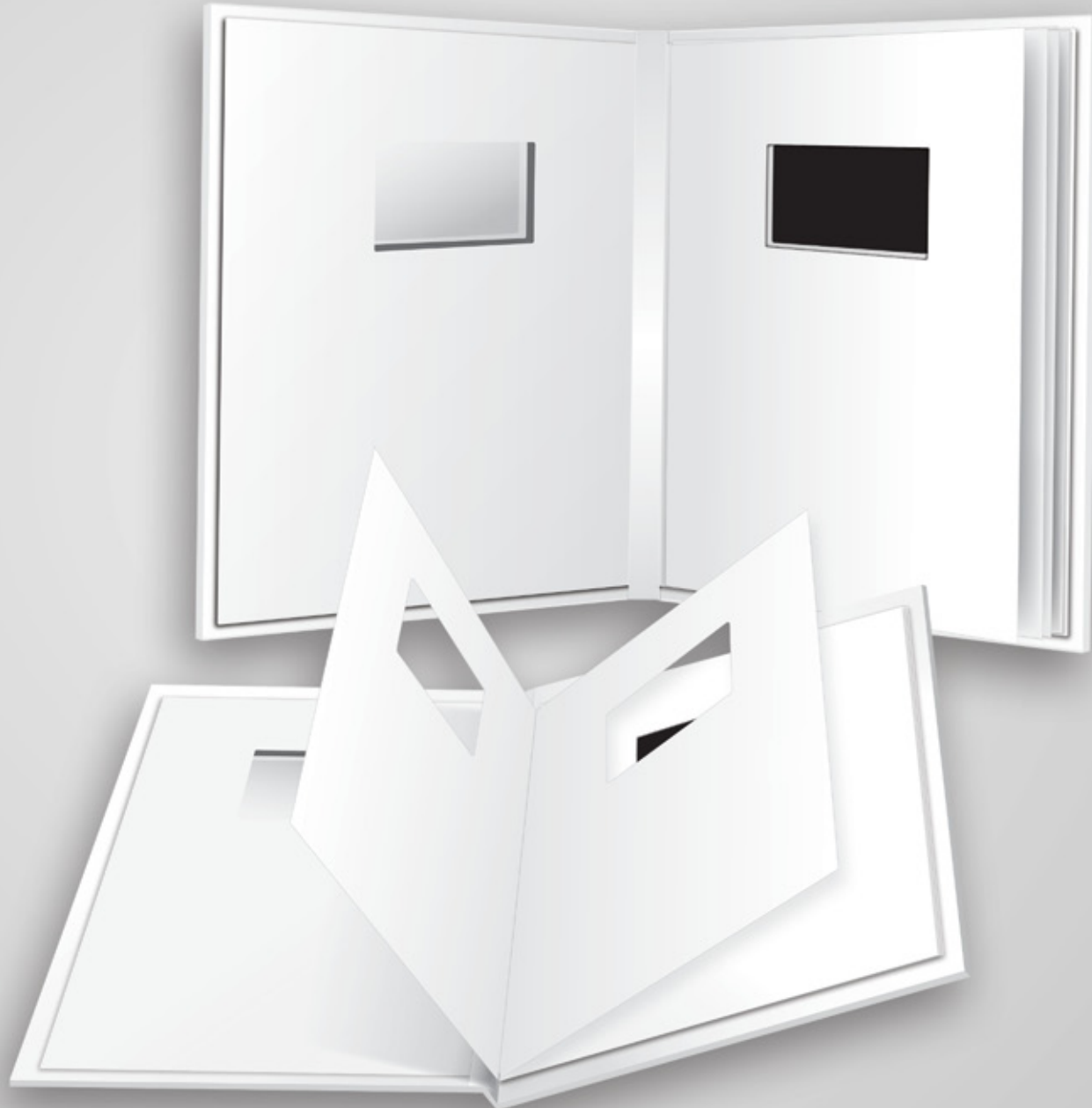
Americhip's Page Flip design is the ultimate in video story telling. The printed word and video content seamlessly flow together as our Page Flip technology triggers a new video clip every time the reader turns a page. It works going forward and backward, so your video is always aligned with the right page. Our Page Flip books are perfect for product catalogs, corporate brochures and instruction manuals.

## Discover more...

Videos, demonstrations, and product details



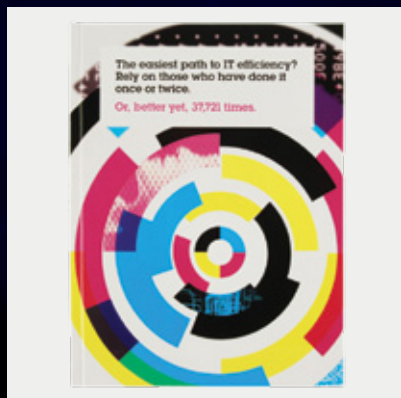




- Available with 2.4" and 4.1" screens
- Available with 45 minutes video capacity
- Videos activate when page is turned
- Up to 5 unique spreads with corresponding videos
- Rechargeable battery

2.4"

4.1"



IBM



Disney



NYSE



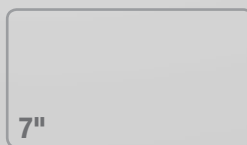
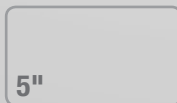
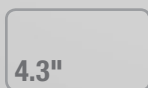
## Case Bound Books - Coffee Table Book

The ultimate statement in marketing chic, our Video Coffee Table book makes a bold and beautiful presentation for your brand. Well suited for our 5" and 7" Video in Print® screens, the Coffee Table Book will get your brand noticed and people talking. This high-end design is perfect for media kits, sales materials and luxury and cosmetic brands.

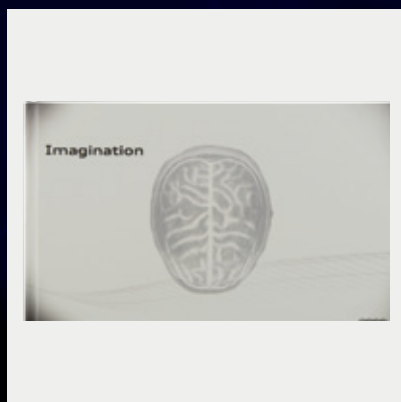
## Discover more...

Videos, demonstrations, and product details





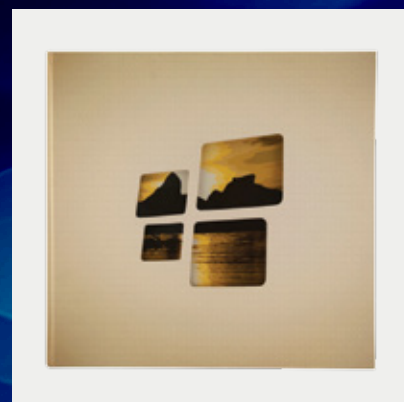
- Available with 4.3", 5", or 7" screen
- Available with 15 minutes or 45 minutes video capacity
- Starts upon opening with 5 chapter buttons
- Rechargeable battery



Audi



Brookfield



Jones



## Video in Print® Inserts - Magazine



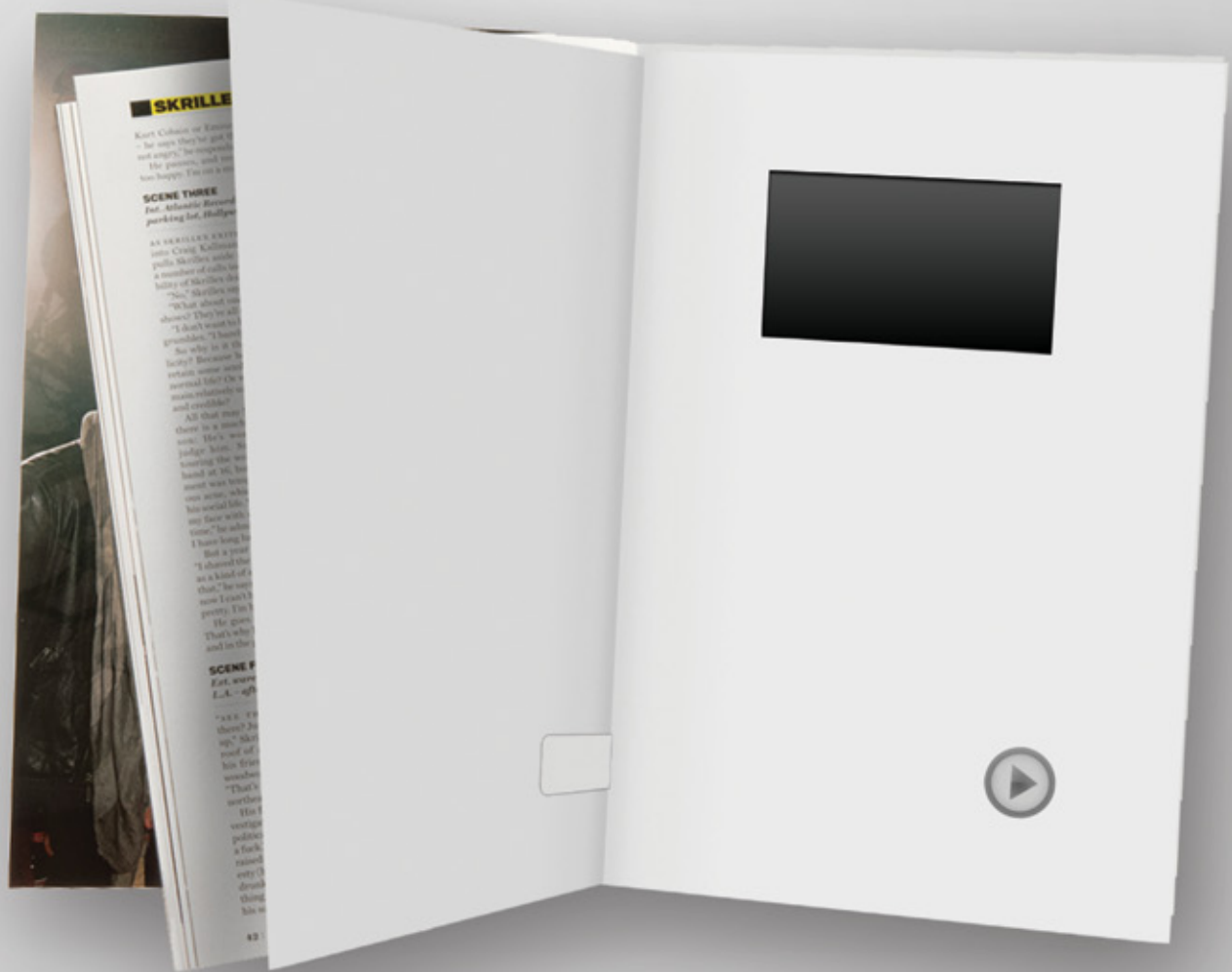
## Inserts - Magazine

With an Americhip magazine insert you can virtually own the publication. In fact, Starch Communications found that our inserts deliver 100% stopping power, 100% brand recall and 91% pass along. From the most complex use of Video in Print®, to sound, light, and dimension to something more economical, Americhip insert technologies integrate seamlessly at the bindery and deliver unprecedented results for your ad dollars.

## Discover more...

Videos, demonstrations, and product details





- Available in multiple screen sizes from 2.4" to 5"
- Available with 15 minutes or 45 minutes video capacity
- Starts upon opening with up to 5 chapter buttons
- Rechargeable battery
- Bindery tested and approved

2.4"

4.3"

5"



Vogue/Barcardi



Entertainment Weekly/CBS



Successful Farming/Bayer

U.S. Utility Patent #8,011,122 for Video in Print® Cards, Brochures, Books, Print Collateral, Packaging and Magazine Inserts. Also covered under current US Patents #D629,458, D642,611, D643,060, D647,559, D649,588, D649,589, D654,113, D655,750, D629,459 and/or D659,754 (Video Slate). Covered throughout the EU under Patents #001792250-0001 and 001792250-0002. Registered in India under Patent #233227. Registered in Russia under Patents #79,947 and #79,948. Pending in China under Patent Application # 200980137897.X. Multiple additional patents pending throughout the world.



# Video in Print® Inserts - Newspaper



## Inserts - Newspaper

Grab the attention of every reader by delivering the news in an Americhip Video in Print® cover wrap. The high-profile cover wrap is the perfect way to highlight a product launch, reinforce a sponsorship deal or communicate your new branding message. Also available as a sleek belly-band.

## Discover more...

Videos, demonstrations, and product details







2.4"

4.3"

5"

7"

- Available with multiple screen sizes from 2.4" to 7"
- Available with 15 minutes or 45 minutes video capacity
- On/Off button or starts upon opening with up to 5 chapter buttons
- Rechargeable battery
- Thin profile, no capacity



USA TODAY



MetroPlus



Daily Messenger

# Video in Print® Print Collateral - Two Panel



## Print Collateral - Two Panel

Bring your corporate communications to life with Americhip's patented Video in Print® technology. Tell your brand story through the power of video, crystal clear audio, and stunning printed visuals. Make a powerful statement and cut through the clutter with an Americhip enhanced company brochure, invitation, corporate mailer or media kit.

## Discover more...

Videos, demonstrations, and product details





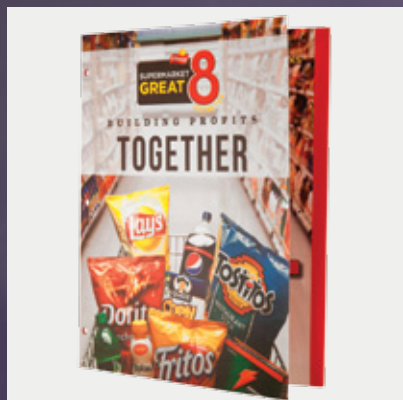
2.4"

4.3"

5"

7"

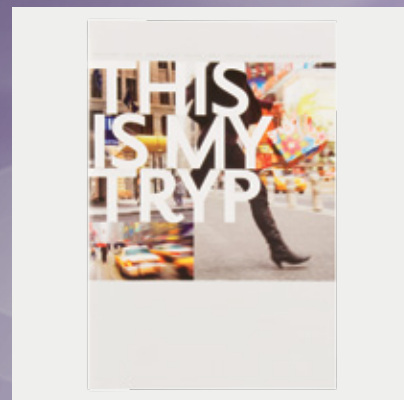
- Available with multiple screen sizes from 2.4" to 7"
- Available with 15 minutes or 45 minutes video capacity
- Starts upon opening with up to 5 chapter buttons
- Rechargeable battery



Frito-Lay



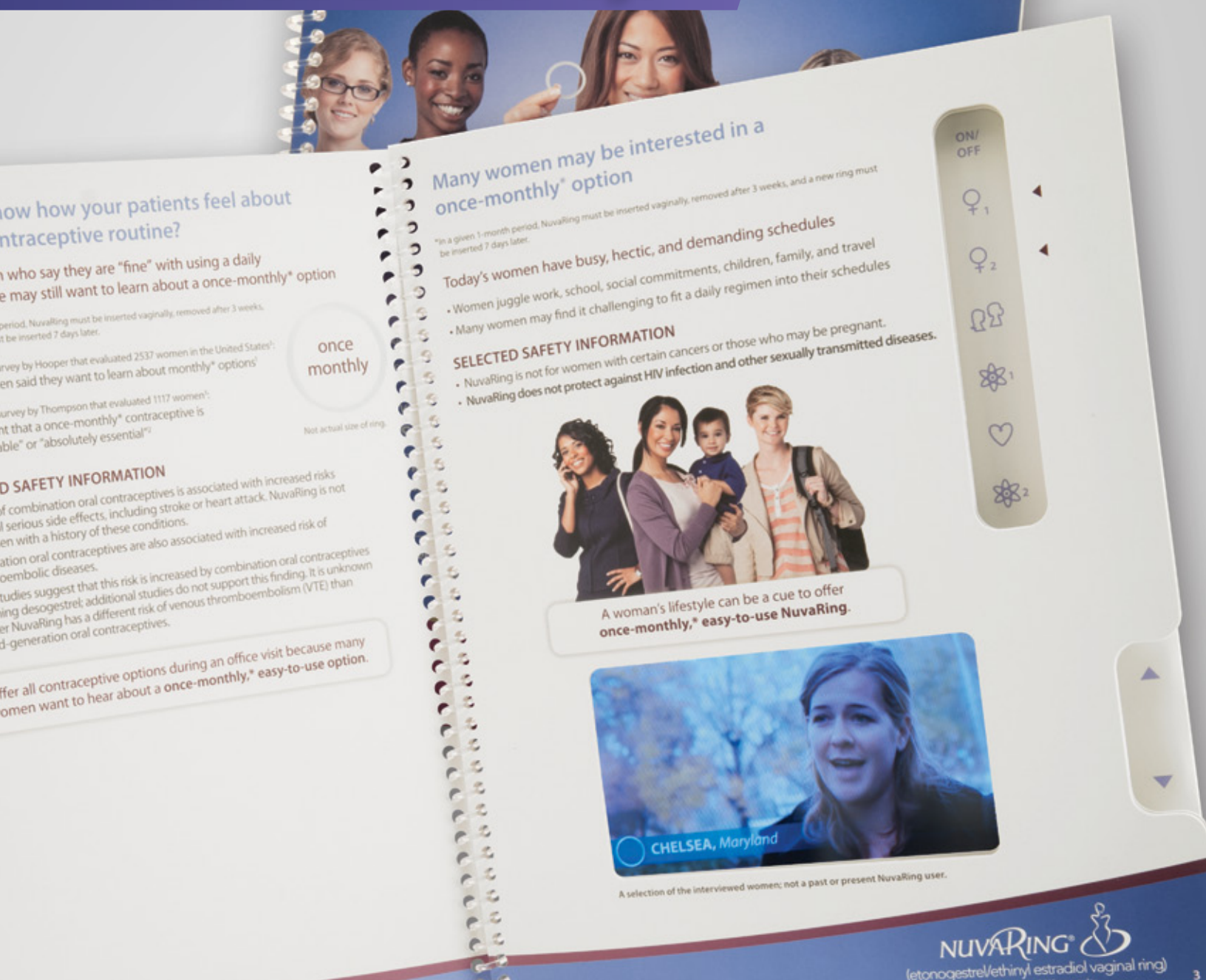
Siemens



Wyndham



# Video in Print® Print Collateral - Multi-Page



## Print Collateral - Multi-Page

Our Multi-Page Brochures allow you to extend your story across a series of printed spreads. A great way to maximize the value of a Video in Print® brochure. An excellent design for a sales or detail aid, a corporate communication or a customer mailing.

## Discover more...

Videos, demonstrations, and product details





2.4"

4.3"

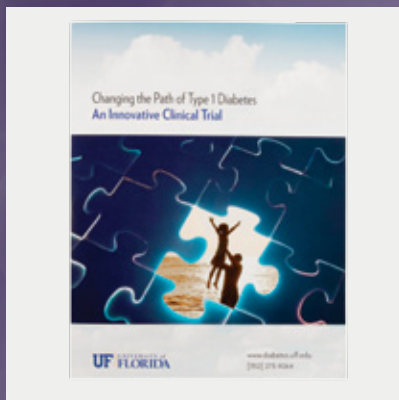
5"

7"

- Available in multiple screen sizes from 2.4" to 7"
- Available with 15 minutes or 45 minutes video capacity
- Starts upon opening with 5 chapter buttons
- Customize page count and binding mechanism



Pfizer



University of Florida



Vertafore

U.S. Utility Patent #8,011,122 for Video in Print® Cards, Brochures, Books, Print Collateral, Packaging and Magazine Inserts. Also covered under current US Patents #D629,458, D642,611, D643,060, D647,559, D649,588, D649,589, D654,113, D655,750, D629,459 and/or D659,754 (Video Slate). Covered throughout the EU under Patents #001792250-0001 and 001792250-0002. Registered in India under Patent #233227. Registered in Russia under Patents #79,947 and #79,948. Pending in China under Patent Application # 200980137897.X. Multiple additional patents pending throughout the world.



## Video in Print® Print Collateral - Video Icon



## Print Collateral - Video Icon

Expand your marketing materials to include these three-dimensional communication devices. Our Video Icons will be kept in view and used regularly in offices, in the field, and at the point of sale.

## Discover more...

Videos, demonstrations, and product details







2.4"

4.3"

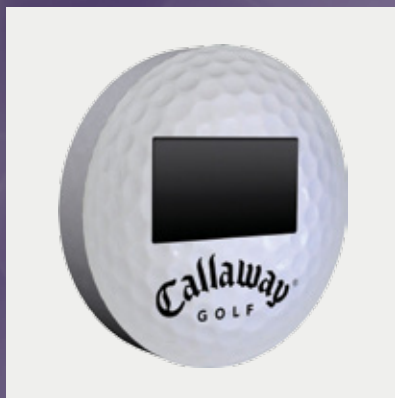
5"

7"

- On/Off switch and up to 4 chapter buttons
- SD card slot for easy content updates
- Housing can be customized to fit any shape
- Available with 15 minutes or 45 minutes video capacity



Sierra Mist



Callaway



Marlboro

U.S. Utility Patent #8,011,122 for Video in Print® Cards, Brochures, Books, Print Collateral, Packaging and Magazine Inserts. Also covered under current US Patents #D629,458, D642,611, D643,060, D647,559, D649,588, D649,589, D654,113, D655,750, D629,459 and/or D659,754 (Video Slate). Covered throughout the EU under Patents #001792250-0001 and 001792250-0002. Registered in India under Patent #233227. Registered in Russia under Patents #79,947 and #79,948. Pending in China under Patent Application # 200980137897.X. Multiple additional patents pending throughout the world.



## Print Collateral - Capacity Brochure

For a more formal presentation our Capacity Video Brochure conveys a professional message with a touch of innovation. The Capacity Video Brochure is well suited for senior-level corporate communications, company profiles, and annual reports.

## Discover more...

Videos, demonstrations, and product details





2.4"

4.3"

5"

7"

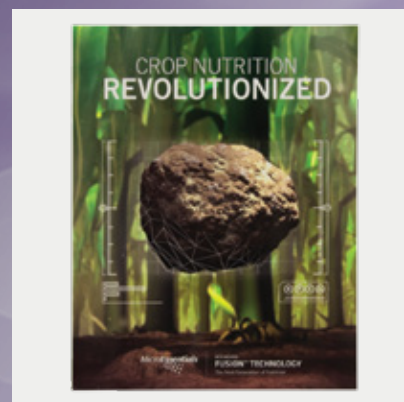
- Available with multiple screen sizes from 2.4" to 7"
- Available with 15 minutes or 45 minutes video capacity
- Starts upon opening with 5 chapter buttons
- Rechargeable battery



Cars.com



Logica



Mosaic



# Video in Print® Binders



## Binders

Use Americhip's Video in Print® Binder for product launches, sales team training materials or company wide branding materials. With our new binder layout, you can add or change video files each time the binder's content is updated. This line is ideal for seminar hand outs, media kits and instructional manuals.

## Discover more...

Videos, demonstrations, and product details





2.4"

4.3"

5"

7"

- Available with multiple screen sizes from 2.4" to 7"
- Available with 15 minutes or 45 minutes video capacity
- Starts upon opening with 5 chapter buttons
- Rechargeable battery



Tomme Tippee



Janssen



GE



## e Music Made Effortless

SanDisk

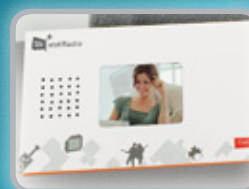


## Packaging

With Video in Print®, world-class paper engineering and multisensory technologies, Americhip has taken packaging to a whole new level. Think innovative. Be Creative. Our video specialty packaging is perfect for a retailer starter kit, new product instructional package or a media kit.

## Discover more...

Videos, demonstrations, and product details







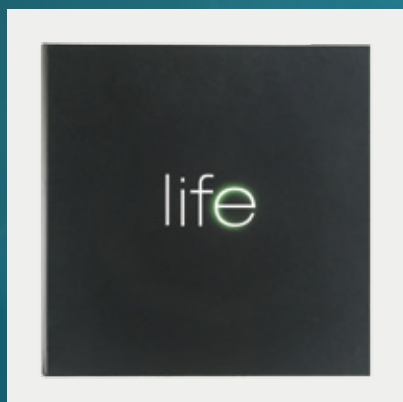
2.4"

4.3"

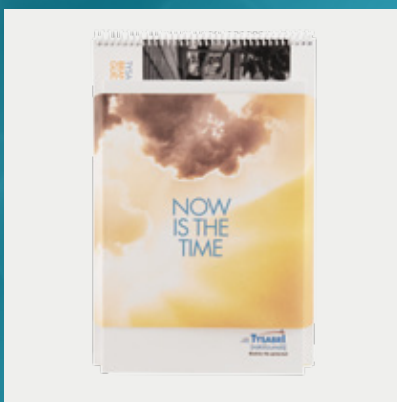
5"

7"

- Available with multiple screen sizes from 2.4" to 7"
- Available with 15 minutes or 45 minutes video capacity
- Rechargeable battery



Discovery



Tysabri



Dell

» show room »

# Video in Print® Packaging Show Room



## Dell VIP Laptop

- Closed Size: 9 1/2" (w) x 7" (h)
- Technology: 4.1" screen
- B2B brochure



## Discovery Life VIP Book with Presentation Box

- Closed Size: 12" (l) x 12" (w) x 1 3/4 (d)
- Technology: 4.1" screen/ 5 chapter buttons
- Video media kit



#### Tysabri VIP Sales Kit

- Closed Size: 7 1/4" (l) x 10" (w) x 1" (d)
- Technology: 4.1" screen/ 1 chapter button
- Video sales kit with removable pamphlet, spiral bound brochure and webkey



#### VIP Media Kit

- Closed Size: 9 1/2" (l) x 14 1/2" (w) x 3" (d)
- Technology: 4.1" screen/ 3 chapter buttons
- Video launch kit for *Buyology*



## Video in Print® Value-Added Features

PRESENTATIONS &  
TESTIMONIALS . . . . .

PRESS



### STEREO

Dual speakers, head phone jack and headphones, volume control and skip button

### 3D VIP

Add one more dimension to your marketing campaign, glasses included!

### GRID SWITCH

Holds up to 25 files with sliding switch module

BRAND  
que messages.



VERSACE



JACKSON®



LIVESTRONG®

Sprint



NUVARING®



AVAYA



BAUME & MERCIER  
MAISON D'HORLOGERIE GENEVE 1830



US  
ALL YOUR BRAND STORY  
our new Video-in-Print® with Navigation System.



Press to Play/Pause – Hold for On/Off



Volume Up



Volume Down



Press to Skip to New File – Hold to Fast Forward



Press to Skip to Previous File – Hold to Rewind



## 20 MESSAGES

Up to 20 unique video messages with matching chapter buttons

## NAVIGATION

A master menu with individual video files. Buttons include: Play/Pause, Fast Forward/Skip Forward, Rewind/Skip Back, and Volume Control



# VIDEO IN PRINT® TECHNOLOGY

## COST TO VALUE, VIP® WORKS!

Why do the world's most recognized brands use and reorder Americhip VIP technology?

Google™

Disney®

Coca-Cola  
Trade-mark ®

NIKE®

© Johnson & Johnson

In today's competitive marketplace, every brand expects its marketing and advertising budgets to be spent in a meaningful way, where results are measured against established criteria. Marketing teams demand return on investment for all of their marketing expenditures. Where programs cannot be supported by clear analytics showing success, they are quickly terminated. Conversely, where programs generate true ROI they are re-run and expanded to build on that success.

## IMPACT!

Americhip's breakthrough VIP® marketing device delivers your message with pin-point accuracy.

VIP® cuts through the clutter with a compelling, hi-resolution audio/visual presentation combined with the aesthetic and tactile benefits of a printed brochure or book.

Like no other marketing or advertising tool, Americhip's VIP® delivers an extraordinarily high impact at relatively minimal cost.

### EXPECT RESULTS

A recent execution of Americhip VIP technology generated exceptional awareness for CBS television and Pepsi Max. Buzz tracking indicated both received a 400% lift in overwhelmingly positive social media and blog conversations. Time Inc. showed unprecedented recall and awareness numbers for subscribers receiving ad:

**98%** recalled the show advertised

**72%** recalled the Pepsi message

**52%** were more likely to watch the show after seeing the ad

**24%** were more likely to try Pepsi Max after seeing the ad

## REORDER INDEX

Senior level marketing executives do not approve expenditures for re-orders unless the critical analytics were met on the initial order

10 of the top 15 automotive brands use Americhip VIP

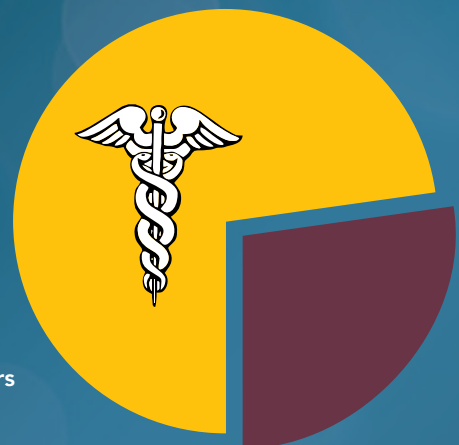


**60%** of these auto brands reordered

7 in 10 of the world's leading pharmaceutical companies use Americhip's VIP technology.

**70%**

have placed multiple reorders



**2 of the 3 largest**

telecom providers use VIP technology from Americhip. North America's largest telecommunications company placed 5 reorders for VIP within 6 months.



310.323.3697

FAX 310.965.0035

[americhip.com](http://americhip.com)

[info@americhip.com](mailto:info@americhip.com)

