

## VIDEO CARD

Could this be the most powerful sales tool ever?



- Different
- Individualized
- Memorable



## Benefits of Video Card

Video Cards are printed brochures that have interactive digital pages built within. It is the incorporation of the LCD screen that drives and delivers powerful information solutions that can generate targeted leads and ROI.

## Interactive and Powerful marketing tool

Video is certainly one of the most powerful marketing tools being used on the internet. How companies market a service or product has undergone a massive change recently with the explosion of internet video marketing.

## Data generation and lead gathering

Video Card delivers better information and on-going selling potential. An advantage that video Cards offer is that it delivers a direct and targeted way to gather leads and data.

## Measure ROI

Marketing communication campaigns need to be measured. When sending out video Cards you are driven to distribute the data to the key contacts.

## Enhanced communication

Video production services are becoming a cost effective solution on a global scale. Video quality and distribution methods are rising and the accessibility to view video has never been easier.

## Enhanced results

Unlike printed media on its own, digital-physical fusion can offer the updating of the video message different times. And then the physical video card can be linked to an online area via unique codes, QR codes, PURL's and Digital Key web-key, the updating of fresh content becomes even more powerful and flexible.



## Usage

Vide Card is being used by many different companies in many different sectors, all around the world.

- Launching new products
- Showcasing your company / product / service
- Product Promotions
- P.R
- Marketing Communications
- Brand identification
- Internal Communications / Company announcements
- VIP treatment



# Product Gallery



### 4.3 inch Screen Size ( 10.9Cm)

REF #	PM033-01
Dimension	Card 5 x 7 inches (12.7 x 17.8cm). LCD 4.3 inches. Also available in customized sizes
Storage memory	512 MB (5-7minutes video) . Additional storage at extra cost available up to 4GB
Video format	RM/RMVB/AVI/WMV/FLV/MP4
Control Buttons	3 Buttons Included ( 5 AED extra/ button ) Volume Up   Down   Pause Buttons
Packaging	Brown sleeve box
Delivery time	25 days

#### Qty Vs Price

Qty 100	AED 180.00
Qty 250	AED 170.00
Qty 500	AED 160.00
Qty 1000	AED 150.00

### 7 inch Screen Size ( 17.8Cm)

REF #	PM033-03
Dimension	Card: A4 11.7 x 8.3 inches (29.7 x 21.0cm). LCD: 7 inches. Also available in customized sizes
Storage memory	512 MB (5-7minutes video) . Additional storage at extra cost available up to 4GB
Video format	RM/RMVB/AVI/WMV/FLV/MP4
Control Buttons	3 Buttons Included ( 5 AED extra/ button ) Volume Up   Down   Pause Buttons
Packaging	Brown sleeve box
Delivery time	25 days

#### Qty Vs Price

Qty 100	AED 240.00
Qty 250	AED 230.00
Qty 500	AED 220.00
Qty 1000	AED 210.00



### 7 inch Screen Size ( 17.8Cm) TOUCH SCREEN

REF #	PM033-03
Dimension	Card: A4 11.7 x 8.3 inches (29.7 x 21.0cm). LCD: 7 inches. Also available in customized sizes
Storage memory	512 MB (5-7minutes video) . Additional storage at extra cost available up to 4GB
Video format	RM/RMVB/AVI/WMV/FLV/MP4
Control Buttons	3 Buttons Included Volume Up   Down   Pause Buttons
Packaging	Brown sleeve box
Delivery time	25 days

Qty Vs Price	
<b>Qty 100</b>	<b>AED 260.00</b>
<b>Qty 250</b>	<b>AED 250.00</b>
<b>Qty 500</b>	<b>AED 240.00</b>
<b>Qty 1000</b>	<b>AED 230.00</b>

## Facts & Prices



## Task Action

### Activation / Turning on/off unit

- Video Card will power up automatically upon opening.
- Electronics will turn off when pack is closed.

### Charging the unit

(Lithium rechargeable battery)

- Connect to a computer using the supplied USB connector cable
- Video Brochure must be close from sensor) whilst charging

### Selecting a Video

Select and press one of the video buttons. This will automatically stop the current video playing and change to the next video selected.

### Changing the volume

- To turn the volume UP: press/hold volume up button.
- To turn the volume DOWN: press/hold volume down button.

### Accessories to Load Video/Pictures – USB Cable



## Artwork Guidelines

- Artwork laid out on the correct template
- Images are in CMYK
- Blacks are backed up:  
12pt text and under is set to 100% Black and set to overprint large black areas, create a rich black using c40 m40 y40 k100
- All fonts are outlined
- Correct bleeds added all around the cutter, including the flaps: min 5mm
- 3mm safe area from cuts and folds
- Text and logos are vector based (avoid bitmap text and logos)
- Minimum type size 5pt
- All spot colors converted to CMYK unless quoted otherwise
- Include Spot UV/Emboss layer when needed, assign a spot color and set to overprint

## User Instructions

### Warnings!

- Do not expose the unit to rain or moisture. Keep in a dry ambient environment
- Do not expose the unit to extreme temperatures
- Do not place pressure or objects on the unit. This is a sensitive electronic unit
- Recommended not to charge for more than 4 hours continuously
- Do not disassemble the unit
- Do not drop. Handle with care
- Keep unit out of reach of children
- Do not keep along with magnetic objects