

ABOUT THE FLIPCARD[™] SYSTEM

The FlipCARD System is a customizable quick reference solution that attaches to any surface, typically a computer monitor, via a patented hinge system. Designed for employee and customer learning, FlipCARDS help improve the effectiveness of training across a wide variety of corporate functions, including:

- Web-based Training Portals
- Computer Training Courses
- Sales or Management Training
- Proprietary (Enterprise) Software Systems
- Learning Management Portals
- Standard Software Applications



DESIGN OPTIONS—THREE CHOICES

- 1. Custom Design**—Tell us what your design needs are and we will provide you with two design options to choose from. With this option, there is a custom design and layout fee.
- 2. Standard Template**—We offer a variety of design templates and color palettes to choose from. Just pick a template from our FlipCARDS Customization Catalog and we will layout the content you provide for a layout fee.
- 3. Do-It-Yourself**—We will supply basic templates so that you may create the design and layout your content, then supply us with print-ready files. With this option layout fees do not apply.
Note: Files must be submitted as print-ready PDFs with the InDesign, Quark, Illustrator or Word FlipCARD templates. The files can be sent to us through e-mail or an FTP site. Also, please note that the print-ready files received are considered final and Axzo is not responsible for possible errors contained therein.

CUSTOM FLIPCARDS

The custom process is straightforward: You submit content (most people simply e-mail us a Word document) and our design team produces a PDF proof within 3-5 business days.

Custom Design—If we are designing a custom cover and inside pages for you, we will provide you with two design options to choose from. A proof will be provided to you in PDF format via e-mail within 3-5 business days of submission of content to us. Once the design is approved, layout begins for the entire set.

Standard Template—If you have selected a standard design, we will layout your content in the chosen template and e-mail a PDF proof within 3-5 business days.

This begins a back-and-forth revision process until you sign off on the final artwork. Once you give approval, you can expect a 3-6 week production period depending on quantity and number of cards per set.

UPDATES MADE EASY

Updating custom FlipCARDS is easy. You can add or replace cards at any time. Save money by replacing only those cards that need to be updated. Simply send us the changes within your FlipBOOK™. Our design team will create the layout within 3-5 business days. Because FlipCARDS are tactile, designed well, and useful, users have no problems updating their FlipCARDS.

SIZE OPTIONS

You can choose between two standard sizes of cards that work with all of our hinges: 8" or 10.25". Or we can develop a custom size card to suit your needs. Extra die charges may apply.

FlipPOCKETS™

FlipPOCKETS are ideal for work groups with custom content needs, or for any content that frequently changes. Many of our customers mix and match FlipPOCKETS with custom FlipCARDS to account for any content that changes frequently.

We supply you with template instructions which help you create a template in Microsoft™ Word. Type in your content, print it out on our perforated laser paper, or your own paper, and slide the inserts into the FlipPOCKET sleeves. Whenever you need to update your FlipPOCKETS, simply make revisions to the template. Because the content is in a Word document, distribution to FlipPOCKET users is easy; send it as an attachment to an e-mail message or post it on a company intranet, and individual users can update their FlipPOCKETS.

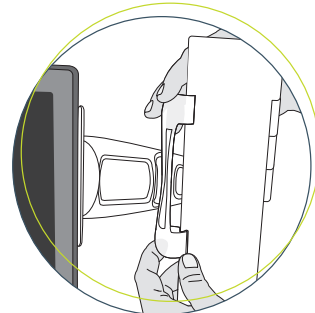


If you choose, we can layout and print your FlipPOCKET inserts for you as well as assemble them on the hinge of your choice. The Classic hinge uses a 10.25" FlipPOCKET and the Versa hinge uses either 8" or 10.25" inch FlipPOCKETS.

HINGE OPTIONS

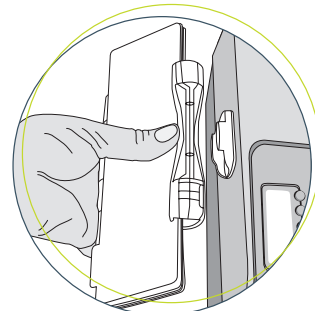
Versa

The Versa hinge is ideal for flat panel monitors and includes an arm that pivots—allowing you to tuck away your FlipBOOK when not in use. It has a compact, two-piece plastic hinge that affixes to either side of the monitor and the binding, which holds the cards together and snaps in and out of the swing arm. The Versa's compact design offers the option of detaching the FlipBOOK allowing users to take content with them if they work from a docking station and have to go out in the field, change workstations, or work from home.



Versa Hinge with Swing Arm and Base

There is also a Universal Mount (about the size of a peanut) that clips onto the back of the binding, allowing you to install your FlipBOOK or FlipPOCKETS on any edge or surface. You can use this instead of the swing arm.



Versa Universal Mount

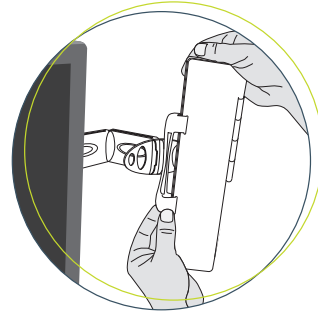
The Versa hinge holds up to 25 custom FlipCARDS or 15 FlipPOCKETS. If the set is a mix/match of custom FlipCARDS and FlipPOCKETS, the maximum number of cards changes—ask your sales representative for details.

VersaTL

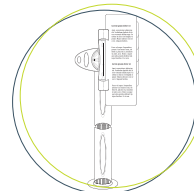
The VersaTL hinge attaches to the back or side of any monitor or surface, including laptops. Just as with the Versa, the VersaTL has a compact plastic hinge that affixes to either side of the monitor, but this hinge attaches to adjustable arm pieces that can be configured to fit your needs. The arm pieces then attach to the binding, which holds the cards together. The adjustable arm features joints for increased flexibility, allowing you to tuck away your FlipBOOK when not in use, as well as modular pieces that can be added or removed to fit your specific needs.

VersaTL can even be configured as a freestanding FlipBOOK or document stand.

The VersaTL hinge holds up to 25 custom FlipCARDS or 15 FlipPOCKETS. If the set is a mix/match of custom FlipCARDS and FlipPOCKETS, the maximum number of cards changes—ask your sales representative for details.



The VersaTL Hinge with Adjustable Arms



VersaTL FlipBOOK Stand

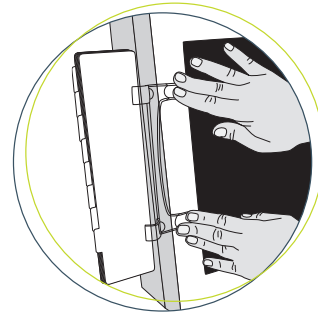


VersaTL Document Stand

Classic

The Classic hinge works best with older style monitors. It will also work with flat panel monitors that have a minimum 3/4" bezel surrounding the screen to accommodate the adhesive pads and ensure the cards do not obstruct the view. It is a one-piece plastic hinge that permanently affixes to your monitor. You can easily update content by removing the two small, round buttons on the side of the hinge.

The Classic hinge holds up to 20 custom FlipCARDS or 15 FlipPOCKETS. If the set is a mix/match of custom FlipCARDS and FlipPOCKETS, the maximum number of cards changes—ask your sales representative for details.



The Classic hinge is a one-piece plastic hinge that attaches directly to monitors.

PRICING

Because each FlipCARD order is customized to meet your specifications and preferences, price will vary. The average cost per FlipCARD set is typically between \$8 - \$12, and is dependent on three main factors:

- 1) The total number of sets (sets = cards/sleeves assembled on a hinge)
- 2) The number of cards, or sleeves, in a set
- 3) Hinge configuration

To request a quote or to purchase FlipCARDS, contact 585.713.1733 or e-mail info@flipcards.com.