Trackable *Graphics*

IKP™ LINE

Information and Knowledge from Your Pharma

2016 Idea Book

of Technology Infused Print Media &
Direct Mail Educational Marketing Solutions
for the
Pharmaceutical & Healthcare Industry

Improve Patient Compliance & Adherence

Impactful. Innovative. Results Driven.

UPIC USAKEY PPAI 537995 SAGE 69655

ABOUT US

Trackable Graphics *is a technology driven, graphic communications innovator and manufacturer, offering a wide range of impactful, results driven, technology infused print media marketing products for business and industry. Our primary focus is the pharmaceutical and healthcare industry, where educational marketing tactics are of paramount importance.*

Founded by Rich Butler and Rich Chieppa, the company was previously a leading resource for medically relevant promotional products that helped build pharmaceutical brands for nearly two decades. The PhRMA Code of 2009, which essentially banned the use of promotional items, resulted in a shift toward the development of innovative "educational marketing tools" by this forward thinking company.

In 2015, Trackable Graphics acquired the IKYP™ brand from the former KYP Holdings, PLC, UK. The IKYP™ brand was equally well known and admired by healthcare agencies and pharmaceutical marketers worldwide for uniquely blending physical print-based media with webkey technology, and digital audio and video elements to educate, empower and engage audiences and consumers with meaningful information, while offering valuable tracking analytics.

Now, veteran PPAI Industry Supplier Trackable Graphics, (UPIC: USAKEY) proudly re-introduces, for the first time, to a new generation of print and promotional products distributors IKYP™ Line. Re-branded ***I****nformation and* ***K****nowledge from* ***Y****our* ***P****harma, distributors now have access to a dynamic new line up of technology infused print media products that facilitate patient education, compliance and adherence, and improve patient outcomes.*

As you review the pages of our ***2016 Idea Book*** *of Educational Marketing Tactics for the Pharmaceutical & Healthcare Industry, please know that our manufacturing capabilities are quite diverse as we specialize in customizing any of our products to your exact specifications or requirements.*

We look forward to exploring business opportunities with you!

Impactful. Innovative. Results Driven.

TABLE OF CONTENTS:

Our lineup of unique and affordable technology-in-print marketing solutions facilitates patient & physician education, drives web traffic, builds brand recognition, and creates an impactful & memorable effect.

p. 1 **Paper WEBKEYS**

Printed & Assembled in the USA, this "trackable" direct mail marketing solution drives internet traffic like never before, and tracks plug-ins through our own CORalytics tracking software. Exceptional double-digit response rates!

p. 2 **WEBKEY CHIPS**

Webkey Chips are the hottest and most affordable technology-in-print product available today for mass marketing. Drive users to where you want them, on the web, where they can learn, engage, interact and more. Now available in bulk for commercial printers & print brokers and agencies. Uniquely serialized for individual tracking.

p. 3 **Plastic WEBKEYS**

Cedit card size or custom moulded to your specifications, plastic webkeys are ideal for patient starter kits.

p. 4 **IKYP™ Kards Plastic WEBKEYS**

2 in 1 Webkey and QR Code! Cedit card size Plastic Card has swivel Webkey for desktop users as well as a printed QR Code for mobile users.

p. 5 **Video Youbook™ Video Brochures**

We can't think of a more impactful marketing tool than our custom produced Video Brochures and Video Tablets. Beautifully crafted in full color paperboard, our line up LCD Screen Video Infused in Print are made with the highest quality components and are suitable for all industries, particularly healthcare and pharma, where educational marketing is of paramount importance.

p. 6 **Video Youbook™ Video PostCards**

Simply put, there is NO better way to capture consumer attention than with a "video" message embedded in a colorfully printed mailed postcard. This product provides unprecedented 70%-80% response rates. Or, use as a magazine/journal "onsert" for amazing results.

p. 7 **Video Youbook™ Deluxe Video Tablet with Stand / AC Adaptor**

Our top of the line Video Tablets ideal for office or exam room. AC adaptor for continuous play.

p. 8 **Video Youbook™ Healthcare Flipbook**

An IKYP EXCLUSIVE! Up to 12 Videos for the price of one! A new video plays at the turn of every page.

p. 9 **Audio & Trackable Audio Postcards**

Unique direct mail postcard that plays a pre-recorded message by simply pressing a button. Optional swivel WEBKEY invites user to engage online by simply plugging into their computer or laptop. Track results with CORalytics Tracking.

p. 10 **InfoBudz™**

Personal Audio Booklet - We've combined pre-recorded messages with a mini full color printed booklet, along with personal earbuds for an amazing marketing experience. HIPPA & PhRma Compliant.

p. 11 **PharmaDrive™**

You asked for it, now it's here! The world's first Flash Drive & WEBKEY integrated into print collateral!

p. 12 **Patient Starter Kit**

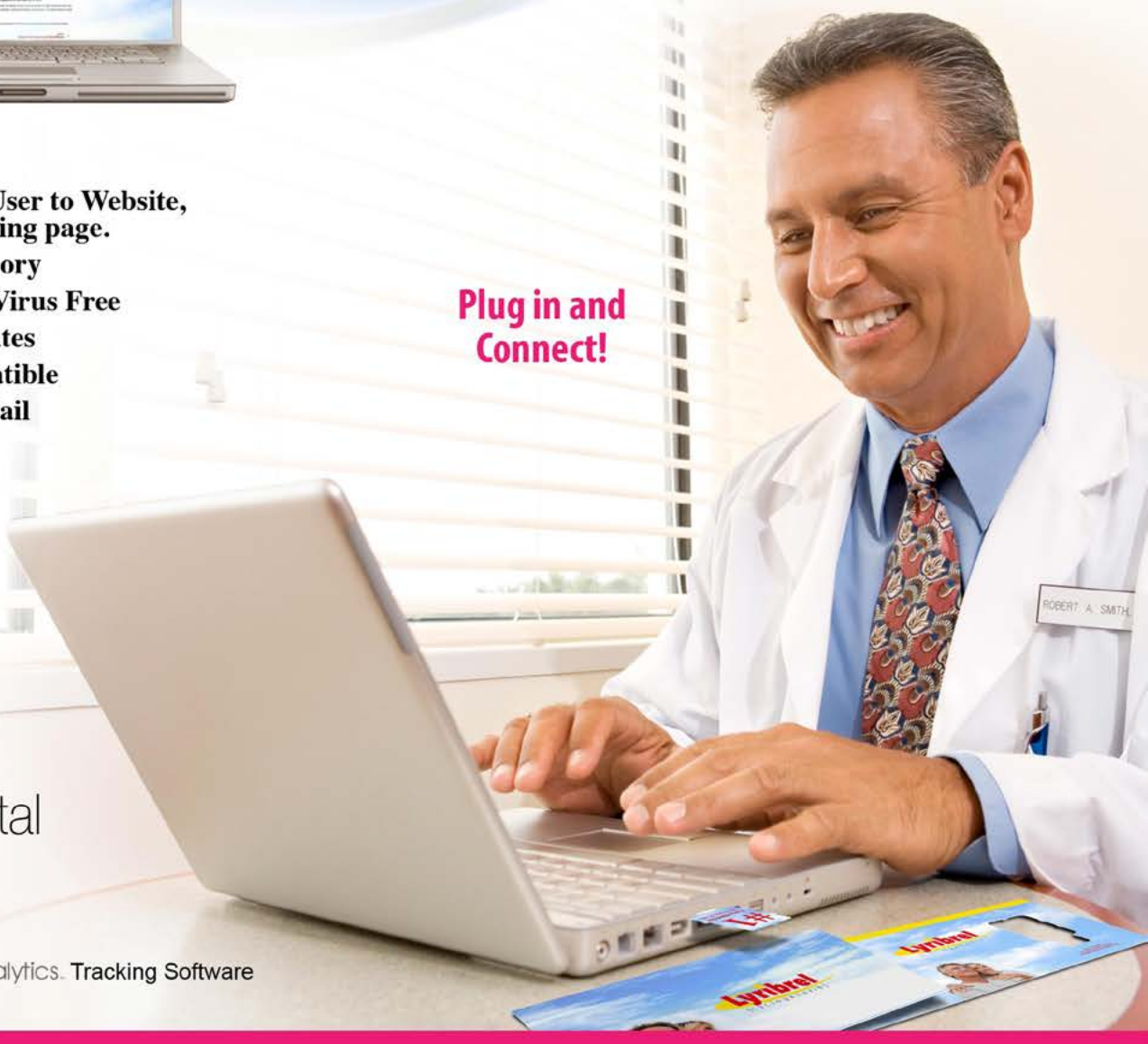
Let Trackable Graphics customize a complete Educational Patient Kit Solution for your brand. Patient Kits can contain both Trackable WEBKEY and a Video Brochure or Audio Postcard.

p. 13 **Coming Soon...**

PAPER WEBKEYS

- **Instantly Routes User to Website, Microsite or Landing page.**
- **Contains No Memory**
- **MacAfee Secure, Virus Free**
- **High Response Rates**
- **PC & Mac Compatible**
- **Ideal for Direct Mail**

Plug in and Connect!

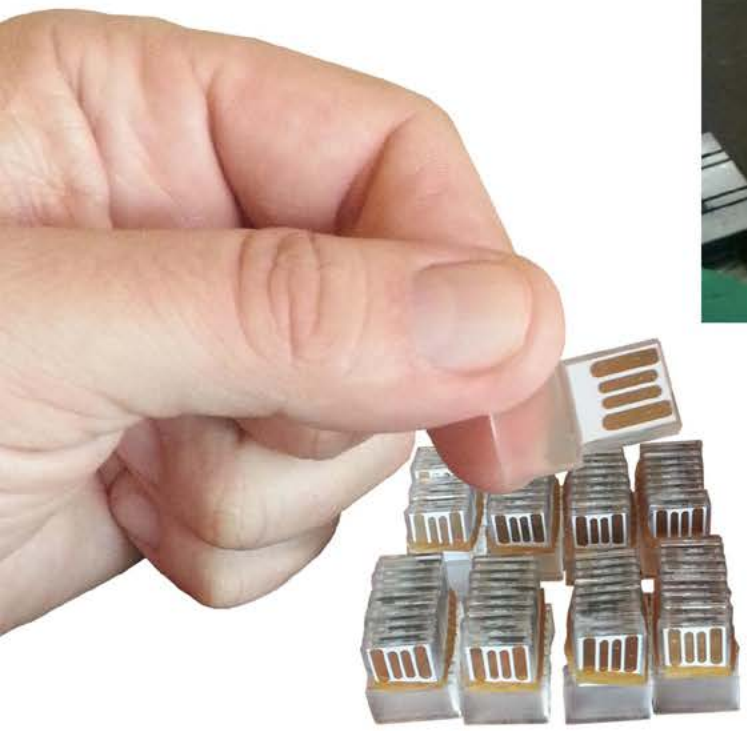


Educational Print-to-Digital Marketing

* Trackable with CORalytics Tracking Software

WEBKEY CHIPS

BULK CHIPS ARE AVAILABLE FOR COMMERCIAL PRINTERS!



Patented

- **Instantly Routes User to Website, Microsite or Landing page.**
- **Contains No Memory**
- **MacAfee Secure, Virus Free**
- **High Response Rates**
- **Uniquely Serialized**
- **PC & Mac Compatible**
- **Ideal for Any Print Media**

Plug in and Connect!

* Trackable with CORalytics. Tracking Software

PLASTIC WEBKEYS

Educational
Print-to-Digital Marketing

- **Instantly Routes User to Website, Microsite or Landing page.**
- **Contains No Memory**
- **MacAfee Secure, Virus Free**
- **High Response Rates**
- **PC & Mac Compatible**
- **Custom Molded Shapes**
- **Ideal for Patient Starter Kits**

Plug in and Connect!

* Trackable with CORalytics. Tracking Software

PLASTIC WEBKEYS

SCAN FOR MOBILE —OR— PLUG IN FOR DESKTOP

The perfect addition to Patient Starter Kits!

Mobile uses Printed QR Code

Desktop uses a Swivel USB Webkey

2-Ways-in-1 to receive
Information & Knowledge from Your Pharma

* Trackable with CORalytics. Tracking Software

VIDEO YOUBOOK™ VIDEO BROCHURES

Impactful! Innovative! Memorable Marketing!

- **High Resolution 2.8”, 4.3”, 5.0”, 7.0”, 10.0” LCD Screen**
- **Crystal Clear Audio**
- **Function Buttons & Chapter Buttons**
- **Optional ‘Soft-Touch’ Button Activation**
- **Rechargeable With USB Cord (included)**

VIDEO YOUBOOK™ VIDEO POSTCARDS

Exclusive

16:9 Widescreen Aspect Ratio

Optional Mailer Boxes Available

As a Journal Onsert

2.8" LCD Screen - 4:3 Aspect Ratio

- **Impactful Educational Marketing**
- **Promotes Doctor to Patient Engagement**
- **Ideal for Patient Starter Kits, Direct Mail, Tradeshow Handouts or Journal Onsert**
- **High Resolution LCD Screen**
- **Crystal Clear Audio**
- **Play Button**
- **Charges via USB cord Included**

4.3" LCD Screen - 16:9 Widescreen Aspect Ratio

VIDEO YOUBOOK™

DELUXE VIDEO TABLET

with Stand and AC Adapter for In-Office Continuous Play Mode

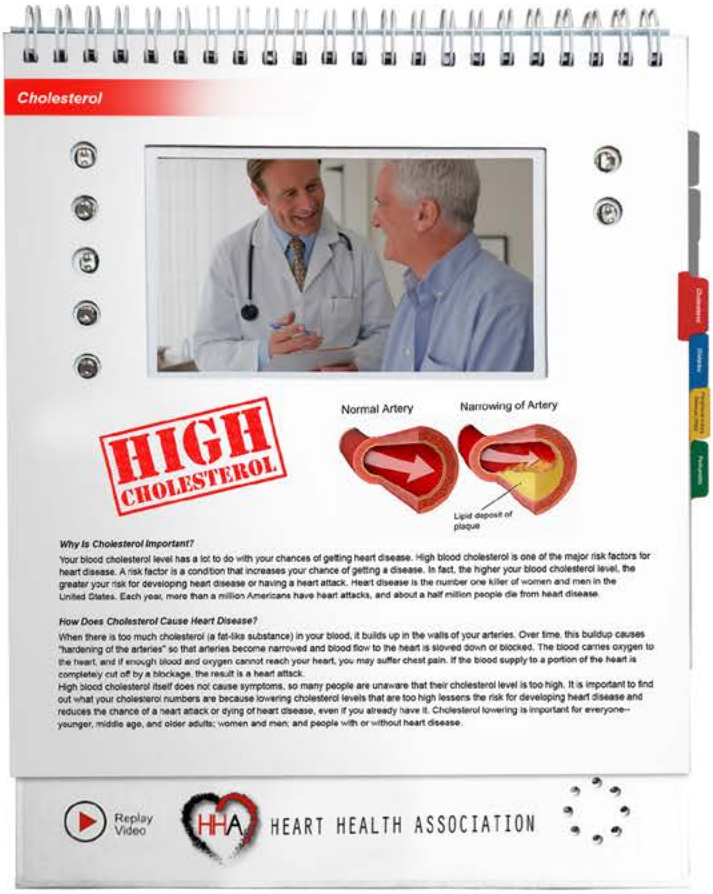
- **Impactful Educational Marketing**
- **Promotes Doctor to Patient Engagement**
- **High Resolution LCD Screen**
- **Crystal Clear Audio**
- **Function Buttons including Play/Pause, Volume Up/Down**
- **Charges via AC Adapter or USB**
- **Continuous Play Through AC Powered Stand**

VIDEO YOUBOOK™

VIDEO HEALTHCARE FLIP BOOK

Up to 12 Videos for the price of one!
A new video plays at the turn of every page.

PATENT PENDING



AN IKYP EXCLUSIVE! 4" or 5" HIGH DEFINITION LCD Screen!

- **Unique Desk or Wall Mount design**
- **Deluxe Model with AC adapter for continuous play and optional slide show or sreen saver mode!!!**
- **12 light sensors - Each month plays a unique video with the turn of a page**
- **Replay Video Button**
- **Rechargeable lithium battery**
- **Crystal clear sound**
- **Volume control wheel**

AUDIO POSTCARDS & TRACKABLE AUDIO POSTCARDS

Trackable*Audio Postcard

(with Swivel Trackable WEBKEY)

- **An Effective, Affordable Alternative to our Video Postcards**

Optional Mailer Boxes Available

* Trackable with CORalytics Tracking Software

INFOBUDZ™

Personal Audio Booklet

READ. LISTEN. LEARN.

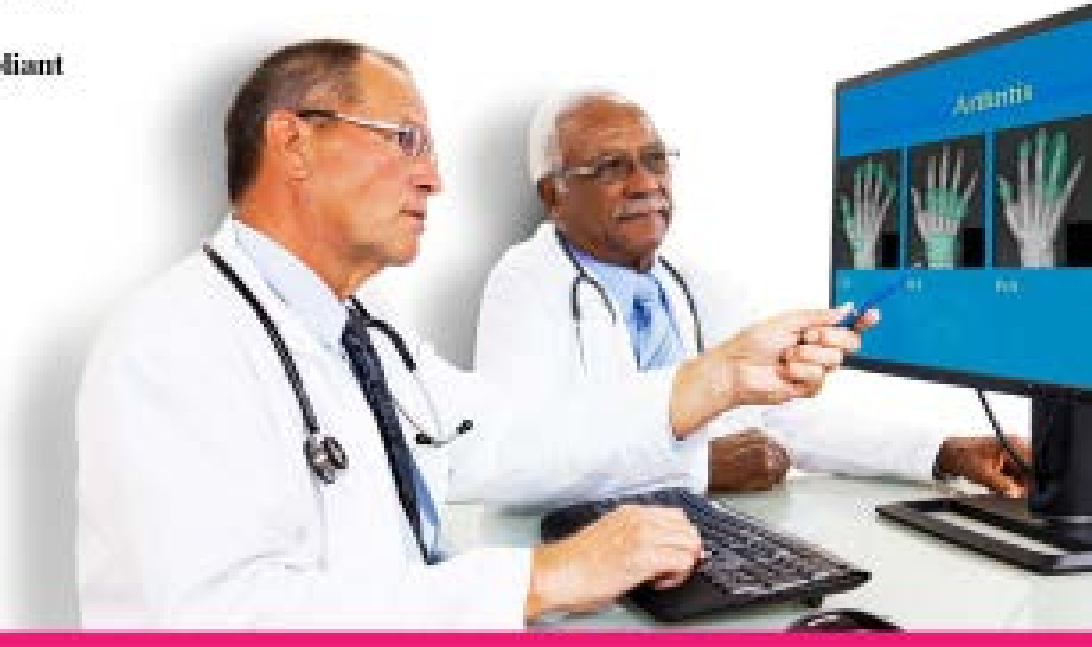
An informative, multi-page booklet with ebedded soundchip designed to hold up to a 60 seconds of your educational or marketing message!

- **Educational - Improves patient adherence & compliance**
- **Full-color, multi-page durable booklet**
- **Crystal clear sound - quality earbuds included**
- **Volume control and On/Off Buttons**
- **Portable & personal**

PHARMA-DRIVE™

Memory Starts at 512MB up to 4GB!

- Pre-Load and Lock Your Files
- Instant WEBKEY Function with Trackable* Feature
- PhRMA & AdvaMed Compliant
- Great for any Industry



VIDEO YOUBOOK™

PATIENT STARTER KIT

with Mini Video Brochure and Plastic Webkey Card

Video Brochure

Plastic Webkey

- **Let us Customize a Complete Educational Patient Kit Solution**

Everything is 100% Customizable!

* Trackable with CORalytics. Tracking Software

COMING SOON...

NEW IKYP Educational Marketing Products are being launched soon…

We invite you to visit www.IKYP.com to see our latest "NEW" Products for healthcare & pharma.