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**AdPad™ - Advertising Pad™**  
Customizable Promotional LaunchPad  
for USB Devices

# Promotional USB Devices

## (Marketing Communication Vehicles)

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- Current status and attributes
  - Rapid fall in cost (1GB is ~\$5)
  - Considered useful by an average computer user
    - Used for extended periods of time by recipients
  - Branding is typically limited to custom surface printing
- Enhancing *promotional* value and current challenges
  - Can be realized by bundling promotional content
  - Current methods for bundling content are ineffective
    - Promotional content has *no* residual value to the end user
    - 100% of the perceived value is focused on the hardware
    - Most recipients format the drive without looking at the content
- ClevX solution:
  - Integrates promotional content within a *compelling (utility)* software solution with *clear residual value* to end users



# AdPad™ (Advertising Pad™) Solution

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- Quick Start/LaunchPad *portable* software application
  - promo content and portable "organizer/management utility software application" are linked/coupled
  - *customizable* for each promotional market and/or a "single" customers advertising content
  - integrates the industry-standard (*known use case*) Quick Start Menu/LaunchPad methodology
  - Unlike other software products ... is really *useful, surprising and unique*
  - Perceived value motivates user to use the bundled software *daily*
- Perfect marketing vehicle to promote a brand on a daily basis
  - significantly increases the promotional 'payback' and marketing ROI of each USB device handed out
- Easy to use (wizard based) and quick customization and production
- *Licensed to MMI* for portable drives (promo applications)
  - Marketed under *GUIDrive™*

# Sample AdPad – Overview

Vendor Branding area



'Quick List' area

Provides convenient access to frequently used software – defined by the end user.

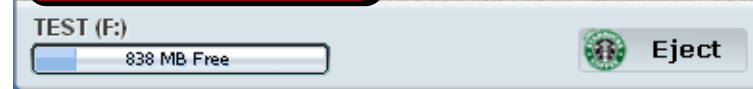
This area can also be pre-loaded with vendor promotional content



Program access

Provides access to pre-loaded and end-user added applications held on the USB drive

USB capacity summary



Promotional area

Pre-loaded promotional content. This material can launch pre-loaded content or navigate the user to specific web-based URLs. This is the only area of the AdPad that the user cannot alter.

AdPad Utilities

Allows the end user to add their own programs to the AdPad, backup and restore the device contents and also access mobile documents located on the USB device.

The documents collection can also contain pre-loaded promotional content

# Features & Benefits for the Sponsor

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- Fully customizable (branding, artwork and promo content)
- Drive can be pre-loaded with promo content:
  - Product collaterals in the form of documents
    - presentations, product demonstrations, multimedia formats, etc.
  - Links to external web content
  - Content is embedded – cannot be removed by the end user
- Additional promo content can be optionally included under the ‘My Mobile Documents’ section
  - Items in this area can be deleted by the end user
- Provides a highly effective means of:
  - Disseminating promotional content
  - Creating product/brand awareness and
  - Maximizing the marketing impact of promotional USB devices



# Features & Benefits for the End User

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- AdPad provides a convenient way of accessing and managing USB content
  - Provides a ‘Start Menu’ specifically for the USB device
  - Bundled with portable applications each of which reside on the USB device and are launched from the AdPad menu
    - <http://portableapps.com/>
    - [http://en.wikipedia.org/wiki/List\\_of\\_portable\\_software](http://en.wikipedia.org/wiki/List_of_portable_software)
  - Programs can be readily added and removed by the user
  - Provides ‘Quick List’ area for frequently accessed programs & links
  - Includes ‘My Mobile Documents’ for direct access to document files contained on the device and “My Recent Documents” folder as well
  - Backup & Restore provides means of re-creating the device if original is lost or misplaced

# AdPad™ - Advertising Pad™ Summary

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- ClevX AdPad is *Customizable* for each *Promotional* market and/or a "single" customer
- Promotional content and AdPad are *inextricably linked*
- Perceived value motivates the end user to keep and use the bundled software solutions *daily*
- Creates ongoing "impressions" of promotional content & branding every time drive used
- Significantly increases the promotional 'payback' and marketing ROI of each USB device handed out



# Appendix (GUIDrive™ Examples by MMI)

