

VIDEO BROCHURES

A TARGETED APPROACH TO EFFECTIVE MARKETING



What is a Video Brochure?

Video brochures are a clever and impressive marketing tool combining video and print. They are a high quality and premium multimedia marketing product that packs a powerful punch with whatever message it is delivering.

What does it do?

It allows for the viewer to see and hear your message on the spot. No longer do you need to trust that a person will either go to a website, plug in a USB drive, or put in a DVD. All that the recipient needs to do is lift the cover, and the video of your choice will start playing. Multiple videos can be uploaded to the device, if desired, and can be selected from a user friendly menu.

The device is small, portable, rechargeable and gives you the ability through a USB cable to upload and change the content on the device.

What makes it special?

This new, completely customizable and memorable tool will not fail to astonish the viewer and encourage them to act on the given message.



5 INCH

7 INCH

4.3 INCH

2.4 INCH

Ideas for Use

- Promotions
- Brand Identification
- Employee Training
- Direct Selling Starter Kits
- Luxury Invitations
- Luxury Business Cards
- Showreels
- Events & Exhibitions
- New Product Launches
- Give Aways
- Instructional Packaging

Additional Services

- Fulfillment / collation
- Mail out services (US or global)
 - USPS First Class Mail
 - UPS
 - Trackable / Signed-for



Why Video Brochures?

- US design, development, printing, assembly and QC.
- US held stock and printing options to allow for quick turn around times
- China electronic manufacturing to ensure cost effective production and expertise in leading electronics
- US customer service and artwork support for professional, quick and friendly communication.
- Product and importing experience. We have successfully produced and delivered imported products for over 30 years.
- Global delivery. We distribute video brochures all around the world either in bulk or individually.
- Competitive pricing, we offer value through volume and factory relationships and pass the cost savings to our clients.
- RoHs, FCC, CE, ISO 9000 certified product



How It Works

- Custom designed software powers & controls the packs
- Custom designed hard plastic houses the electronics
- Micro-thin LCD screen so you can watch the video
- Built in speaker offers great audio quality
- Lithium re-chargeable battery so you can recharge the pack
- Magnetic sensors for automatic activation
- Micro-USB connector and cable allows recharging & video transfer
- Built in flash memory means videos can be pre-loaded or added later



Product options

- Range of product sizes
- Custom design shape / die-cut choice of print finishing (Laminated, Embossed, Spot Varnish, Foil-block)
- Selection of Screen sizes
- Various flash memory capacity depending on video file size
- Product materials (card, rigid board, plastic, aluminum, velvet, leather, PVC)





Technical Specifications

Built-in memory:

512MB as standard,
Approx. 60 minutes of video
(depending on compression)

LCD:

2.4" / 3.0" / 4.3" / 5.0" / 7.0"

Battery: Rechargeable lithium battery
Playback time: Typically 2 hours +

Screen resolution:

2.4": 320px x 240px
3.0": 400px x 240px
4.3": 480px x 272px
5.0": 480px x 272px
7.0": 800px x 480px

Movie Files:

MPEG, AVI

Trigger:

Auto start and push button

Volume control:

Available, additional feature

Viewing movies:

Press button will stop previous
version and start new one.

Recharging:

Done via the USB cord that connects
directly to your PC/MAC. Recharge
time is approx. 3-4 hours

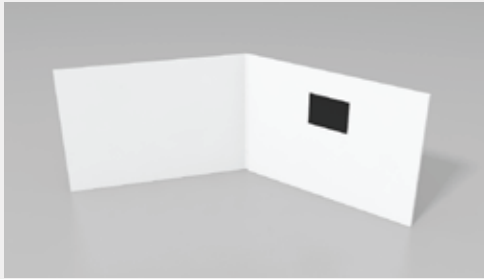
Transfer files:

Simply place the files as you
would an external storage device,
connected via a USB cable.

Connection:

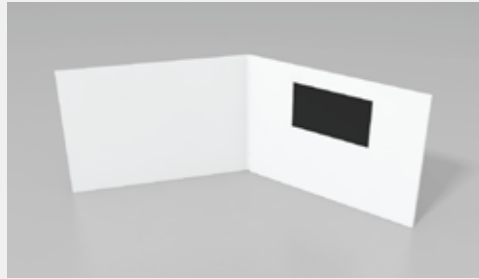
High speed USB 2.0

Standard Screen Sizes



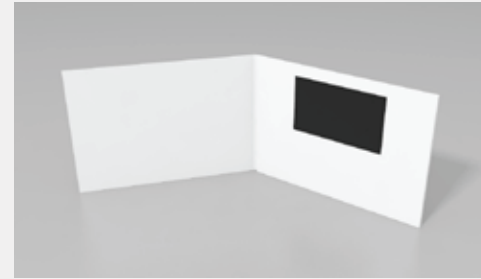
2.4" Screen

L x H: 48mm x 36mm
Diagonal: 61mm
Video Codec: MJPEG
Format: avi, 15fps
Bit rate: 700 kbit/s (or higher)
Video: yuv420p, 320 x 240
Audio: mp3, 44100 Hz, stereo, 64 kb/s



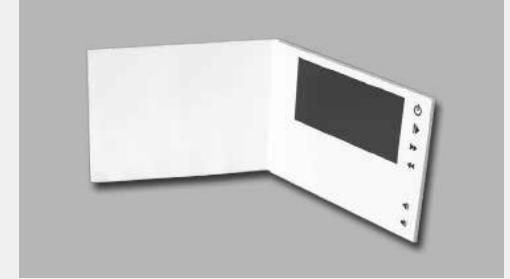
4.3" Screen

L x H: 94mm x 52.5mm
Diagonal: 109mm
Video Codec: XVID
Format: avi, 25fps
Bit rate: 700 kbit/s (or higher)
Video: yuv420p, 480 x 272
Audio: mp3, 44100 Hz, stereo, 64 kb/s



5.0" Screen

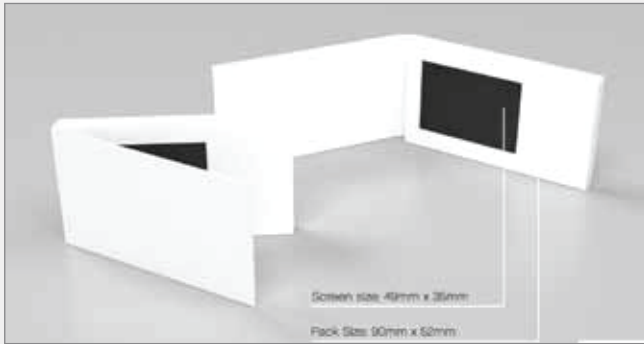
L x H: 108mm x 64.5mm
Diagonal: 126mm
Video Codec: XVID
Format: avi, 25fps
Bit rate: 700 kbit/s (or higher)
Video: yuv420p, 480 x 272
Audio: mp3, 44100 Hz, stereo, 64 kb/s



7.0" Screen

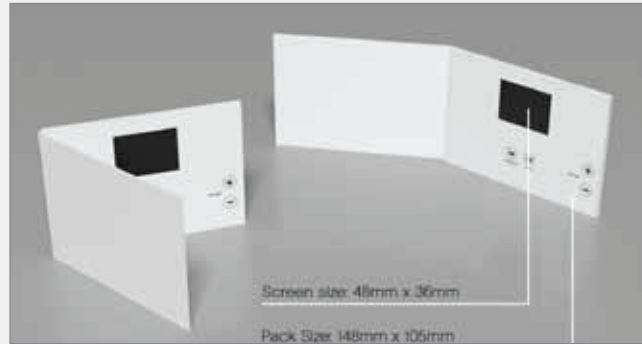
L x H: 151mm x 91.5mm
Diagonal: 178mm
Video Codec: XVID
Format: avi, 25fps
Bit rate: 700 kbit/s (or higher)
Video: yuv420p, 480 x 272
Audio: mp3, 44100 Hz, stereo, 64 kb/s

Standard Product Sizes



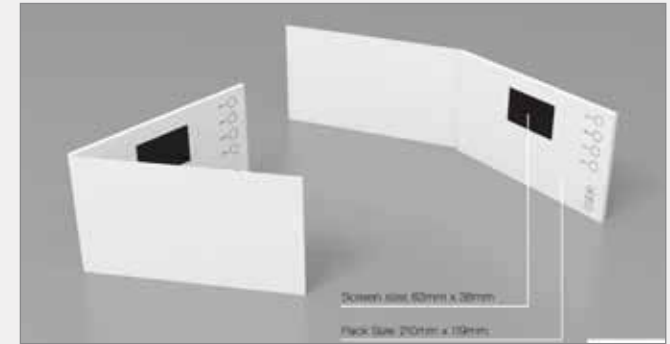
Micro-Series 2.4" screen

90mm x 52mm



A6 2.4" screen

148mm x 105mm



3" screen

210mm x 119mm



A5 4.3" screen

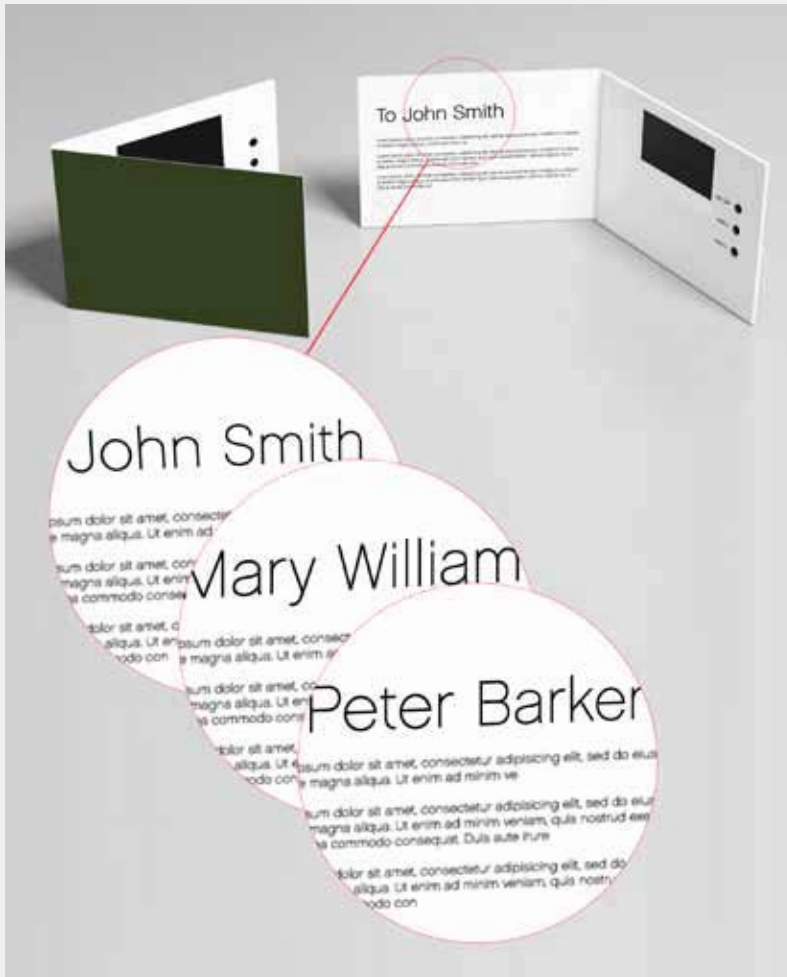
210mm x 148mm



5" screen

214mm x 156mm

Personalized print and video



Video Brochure Micro-Series

- Approximately the size of a credit card
- Packed with many of the same impressive features as it's bigger brothers
- Light weight (approx 40g)
- Just 7mm thick



Video Brochures for Mail Outs

- Our high quality premium product is manufactured with direct mailing in mind
- High open rates & readership figures
- Readership impact can be more than 8 times the circulation with a shelf life of several months.
- Robust & well designed product –drop tested & test mailings
- Electronics are set in a custom designed carrier that protects each component through the delivery process
- Modified electronic connections that will endure stress to enhance performance for direct mailing.

Door Drop - User Experience

