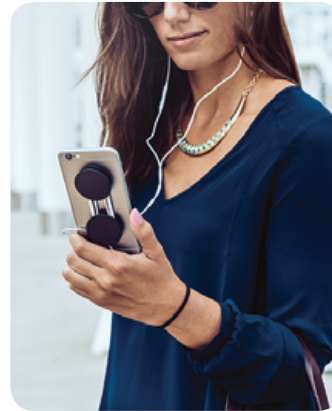Pinterest — products for students |

Pinterest — Share the Inspiration
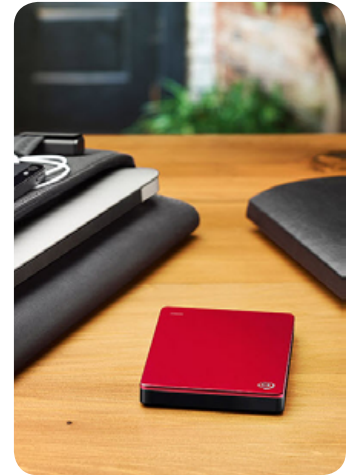
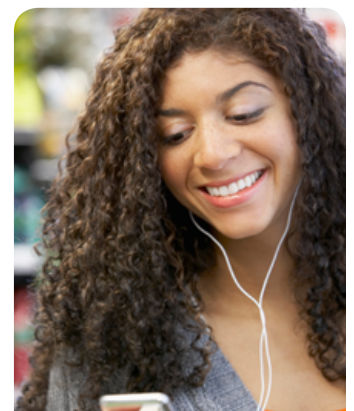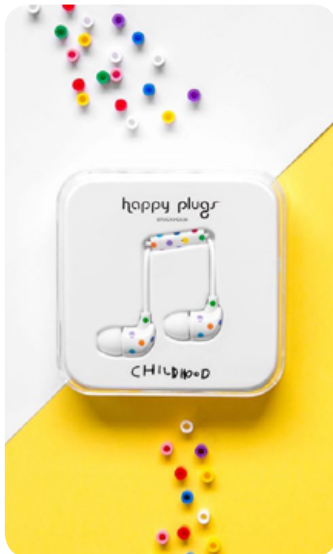Save Pin

Studio quality sound, anywhere
Inside Front Cover

Make a statement with PopSockets
Page 5

Protect and share your digital life
Page 7

Social Media Explained
Previous Issues:

YouTube

Instagram

Twitter

Facebook

go wherever the music takes you

808 Audio HEX TLS Wireless Speaker

This Bluetooth® speaker allows students to enjoy music wirelessly from their smartphone or tablet, with up to 8 hours of playtime and a rechargeable battery. Take it anywhere – the anodized aluminum cabinet and rubberized button surfaces ensure durability throughout the day. It comes with an auxiliary input to enjoy music from mp3 players and other wired sources. The 808 precision-tuned dual speaker system with bass radiator, including EQ bass boost, cranks out dynamic sound no matter where the day takes them.
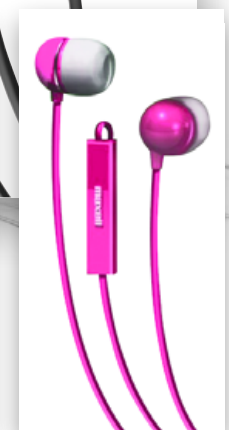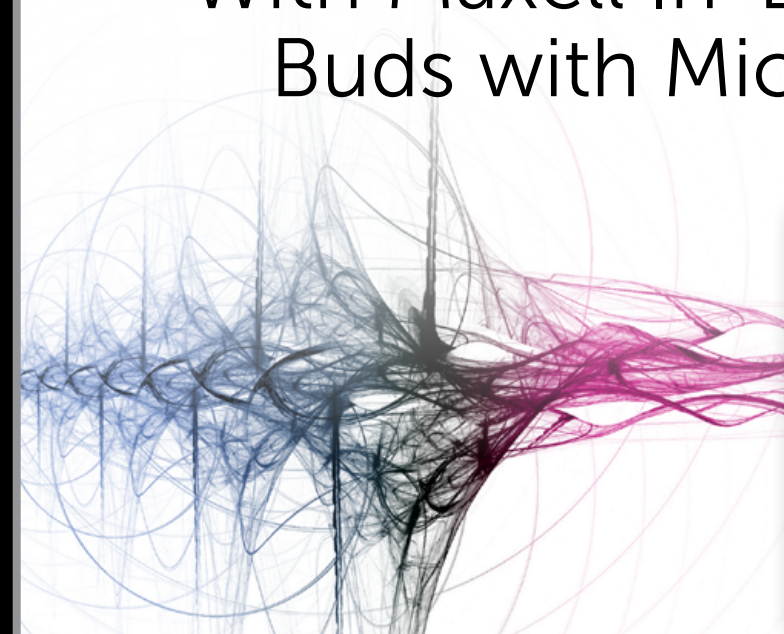
COLOR	DSC#	VENDOR#
Blue	111803	SP450BL
Gun Metal	111804	SP450GM

MIN 1 | SRP $59.99 | COST $38.86

808 AUDIO

experience excellence

With Maxell In-Ear Buds with Mic

Maxell In-Ear Earbuds with Mic

These In-Ear Buds feature 3 sizes of soft silicone eartips that rest comfortably in user's ears and allow for a full range of high-quality audio playback.

The Maxell In-Ear Buds with in-line microphone are designed with a one-touch answering system, allowing students to answer calls quickly and easily. Students can take the Maxell In-Ear Buds with microphone with them on their walks, runs, or trips to stay connected with their favorite music and accept calls with simple, one-touch ease.

COLOR	DSC#	VENDOR#	MIN	SRP	COST
Black	29058	190300	1	$14.99	$6.00
Blue	29073	190301	1	$14.99	$6.00
White	29077	190303	1	$14.99	$6.00
Pink	29081	190304	1	$14.99	$6.00

maxell

Help Students Stay Connected

RCA CAT6 Network Cable

This cable connects any computer to a network. Simply plug one end of the cable into a computer and the other end into a modem, network hub, or Ethernet device.

- » Designed for fast Ethernet, 10BaseT, token ring, and other UTP/RJ-45 networks.
- » Molded strain relief on the connectors provides a more secure connection.
- » Maximum speed (up to 250MHz) for the most demanding media.
- » Perfect for networking, DSL or cable modem/router, game consoles, Blu-ray players, connected TVs.J5.
- » Available in various lengths.

LENGTH	DSC#	VENDOR#	MIN	SRP	COST
3 Ft	112657	TPH629R	1	$6.99	$3.68
7 Ft	112658	TPH630R	1	$9.99	$5.26
14 Ft	112659	TPH631R	1	$14.99	$7.89
25 Ft	112660	TPH632R	1	$19.99	$10.53
50 Ft	112661	TPH633R	1	$24.99	$13.15

RCA

Never Run Out of Space for Cables

PowerCube Extended USB 10ft Cable with Surge Protection

The cube design helps prevent plugs from blocking one another, provides additional outlets, and guards students' devices from voltage spikes. The PowerCube Extended USB 10ft Cable USB has 4 power outlets and provides a dual USB-port. The powered USB port enables the user to charge a cell phone, camera, MP3-player, GPS, etc.

Gray DSC# 103949 | Vendor# 4424GY/USORPC | Min 1 | SRP $34.95 | Cost $12.79

PowerCube Original USB with Surge Protection

The cube design helps prevent plugs from blocking one another, provides additional outlets, and guards students' devices from voltage spikes. CETL-certified.

Blue DSC# 103945 | Vendor# 4220BL/USORPC | Min 1 | SRP $24.95 | Cost $8.84

Quality. Reliability. Flexibility.

Carry Data on the Go

CENTON

DataStick USB 3.0 USB Flash Drive

Centon's USB 3.0 devices are a convenient and easy way to save, transfer, and export data. They are plug and play and are compatible with both Mac and PC. USB products are a great way to share documents, transport a presentation, work on documents from home and carry digital photos to share.

	Size	DSC#	Vendor#	Min	SRP	Cost
Elite	8GB	59353	S1-U3E1-8G	1	$7.99	$6.88
Pro	8GB	43895	S1-U3P6-8G	1	$7.99	$6.34

Available in 8GB, 16GB, 32GB, 64GB, and 128GB.
Special order or delivery may apply.

A Grip, a Stand, a Wrap, and More...

Add a single PopSocket, or a pair of PopSockets, to the back of almost any mobile device to transform its capabilities. PopSockets "pop" whenever you need a grip, a stand, an earbud-management system, or just something to play with.

Description	DSC#	Vendor#
Soccer Ball	112606	101046
Baseball	112607	101045
Basketball	112608	101181

Min 1 | ESRP $9.99 | Cost $4.12

POPSOCKETS

Creativity and Productivity at the Click of a Button

Introducing the Dash 3

Adonit Dash 3 Fine Point Stylus
With a simple click, Dash is ready to write, sketch, and highlight—making it the quickest, most intuitive stylus to date. The new enhanced 1.9 mm Pixelpoint tip increases drag and provides unparalleled precision and accuracy for seamless sketches and accurate signatures.

Color	DSC#	Vendor#
Black	112877	ADJD3B
Silver	112878	ADJD3S
Bronze	112879	ADJD3BR

Min 1 | ESRP $49.99 | Cost $27.99

adonit

The Most Trusted Way to Transport Data
LaCie is Ready for the Next Adventure

Rugged Mini with USB 3.0 Interface
The LaCie Rugged Mini drive features shock resistance, drop resistance, and a rubber sleeve for added protection. The Rugged Mini is also rain and pressure resistant, meaning they can drive over it with a 1-ton car, and it still works.

Size	DSC#	Vendor#	Min	ESRP	Cost
1TB	104647	LAC301558	1	$99.99	$75.90
2TB	104648	LAC9000298	1	$149.99	$124.51
4TB	104649	LAC9000633	1	$199.99	$157.95

Rugged Mini with USB 3.0 & USB C Interfaces
The LaCie Rugged USB-C portable drive marries rugged durability with cutting-edge USB-C. The result is a vault for students' data that's compatible with next-gen computers like the Apple MacBook, as well as USB computers. Featuring the markets highest storage capacity for its size, the LaCie Rugged USB-C gives students enough space to store their digital present and future.

Size	DSC#	Vendor#	Min	ESRP	Cost
1TB	108698	STFR1000800	1	$129.99	$86.30
2TB	108701	STFR2000800	1	$169.99	$133.33
4TB	108702	STFR4000400	1	$259.99	$200.00

Rugged Thunderbolt
The new LaCie Rugged drive is the perfect solution for heavy data users who require extreme data security and mobility. With USB 3.0 and Thunderbolt ports, it is also one of the fastest bus-powered products ever. Now featuring two-meter drop resistance and IP 54-level protection against dust and water.

Size	DSC#	Vendor#	Min	ESRP	Cost
1TB	108712	STEV1000400	1	$159.99	$125.13
2TB	112513	STEV2000400	1	$199.99	$157.95

LaCie

Meet the Backup Plus Family
Keep documents, photos, and videos safe on the go

Students have never had so many options, and it's never been so easy to choose. From the latest Ultra Slim and popular Slim drives, to the ridiculous capacity and performance of the Portable drive, they can always rely on the Backup Plus family. And all Backup Plus drives come with cool features, including Seagate Dashboard and Windows/Mac compatibility.

1. Backup Plus Slim Portable Hard Drive
Slim is an easy way to protect and share your digital life. Ready to go for important files, it also features a sleek and protective metal finish available in various colors.

Size	Color	DSC#	Vendor#	Min	SRP	Cost
1TB	Black	106011	STDR1000100	1	$79.99	$59.47
2TB	Black	106012	STDR2000100	1	$109.99	$69.05

● ● ● ● Visit dstewart.com for full color selection.

2. Backup Plus Ultra Slim Portable Hard Drive
Ultra Slim is one of Seagate's thinnest portable drives. Available in eye-catching gold and platinum colors—style meets storage—and easily slips into students' backpacks. With Ultra Slim, their digital life has never had so much room to expand into.

Size	Color	DSC#	Vendor#	Min	SRP	Cost
1TB	Gold	106019	STEH1000101	1	$89.99	$67.89
1TB	Platinum	106021	STEH1000100	1	$89.99	$67.89
2TB	Gold	106020	STEH2000101	1	$119.99	$87.37
2TB	Platinum	106022	STEH2000100	1	$119.99	$87.37

3. Backup Plus Portable Hard Drive
A spacious 4TB of capacity in a single, compact portable drive for any growing digital library—high-quality, on-the-go storage enhanced by a durable design and exceptional reliability.

Size	Color	DSC#	Vendor#	Min	SRP	Cost
4TB	Black	105999	STDR4000100	1	$159.99	$116.32

SEAGATE

Pinterest is more than just a social network, it's a search engine. Being on Pinterest, engaging with your students, and growing your followers can benefit your store in many ways. According to a study by Blackhawk Engagement Solutions, 55% of Millennials rely on social media as their primary source for shopping information. Since 70% of Pinterest users are there for shopping inspiration, your Pinterest account is an easy way to boost sales and reach your students where they're already searching.

PINTEREST SNAPSHOT

DISCOVER IDEAS

1 MILLION ACTIVE USERS

80% FEMALE USERS

20% MALE USERS

66% OF PINNERS USE **PINTEREST** TO SAVE THINGS THAT **INSPIRE**

BEST DAYS TO POST

Although engagement rates are highest on Saturdays, there's no bad day that you can post on Pinterest; different topics perform at varying levels on different days of the week.

M   T   W   TH   F   **SA**   SU

BEST TIMES OF DAY TO POST

8pm - 11pm

2pm - 4pm

According to SEJ, Pinterest activity peaks at approximately 9pm

According to 10Alike the best times to pin during the day are between 2-4pm EST, and 8pm to 11pm EST

POSTING FREQUENCY

Pinterest is a high-volume/high-value network. If you want your pins to get found in the vast amount of content being shared on Pinterest, you should be posting more frequently. Use interesting, beautiful images, the right keywords to get your content found, and link your pins back to your website.

Minimum 5x per day

Maximum 10x per day

Large, quality images are important to get noticed in the Pinterest feed.

PINTEREST TIPS AND TRICKS

Top Pinning Subjects Each Day

MONDAY: Fitness

TUESDAY: Gadgets

WEDNESDAY: Inspirational Quotes

THURSDAY: Fashion

FRIDAY: Funny GIFs

SATURDAY: Travel

SUNDAY: Foods and Crafts

Sources: digitalinformationworld.com, josefacchin.com, constantcontact.com, bufferapp.com

livescribe™

Note Taking Made Easy!
Save notes and pencasts directly to a computer

LiveScribe Echo Smartpen

Users hear, say, and write, while linking audio recordings to their notes. Quickly replay audio from Livescribe paper, a computer, or a mobile device—all with a simple tap on the handwritten notes. It's never been easier to take notes and stay organized.

1. Micro-USB Connector
Transfers notes and audio to a computer and recharges a smartpen using a USB connection.

2. Audio Jack
Standard 3.5mm jack fits earphones or the Livescribe 3-D Premium Recording Headset to enable binaural recording.

3. OLED Display
High–contrast OLED display.

4. Microphone
Lectures and meetings are captured with crisp clear sound.

5. Built-in Speaker
Built–in speaker produces rich, full sound to play back recorded audio.

6. Memory Storage
2GB model holds 200 hours of audio.

7. Ergonomic Grip
The ergnomic grip design provides comfort during long meetings and lectures.
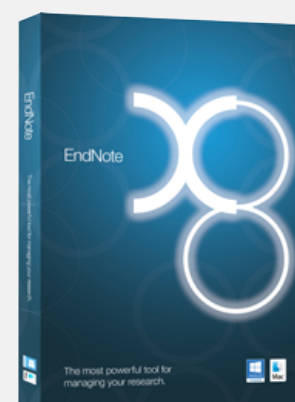
8. Replaceable Ink Tip
The ink cartridge is removed by pulling it out with the fingertips. A new cartridge is then inserted until it clicks into place.

What's Included: 2GB Echo Smartpen, Livescribe Connect Basic, Livescribe Desktop software, 500MB of personal online storage, starter dot paper notebook, micro USB cable for charging and data transfer, Interactive Getting Started Guide, Smartpen Tips and Tricks, two ink cartridges, and one smartpen cap.

DSC# 98825 | Vendor# APX-00008
Min 1 | SRP $179.95 | Cost $142.06

A New Way to Collaborate

Research collaboration has taken on a whole new meaning in the digital age. Your users may be spread all over, with access to different resources, but they still need to work together in order to produce truly novel research.

With EndNote X8:
Share the entire *EndNote* library, including references, PDFs, and annotations with up to 100 people. Everyone can add to, annotate and use the library—at the same time.

With the new Activity feed, easily keep track of who is making what changes to the shared library and when.

Save your funding dollars for your research. There's no additional charge for sharing, no library size limit and no charge for unlimited cloud storage.

Collaborate with a global team
Work from a single reference library with up to 100 people, no matter where they are located or what institutions they are affiliated with.

Overcome research limitations
Store and share as many references, documents and files as needed – a necessity for successful collaboration.

Stop hunting down full-text PDFs
Initiate a search for full-text PDFs across an institution's subscription and freely available sources, and it will automatically be attached once found.

Sort through years of work in seconds
Search across reference metadata, full-text journal articles, file attachments, personal annotations, and more to locate the research needed in just seconds.

Cite it right the first time
Insert citations and references from an *EndNote* library into a manuscript and automatically build a bibliography in over 6,000 styles.

Take the guesswork out of journal submission
Using *EndNote* online, find the journals where research is most likely to be accepted based on an analysis of tens of millions of citation connections in the *Web of Science*.

DSC# 105983 | VENDOR# 42016711 | SRP $299.95

Programs Created With Your Needs in Mind

CONSUMER PRIORITY SERVICE

Accidental Warranty Coverage

Designed Specifically for the K-12 and Higher Education Market

1:1 Warranty Program:
- Accidental coverage policy for computers in K-12 institutions
- 1 year contract term, renewable up to 3 additional years
- Direct extension of the original manufacturer's warranty
- Starts on the customer's date of purchase
  - * if a customer purchases a laptop with a 1 year manufacturer warranty, and adds a CPS 1 Year Accidental Warranty, they receive 1 total year of coverage

Coverage:
- Standard hardware malfunctions
- Non-intentional physical/impact/cosmetic damage
- Lost/stolen products, low deductible applies
- Prepaid shipping to and from the authorized service center
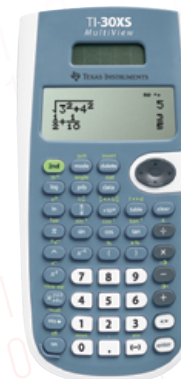
Accidental Plans:
- Direct extension of the original manufacturer's warranty
- Starts on the customer's date of purchase
  - * if a customer purchases a laptop with a 1 year manufacturer warranty, and adds a CPS 3 Year Accidental Warranty, they receive 3 total years of coverage

Coverage:
- Standard hardware malfunctions
- Non-intentional physical/impact/cosmetic damage
- Does not cover lost/stolen products
- Bookstore can sign up as the servicer for their student's claims

The Best Calculators for the Classroom

TEXAS INSTRUMENTS

TI 30XSMV Multiview Scientific Calculator
Advanced scientific calculator with a 4-line display. View multiple calculations and answers. Easily scroll, review, and edit current or previous entries. New features include Function Table and Data/List Editor. No.1 brand used by students. Dual power. Appropriate for: General Math, Pre-Algebra, Algebra 1 & 2, Geometry, Trigonometry, Statistics, General Science, and Biology.

DSC# 10301 | Vendor# 30XSMV/TBL/1L1
SRP $20.00 | Cost $12.50

TI-84 Plus CE Graphing Calculator
Graphing calculator with a color display and familiar TI-84 Plus functionality. Sleek and thin design including slide case, rechargeable battery, and charger.

DSC# 68221 | Vendor# 84PLCE/TBL/1L1
SRP $149.00 | Cost $121.03

TI BA II Plus Business Calculator
Approved for use on the CFA, FRM, and actuary exams. Includes all the functions students will need in the classroom. Profitability calculations: cash flow function calculates NPV and IRR for uneven cash flows. Time-value-of-money and amortization keys solve problems including: pension calculations, loans, mortgages, etc. List-based statistics basic functions allow addition and storing of data with four types of regression. Four different methods for calculation depreciation, remaining book value and remaining depreciable value. Bond calculations. Slide case included.

DSC# 10063 | Vendor# IIBAPL/CLM/1L1
SRP $45.00 | Cost $25.79

RESELLER'S EDGE
SEPTEMBER 2017

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Show Your Support
Happy Childhood Collection

Happy Plugs has joined forces with World Childhood Foundation to support Happy Childhoods. The mission with the collaboration is to build awareness and support funds for Childhood's projects globally to end all forms of abuse against children. The collection is exclusively produced for World Childhood Foundation and by wearing the headphones and cases people can show their engagement for the cause.

The Happy Childhood Collection was inspired by the colors of the dotted pattern that make the logotype for the World Childhood Foundation. Each color symbolizes an article in the UN convention of the rights of the child. The idea is to emphasize on these colors to build awareness with a collection that reminds you of everyone's right to a Happy Childhood.

Slim Phone Case iPhone 7/7S
DSC# 105440 | Vendor# 9090
Min 1 | SRP $29.99 | Cost $15.00

In-Ear Earbuds with Mic
DSC# 105438 | Vendor# 7770
Min 1 | SRP $34.99 | Cost $17.50

happy plugs