

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

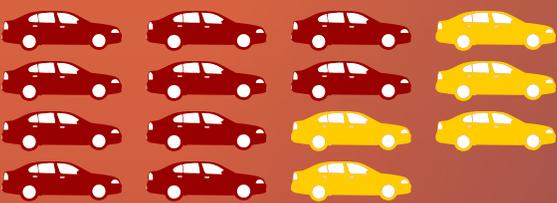
52% were more likely to watch the show after seeing the ad

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



30% of these auto brands reordered within 85 days.



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.

70%

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

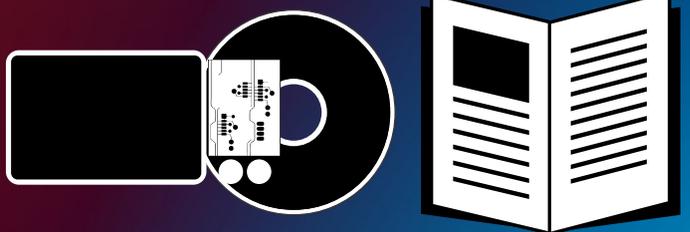


40%

have placed multiple reorders

PATENTED TECHNOLOGY

Between microprocessors, high-contrast shatter-resistant glass, proprietary software, a reliable 'instant-on' power management system and high capacity memory modules there is a significant amount of technology and engineering required to produce such a unique device.



As the inventor, patent holder and manufacturer of this, cutting-edge, marketing technology, Americhip has managed to drive costs down considerably. A once unaffordable dream technology is now well within range of thousands of marketers' budgets worldwide.