Flip-Pal® mobile scanner
Messaging Document
revision: August 31, 2017

Purpose:
In order to maintain uniform branding, the following is the recommended verbiage for communicating about the Flip-Pal® mobile scanner and StoryScans™ talking photos.

Description:
The Flip-Pal® mobile scanner is the world's original flatbed scanner for photos, large and fragile documents, and cherished memorabilia that is battery powered and does not require a computer to operate. The patented flip-and-scan technology allows scanning photos in place without removing them from an album or frame. The included EasyStitch software automatically reassembles multiple scans into their larger original. Record voice and merge it with the scan to create an image that speaks using the StoryScans™ software. When keeping and sharing your memories really matters, the trusted Flip-Pal mobile scanner is the ideal solution.

Other
Unlike alternative solutions that don't have the combination of mobility, simplicity, accuracy, versatility, and keeping the original safe, the Flip-Pal mobile scanner is compact, simple to operate, has high resolution, quick scan time, battery power, SD memory, and a computer is not required to scan.

When it really matters, like children's early years, preparing for natural disaster, creating a high quality scrapbook, or collecting one-of-a-kind fragile documents for your family history, the trusted Flip-Pal mobile scanner has the accuracy needed.

Bullets (with 250 character limit)
- The Flip-Pal mobile scanner is the world's original scanner for photos, large and fragile documents, and cherished memorabilia that does not require a computer to operate. Battery powered. Stores files on SD card. Scan Anywhere... Anytime
- Transform images into endearing stories. StoryScans software combines the recorded voice and the scan into a single file that is both small and HD. The original voice of the storyteller is forever kept with the image and can be shared universally.
- Keep your memories safe using patented flip-and-scan technology. Fragile documents are treated safely on the flatbed rather than fed through a sheet feeder. Take the lid off, flip the scanner over, and use the window to frame the original.
- All sizes, small to very large, can be scanned. The included EasyStitch software automatically reassembles multiple scans of larger originals such as portraits, art, documents, and quilts. Small objects such as coins and stamps have high detail.
- Quick and easy operation. Just 7 seconds to scan at 300 dpi. Simply turn on the power and press the green scan button. No software to install. No cables. Save hours of time not removing photos from their album. Unbox and get started in minutes.

StoryScans™ talking images *750 characters*

Record voice and merge it with the scan to create an image that speaks

For the first time, you can easily transform scanned objects into stories. All the nuances from an in-person conversation are important to really know the true meaning of stories, and the emotional feeling is sometimes lost in written format. The original story in the voice of the storyteller is recorded and forever kept with the image.

Available exclusively with the Flip-Pal® mobile scanner, the original flatbed scanner for safely and accurately capturing photos, large and fragile documents, and cherished memorabilia that does not require a computer to operate.

Headlines

Single-line headline. (Interstate font)
  Connecting Lives… Collecting Memories... Anywhere... Anytime

Multi-line headline: (Interstate font)
  Connecting Lives…
  Collecting Memories...
  Anywhere… Anytime

Key Selling Points in priority order. (Use 'Flip-Pal Red' for KSPs only)

Mobile
Scan Images Anywhere, Anytime
or if on same media as the Enriching Life multi-line headline
  • Associated picture: FP61.jpg. "Hero shot". Scanner lid open showing SD card poking out, display on, and adaptor on top

Accurate
High quality digital image
  • Associated picture: AncestorCard.png (woman with elbows on podium)

Versatile
Scan Small to Large Originals
  • Associated picture: WoodenBox.png

Simple and Quick
Push one button to scan in seconds
No computer required to scan.
Open the box and be ready to scan in a short time
  • Associated picture: FP54.png

Keeps Your Memories Safe
Photos or documents stay safely in place
  • Associated picture: FP12.jpg

Reminders:
Use caps and periods only as shown above.
Do not substitute '&' for 'and'. Use commas and … as shown

Customer Problem

Has photos, documents, personal records, coins, medals, and fabric, art, and other keepsakes scattered in boxes, drawers, photo albums, and remote locations. They are disorganized, aging, and unprotected from loss from water or fire.

Family history and genealogy records, old school pictures and yearbook photos are not available in digital format.

It is time consuming to take multiple trips to the nearest kiosk or retailer, which are then not always available and oftentimes in public view.

Photos are difficult to remove from their picture frame, scrapbook or album without damaging them. Family history records are fragile and one-of-a-kind.

It takes hours upon hours at a computer to scan pictures.

Features	Key Selling Point
Compact, lightweight, and durable Cordless - no cables to connect No software to install Powered by four AA batteries Stores scans on a SD memory card (like the one in your camera) (4GB included) Scan while sitting on your couch watching TV, or when traveling Fits in handbag (10.25 x 6.5 x 1.25 in.)	**Mobile** Scan anywhere, anytime Take the scanner to the picture, rather than the picture to the scanner
High resolution retains the detail. 600 and 300 dpi settings Color and dimensions true to the original	**Accurate** High-quality digital image 600 and 300 dpi resolution settings. Colors and dimensions that are true to the original
Photos or documents stay safely in place. Patented flip-and-scan technology. Remove the lid, flip the scanner over and place it on the original Safeguard important documents and images by converting to digital and storing in a safe location	**Keeps Your Originals Safe** Conveniently scans album photos in place Scan originals while they are in place, keeping them safe
Included EasyStitch software quickly and automatically reassembles multiple scans of a large original. Flatbed scans: (as opposed to wand or sheetfeed) Objects that are loose in boxes, drawers, albums, frames "Refrigerator" art, fabric, portraits Newspapers, bound books, magazines Fragile letters, genealogical/historical & military records 3D objects such as coins, medals, and jewelry have their intricate detail retained	**Versatile** Scan small to large originals Scan small objects like coins up to large ones like scrapbooks or quilts, retaining the detail

A computer is not required to scan
See-through back window for framing the original
Display for viewing and confirmation
Included in the box:
4GB SD card and USB adaptor
Batteries (installed)
Flip-Pal Toolbox software (on SD card)
   • Record and create StoryScans
   • EasyStitch
   • Rotations
	Simple and Quick
	
	Push one button to scan in seconds
	Open the box and be ready to scan in a short time
	Software that is easy to use

• Cropping • Color correction • user manual • easy access to website, partner solutions, support • Quick Start Guide	

Origainal 5-bullet format (256 character limit)

- **Mobile:** Scan anywhere, anytime. Compact, lightweight, durable. Cordless: no cables to connect. No computer required. Powered by four AA batteries. Stores scans on a SD card (4GB included).
- **Accurate:** When it really matters, Flip-Pal produces the image quality you'll need in the future. 600 and 300 dpi resolution, with colors and textures that are true to the original. Keepsakes are safeguarded digitally, protected from everyday mishaps and natural disasters.
- **Keeps Your Original Safe:** Conveniently scans photos in place without removing them from an album or frame, keeping them safe. Patented flip-and-scan technology: Take the lid off, flip the scanner over, and use the see-through window to frame the original.
- **Versatile:** Scans large to small items. The included EasyStitch software automatically reassembles multiple scans of a large original such as fabrics, "refrigerator", and other works of art. Small objects like coins, medals, stamps have their intricate detail retained.
- **Quick, Easy, Simple:** Unbox and start scanning in minutes. No software to install. Simply press the green button to scan in less than 7 sec. Stitching and color restoration software included on SD card. Everything you need to start scanning is in the box: •Four AA batteries • 4GB SD memory card (installed) capable of saving over 2,000 scans, •USB to SD adapter, •Quick Start Guide • First year warranty and 30-day money back guarantee. Second year extended warranty available.

Alternative: Value Proposition
For family historians, digital scrapbookers, grandparents, and photo enthusiasts
Who need a way to conveniently and reliably scan photos that are loose, in albums, or frames; images in books and magazines; family history records, and works of art; so that they can be safely preserved digitally and used to create life stories for sharing, for under $150,
The Flip-Pal mobile scanner **is a** compact and cordless device
That provides an easy way to scan flat objects of all sizes, retaining their detail, anywhere, anytime, keeping the original in its location.
Unlike alternative solutions that don't have the combination of mobility, accuracy, versatility, simplicity of operation, and keeping the original safe from damage from handling,
The Flip-Pal mobile scanner
As evidenced by its compact size, simplicity of operation, quick scan time, high resolution, battery power, no computer required, and onboard memory.

Twitter pitch
Flip-Pal is a one-of-a-kind mobile scanner because you take the scanner to the picture rather than taking the picture to the scanner.

About Couragent™:
Couragent is the exclusive supplier worldwide of the Flip-Pal mobile scanner products, software, and services.

Couragent provides patented solutions that solve everyday problems, are designed to be simple to operate so many can use them, and have a combination of benefits not available elsewhere.

We are an intentional, values-based organization. Whether at a personal, professional, or institutional level, the values of Courage, Integrity, Collaboration, Innovation, and Care are our guide and foundation around which we make organizational decisions. C•I•C•I•C

Product numbering/Naming
Product name: Flip-Pal mobile scanner

Pricing:

MSRP List price: $149.99 + shipping and handling

Other Legal/Box/user manual information

Model: FlipPal100C
UPC Code. 1 Scanner = UPC 792382305179
Trademark information such as Microsoft, Windows, XP, Vista, Windows and the Windows logos are trademarks or registered trademarks of Microsoft Corporation in the United States and/or other countries
Made in China
The information contained herein is subject to change without notice.
Express Warranty
Copyright 2010 - 2016 Couragent, Inc.

Logo and fonts

Logo - with circle-R mark
- Illustrator: FlipPalLogo7.ai
- JPG: 1582x518 pixels
- transparent PNG: 1582x518 pixels

Fonts. For text associated with the logo in a stylized bit-map
- Avenir LT Std for text
- Interstate for the Flip-Pal

Trademark usage

A trademark is an adjective.
- Correct use:
  Flip-Pal mobile scanner
  Flip-Pal support team
  Flip-Pal Sketch Kit
- Incorrect:
  You'll love your Flip-Pal
  Take your flip-pal with you wherever you go

Printed materials

In the body text of manuals, contracts, letterhead, etc. the first use of the term Flip-Pal should have the registered mark ®. The StoryScans should have the trademark ™. After that, it's optional. Preferably, that first use mark is stylized with the logo as an image file (jpg, png, AI).

Booth graphics, packaging, brochures, and large-format signage

- put the stylized mark in each instance

Online/web/email/HTML

- Because the mark can get weirded out depending on the browser, installed default fonts, Mac/Windows, etc. do not put the mark in the body text of online materials. Put the bit mapped version there.

Online press releases

- Use the mark only if it generates clean HTML

email

- Don't include the mark, even in signatures due to wide variation in recipient's email client.
- Use Times, Calibri, or Arial fonts only.

Capitalization

- When in the body, use Flip-Pal® mobile scanner.

- When in a title line, use Flip-Pal® Mobile Scanner.