



americhip®

Video-in-Print® Catalog 2010

VIP™ Books

VIP™ Magazine Inserts

VIP™ Print Collateral/Direct Mail

VIP™ Packaging

VIP™ Padfolios

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19032 South Vermont Avenue / Los Angeles, California 90248

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, and we have a team of talented people with all of the eclectic skills to make each facet of our organization consistently productive and uniquely creative.

We are constantly inventing and patenting clever and effective ways for our cherished clients to make emotional connections with their customers by using the power of video, audio, light, motion, taste, and scent technologies.

We started the movement and we gave it a name: Multisensorizing®. It's all about engaging customers, influencing purchasing decisions and elevating brand recall by making emotional connections on a sensory level between the brand and the customer.

You have a brand story to tell. And Americhip wants to tell that brand story in a wholly unique way. Introducing Americhip's Video-in-Print® (VIP™), the first ever digital print technology. VIP™ can hold 90 minutes, or more, of crystal-clear video with incredible sound quality. It can play multiple videos (play, pause, skip, fast forward, rewind), it can be played full-length or be broken into chapters. You can even download new content or have it password protected. And it's rechargeable, re-usable, and recyclable. VIP™ is ideal for magazine inserts, print collateral/direct mail, books, padfolios, packaging, shopper marketing, premiums and promotions - anywhere you need to tell your brand story!

Take a look through the catalog and I think you'll understand why so many Fortune 500 companies work with Americhip. You'll see one example after another of high-level collaboration, world-class creative direction and the production quality that these companies demand. 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  
Chief Multisensory Officer

### VIP™ STANDARD BOOK



#### PRODUCT DETAILS:



96 Pages



2.4" Screen



5 Chapter Buttons

#### VIPA2400

- Closed Size: 6 1/4" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book  
VIP platform affixed  
96 page perfect bound book affixed

- Format Option: VIP platform and perfect bound book position are interchangeable

#### VIPA4100 (not shown)

- Closed Size: 8 3/4" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book  
VIP platform affixed  
96 page perfect bound book affixed

- Format Option: VIP platform and perfect bound book position are interchangeable



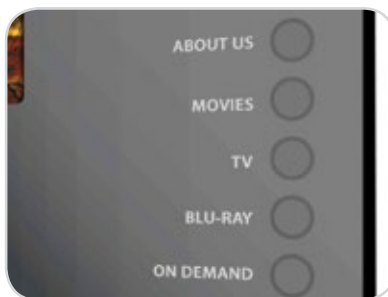
### VIP™ SPLIT PAGE BOOK



#### PRODUCT DETAILS:



2.4" Screen



5 Chapter Buttons



24 Pages

#### VIPB2400

- Closed Size: 6 1/4" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book
  - VIP platform affixed to top right
  - 24 page board book affixed

#### VIPB4100 (not shown)

- Closed Size: 8 3/4" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book
  - VIP platform affixed to top right
  - 24 page board book affixed

### VIP™ SIDE PANEL SCREEN BOOK



#### PRODUCT DETAILS:



24 Pages



5 Chapter Buttons



2.4" Screen

#### VIPC2400

- Closed Size: 10" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book
  - VIP platform affixed to right side
  - 24 page board book affixed

#### VIPC4100 (not shown)

- Closed Size: 15 1/2" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book
  - VIP platform affixed to right side
  - 24 page board book affixed



### VIP™ SLIDE OUT SCREEN BOOK



slide  
out  
screen



#### PRODUCT DETAILS:



5 Chapter Buttons



4.1" Screen



96 Pages

#### VIPD4100

- Closed Size: 8 3/4" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book  
VIP platform pulls out from pocket  
96 page perfect bound affixed

- Format Option: VIP platform and perfect bound book position are interchangeable

#### VIPD2400 (not shown)

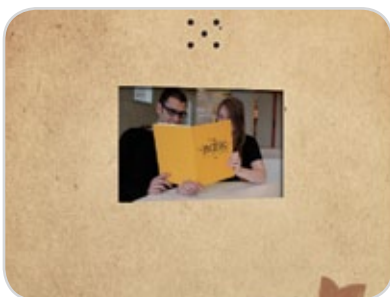
- Closed Size: 6 1/4" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book  
VIP platform pulls out from pocket  
96 page perfect bound affixed

- Format Option: VIP platform and perfect bound book position are interchangeable

### VIP™ BOOK INSERT



#### PRODUCT DETAILS:



4.1" Screen



5 Chapter Buttons



Book Jacket Pocket

#### VIPE4100

- Closed Size: 8 3/4" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book
  - VIP platform affixed to right side
  - 60 page perfect bound book inserted into pocket

#### VIPE2400 (not shown)

- Closed Size: 6 1/4" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book
  - VIP platform affixed to right side
  - 60 page perfect bound book inserted into pocket





### VIP™ BOOK 3-RING BINDER



#### PRODUCT DETAILS:



2.4" Screen



3 Ring Binder



5 Chapter Buttons

#### VIPF2400

- Closed Size: 8" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Push button
- Format: Hardcover 3-ring binder  
VIP platform affixed

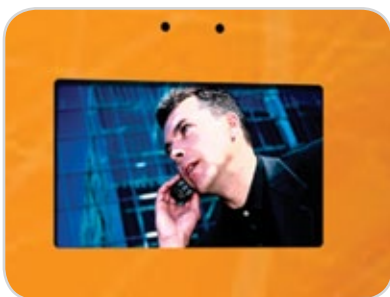
#### VIPF4100 (not shown)

- Closed Size: 10" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Push button
- Format: Hardcover 3-ring binder  
VIP platform affixed

## VIP™ BOOK TRIFOLD 3-RING BINDER



## PRODUCT DETAILS:



4.1" Screen



3-Ring Binder



5 Chapter Buttons

**VIPF4105**

- Closed Size: 11 1/8" x 11 1/2"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Pin switch
- Format: Hardcover 3-ring binder  
VIP platform folds out

**VIPF2405 (not shown)**

- Closed Size: 7 1/4" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Pin switch
- Format: Hardcover 3-ring binder  
VIP platform folds out



### VIP™ BOOK 3-RING BINDER INSERT



#### PRODUCT DETAILS:



2 Page Insert



2.4" Screen



5 Chapter Buttons

#### VIPF2410

- Closed Size: 5 1/2" x 8 1/2"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Pin switch
- Format: Insert with holes for standard 3-ring binder  
VIP platform folds out

#### VIPF4110 (not shown)

- Closed Size: 8 1/2" x 11"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Pin switch
- Format: Insert with holes for standard 3-ring binder  
VIP platform folds out



### PRODUCT DETAILS:



2.4" Screen



Pin Switch Activation



Mini Casebound Book

### VIPP2400

- Closed Size: 4.5" x 2.5"
- Technology: 2.4" screen
- Activation: Pin switch
- Format: Casebound Book  
VIP platform affixed



### VIP™ COFFEE TABLE BOOK



#### PRODUCT DETAILS:



5" Screen



5 Chapter Buttons

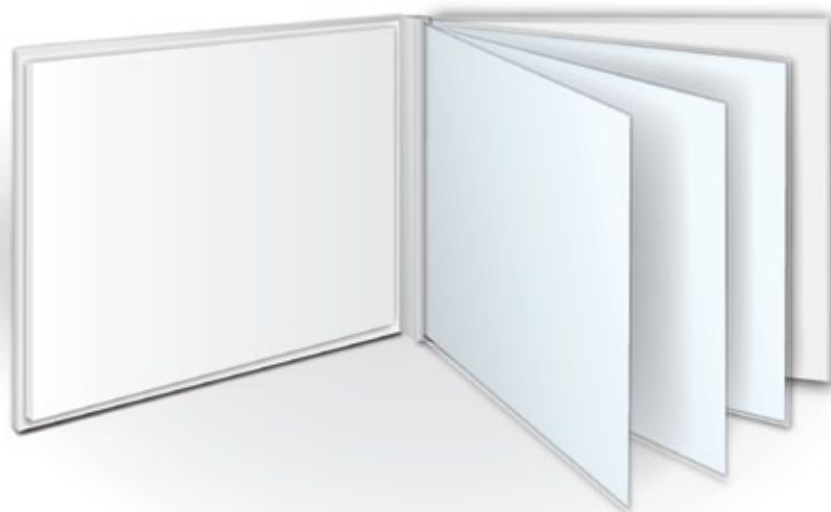


Pin Switch Activation

#### VIPG5000

- Closed Size: 15" x 11 1/2"
- Technology: 5" screen with 5 chapter buttons
- Activation: Pin switch/slide tongue
- Format: Casebound book  
VIP platform affixed

### VIP™ SCRAP BOOK



#### PRODUCT DETAILS:



2.4" Screen



5 Chapter Buttons



Plastic Sleeves

#### VSBA2400

- Closed Size: 9 3/4" x 8 1/2"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Push button
- Format: Hardcover book  
VIP platform affixed



### VIP™ BOOK WITH EASEL



#### PRODUCT DETAILS:



2.4" Screen



5 Chapter Buttons



VIP Panel Supported by Easel

#### VIPH2400

- Closed Size: 5 5/8" x 8 1/2"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Pin switch/push button
- Format: Casebound book  
VIP easel platform



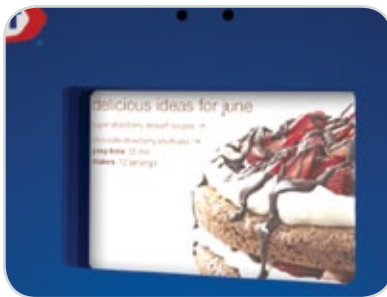
## MULTI SPREAD, MULTI TRIGGER VIP™ STANDARD BOOK



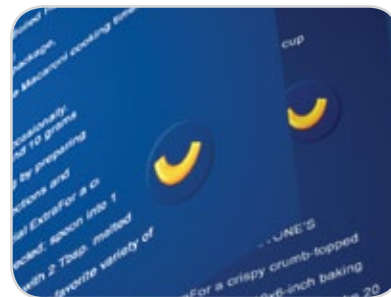
## PRODUCT DETAILS:



24 Pages



4.1" Screen



5 Push Buttons

**MSMTA4100**

- Closed Size: 8 3/4" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons  
(Available buttons can be assigned to any page)
- Activation: Pin switch/push button
- Format: Casebound book  
VIP platform affixed  
24 pages





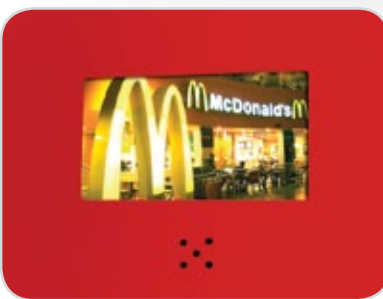
### MULTI SPREAD, MULTI TRIGGER VIP™ SPLIT PAGE BOOK



#### PRODUCT DETAILS:



24 Pages



4.1" Screen



5 Push Buttons

#### MSMTB4100

- Closed Size: 8 3/4" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons  
(Available buttons can be assigned to any page)
- Activation: Pin switch
- Format: Casebound book  
VIP platform affixed  
24 pages

### MULTI SPREAD, MULTI TRIGGER VIP™ SIDE PANEL SCREEN BOOK



#### PRODUCT DETAILS:



24 Pages



2.4" Screen



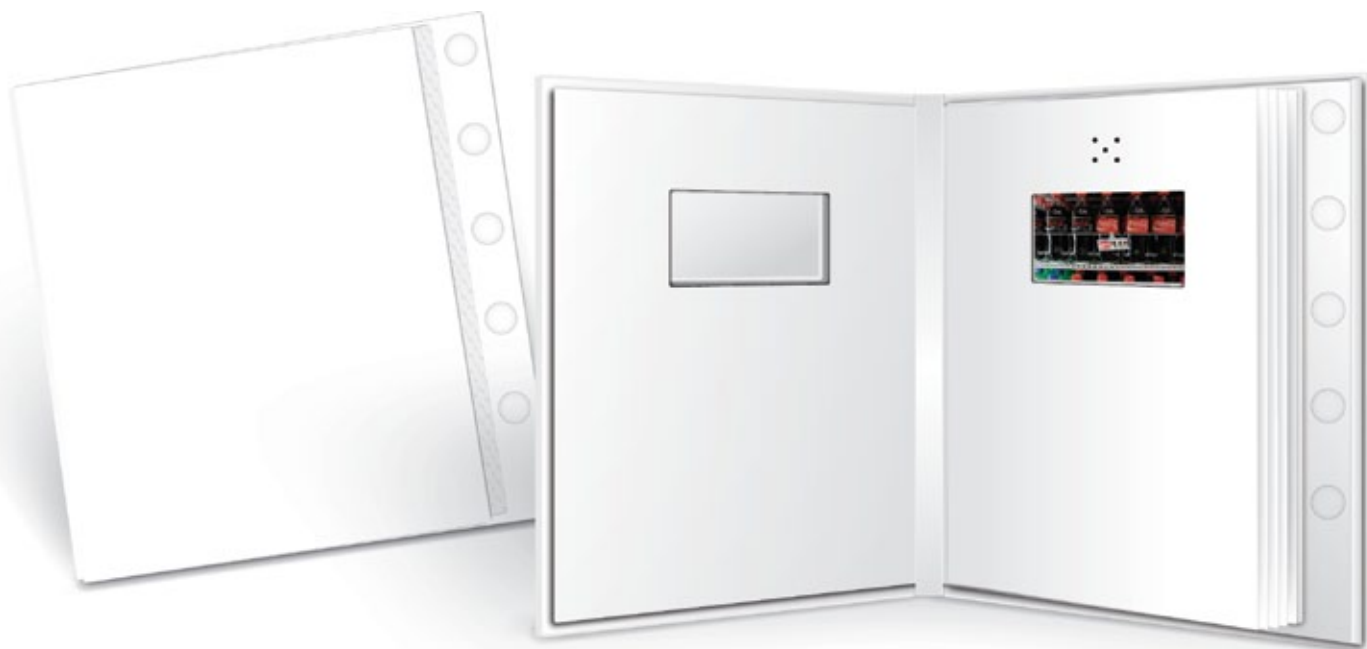
5 Push Buttons

#### MSMTC2400

- Closed Size: 10" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons  
(Available buttons can be assigned to any page)
- Activation: Pin switch
- Format: Casebound book  
VIP platform affixed to right side  
24 pages



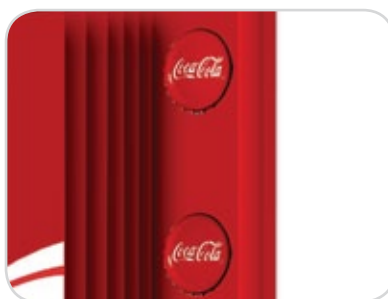
### MULTI SPREAD, MULTI TRIGGER VIP™ SIDE BUTTON BOOK



#### PRODUCT DETAILS:



4.1" Screen



5 Push Buttons



24 Pages

#### MSMTD4100

- Closed Size: 10 1/2" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons  
(Available buttons can be assigned to any page)
- Activation: Pin switch
- Format: Casebound book  
VIP platform affixed to right side  
24 pages

### MULTI SPREAD, MULTI TRIGGER VIP™ BUTTON REVEAL BOOK



#### PRODUCT DETAILS:



4.1" Screen



5 Page Reveal Buttons



24 Pages

#### MSMTE4100

- Closed Size: 8 3/4" x 11 1/4"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Pin switch
- Format: Casebound book
  - VIP platform affixed to right side
  - 24 pages
  - 5 page reveal buttons



**Discovery Life VIP Book with Presentation Box**  
[Application: Media Kit]

- Closed Size: 8" x 8"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: Casebound book  
2 pages



**Land O Lakes VIP Book****[Application: Lead Generation]**

- Closed Size: 6 1/4" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: Casebound book  
2 pages

**Columbia Pictures VIP Book****[Application: Media Kit]**

- Closed Size: 6 1/4" x 9 1/4"
- Technology: 2.4" screen with 3 chapter buttons
- Activation: Slide tongue
- Format: Casebound book  
2 pages



### **Nike LiveStrong VIP Book**

#### **[Application: Sales Training Tool]**

- Closed Size: 6 1/4" x 8 1/2"
- Technology: 2.4" screen with 4 chapter buttons
- Activation: Slide tongue
- Format: Casebound book with fabric wrapped cover
  - 2 pages
  - CD pocket
  - Bellyband to secure CD



#### Herbalife VIP Book

[Application: Sales Training Tool]

- Closed Size: 6 1/4" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: Casebound book  
2 pages



#### Eaton VIP Book

[Application: Business Development]

- Closed Size: 6" x 8 1/4"
- Technology: 2.4" screen with 4 chapter buttons
- Activation: Slide tongue
- Format: Casebound book  
2 pages





### Mazda VIP Book with Tri-fold Pamphlet

[Application: Consumer Training Kit]

- Closed Size: 6 1/4" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: Casebound book  
2 pages with tri-fold



### Long Island University

[Application: University Virtual Tour]

- Closed Size: 6 1/4" x 9 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: Casebound book
- 2 pages



## CBS + PEPSI MAX

[Application: Consumer Magazine Insert]

- Magazine Title: Entertainment Weekly
- Closed Size: 7 1/4" x 10 3/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: 4 page insert





### CITROEN

[Application: Consumer Magazine Insert]

- Magazine Title: Panorama
- Closed Size: 7 1/4" x 10 3/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: 4 page insert



### CITROEN

[Application: Consumer Magazine Insert]

- Magazine Title: Les Echos
- Closed Size: 7 1/4" x 10 3/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: 4 page insert



## OTTO

### [Application: Free Standing Insert]

- Magazine Title: Gruner + Jahr
- Closed Size: 7 1/4" x 10 3/4"
- Technology: 2.4" screen with 3 chapter buttons
- Activation: Slide tongue
- Format: 4 page insert

## CUSTOM FORMAT



### RENAULT

[Application: Trade Magazine Insert]

- Magazine Title: Panorama
- Closed Size: 7 1/4" x 10 3/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: 4 page insert



### MULTI BRAND

[Application: Consumer Magazine Insert]

- Magazine Title: Panorama
- Closed Size: 7 1/4" x 10 3/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: 4 page insert

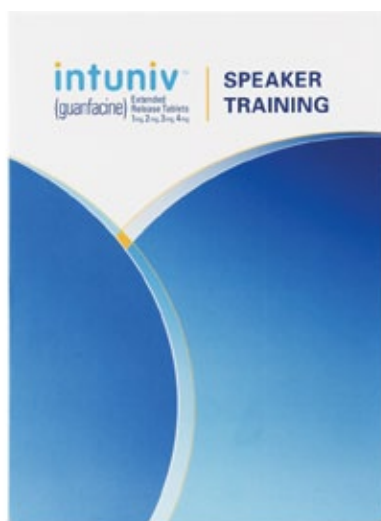


## NUVARING

[Application: Sales Aid]

- Closed Size: 8 1/2 x 10 1/2"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Push button
- Format: 6 page brochure

U.S. and Worldwide Patents Pending



**INTUNIV**

[Application: KOL Introduction]

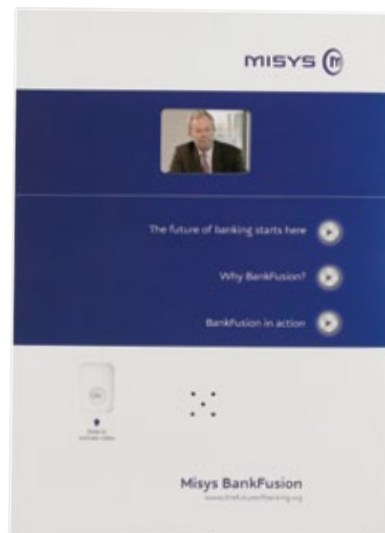
- Closed Size: 7 3/4" x 10 1/4"
- Technology: 2.4" screen with no chapter buttons
- Activation: Slide tongue
- Format: 4 page brochure



**REACH**

[Application: Pharma Conference Pamphlet]

- Closed Size: 6" x 9"
- Technology: 2.4" screen with no chapter button
- Activation: Slide tongue
- Format: 4 page brochure

**MISYS**

[Application: Lead Generation]

- Closed Size: 7 3/4" x 10 1/4"
- Technology: 2.4" screen with 3 chapter buttons
- Activation: Slide switch
- Format: 2 page brochure





**BEST BUY**

[Application: Consumer Training Manual]

- Closed Size: 7 3/4" x 10 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: 4 page brochure

**JACKSON NATIONAL LIFE**

[Application: Lead Generation]

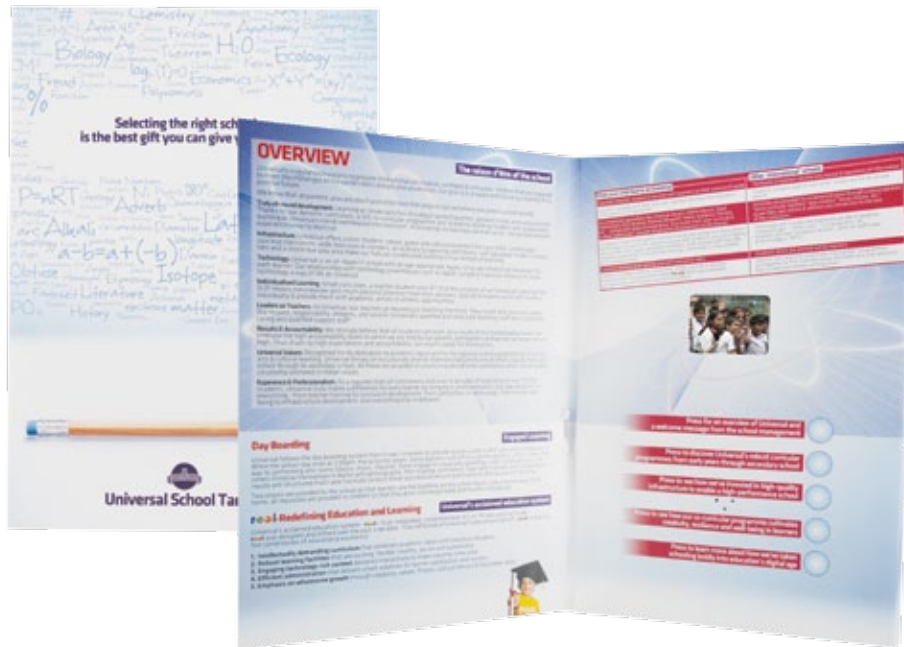
- Closed Size: 7 3/4" x 10 1/4"
- Technology: 2.4" screen with no chapter button
- Activation: Slide tongue
- Format: 4 page brochure



## JACKSON NATIONAL LIFE

[Application: Lead Generation]

- Closed Size: 7 3/4" x 10 1/4"
- Technology: 2.4" screen with no chapter button
- Activation: Slide tongue
- Format: 4 petal mailer

**UNIVERSAL SCHOOL TARDEO****[Application: Branding]**

- Closed Size: 7 3/4" x 10 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide tongue
- Format: 4 page brochure

**IXEMPRA****[Application: Pharmaceutical Brochure]**

- Closed Size: 7 3/4" x 10 1/4"
- Technology: 4.1" screen with no chapter button
- Activation: Slide tongue
- Format: 4 page brochure



## AT&T LAPTOP

[Application: Business Development]

- Closed Size: 10" x 7"
- Technology: 4.1" screen with no chapter button
- Activation: Pin switch
- Format: Box





### SANDISK BOX

#### [Application: Specialty Package]

- Closed Size: 20" x 16" 3.5"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Slide trigger
- Format: VIP box insert



### PREMIUM VIP PACKAGING

[Application: Premium Mailer]

- Closed Size: 6 1/2" x 9 1/2" x 1"
- Technology: 2.4" screen with no chapter button
- Activation: Pin switch/slide tongue
- Format: Box



### CD VIP PACKAGING

[Application: Media Mailer]

- Closed Size: 6" x 6" x 2"
- Technology: 2.4" screen with no push button
- Activation: Pin switch/slide tongue
- Format: Box



### 3 PANEL TELESCOPE VIP PACKAGING

[Application: Specialty Packaging]

- Closed Size: 4" x 3" x 2 1/2"
- Technology: 2.4" screen with no push button
- Activation: Pin switch/slide tongue
- Format: Box



### VIP PERFUME SAMPLE BOX

[Application: Specialty Cosmetic Packaging]

- Closed Size: 12" x 6" x 2"
- Technology: 4.1" screen with 5 chapter buttons
- Activation: Pin switch
- Format: Box

U.S. and Worldwide Patents Pending





### MOLDED PLASTIC VIP CASE

[Application: Specialty Cosmetic Packaging]

- Closed Size: 7" x 3 3/4" x 1 1/4"
- Technology: 4.1" screen with no push button
- Activation: Pin switch
- Format: Box

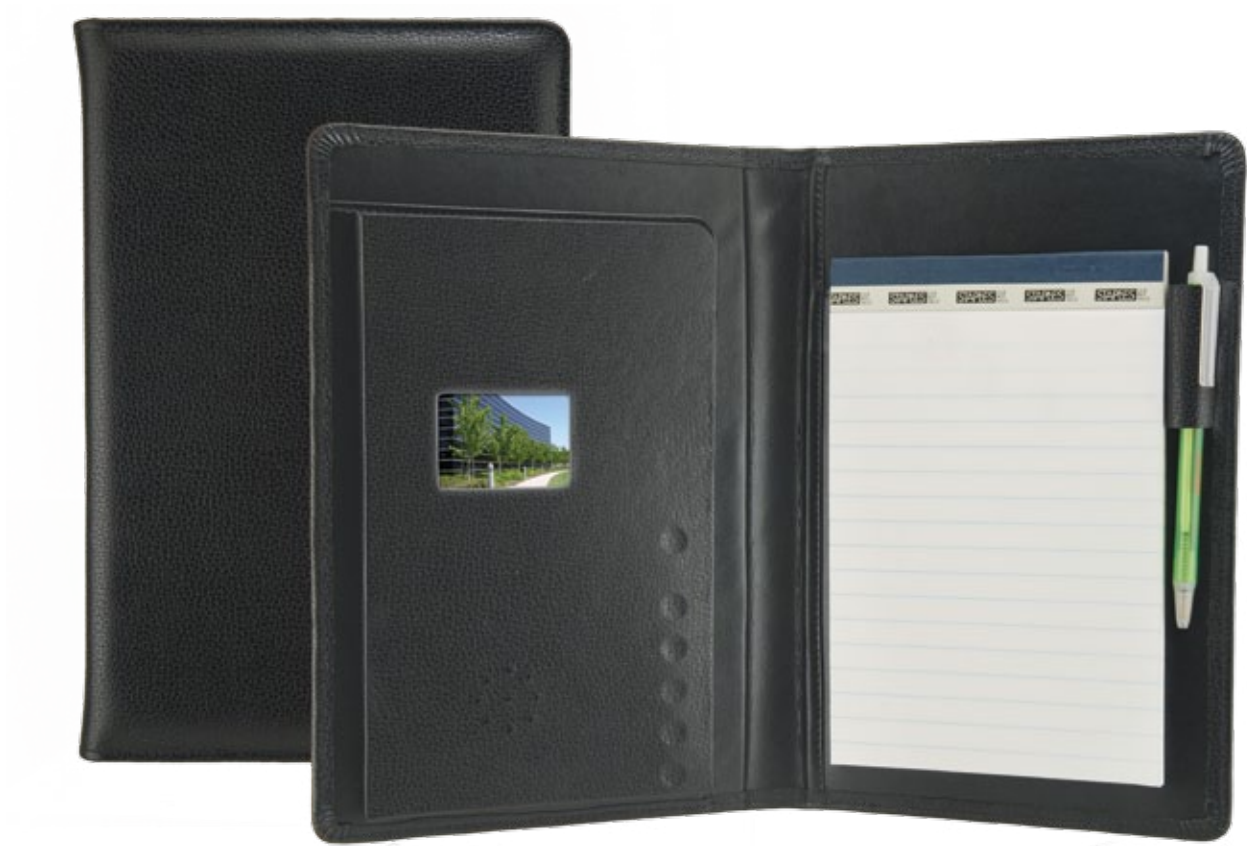
U.S. and Worldwide Patents Pending



### PREMIUM VIP PACKAGING

[Application: Specialty Packaging]

- Closed Size: 12" x 10" x 1.5"
- Technology: 2.4" screen with no push button
- Activation: Pin switch/slide tongue
- Format: Box

**VIPPAD2401**

- Closed Size: 6 3/4" x 10 1/4"
- Technology: 2.4" screen with 5 chapter buttons
- Activation: Pin switch/push button
- Format: Padfolio



### VIPPAD2402

- Closed Size: 5 3/4" x 9"
- Technology: 2.4" screen with no chapter button
- Activation: Pin switch/push button
- Format: Padfolio



### VIPPAD2403

- Closed Size: 6 1/4" x 10"
- Technology: 2.4" screen with no chapter buttons
- Activation: Pin switch/push button
- Format: Padfolio



### VIPPAD2404

- Closed Size: 4 1/4" x 6"
- Technology: 2.4" screen with play button
- Activation: Push button
- Format: Padfolio



### VIPPAD2405

- Closed Size: 6 1/2" x 10 1/4"
- Technology: 2.4" screen with no chapter button
- Activation: Pin switch/push button
- Format: Padfolio



### VIPPAD2406

- Closed Size: 4 1/4" x 6"
- Technology: 2.4" screen with play button
- Activation: Push button
- Format: Padfolio



### VIPPAD2408

- Closed Size: 4" x 8"
- Technology: 2.4" screen with play button
- Activation: Push button
- Format: Padfolio



### VIPPAD2407

- Closed Size: 5" x 6 1/2"
- Technology: 2.4" screen with play button
- Activation: Push button
- Format: Padfolio



### VIPPAD2409

- Closed Size: 4 3/4" x 9"
- Technology: 2.4" screen with no chapter button
- Activation: Pin switch/push button
- Format: Padfolio