

# Case Study **Video in Print**<sup>®</sup>

**Project:** Intuniv VIP™ Card  
**Client:** Shire Pharmaceuticals  
**Brand:** Intuniv



U.S. Patent # 5,275,285 & other  
U.S. and Worldwide patents pending.

**Usage.** When doctors arrived at their hotel for a pharmaceutical convention, they were greeted with a one-of-a-kind informational card. As each doctor checked in, they received an Americhip VIP™ card, which consisted of an audio-video player embedded in print. Noted industry expert, Dr. Russell Barkley, was captured in a high quality, one-minute video clip introducing the keynote speaker for the event.

**Talk to us:** (310) 323-3697  
Check out other VIP™ clips and  
news stories at: [www.americhip.com](http://www.americhip.com)

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**Multisensorize<sup>®</sup>**