



**Ready, Set,  
'Pokémon Go':**

**8 Ways  
to Use  
Pokémon Go  
for your  
campus store**

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Creative labels for  
Apple chargers

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ACTIVEON—  
Life, Camera, Action!

## Page 4

Now is the time  
to capitalize on  
Pokémon Go—learn how

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Capture your screen  
with Snagit



There are limited resources within Pokémon Go creating a sense of immediacy with the players, they really do have to act fast to catch them all.



# Power On

## Adapters that let students charge devices quickly



### OnHand Dual USB Car Charger

The OnHand Dual USB Car Charger allows users to charge two devices at once with their car charger. The 2.1 amp fast charging port helps to charge devices faster and the additional 1.0 amp port can keep a second device charging at the same time.

DSC# 95092 | Vendor# CBLK-ADPOH | SRP \$9.99 | Cost \$5.34



### OnHand Wall Outlet with Dual USB Ports

The OnHand Wall Outlet with Dual USB Ports provides users with two USB ports (2.1A, & 1A) and a standard electrical outlet. Simply plug in the Wall Outlet and set up a personal charging station for all devices.

DSC# 95091 | Vendor# WBLK-ADPOH | SRP \$12.99 | Cost \$6.79



The Pokémon craze has been going strong since 1995 and holds a special place in many millennials' hearts. They grew up playing the game as children and can now play Pokémon in a whole new way.

# You're in charge



## Meo Multipack Lable Set

Inspired by the beautiful tiles of Marrakech, the Moroccan Tile label is old-world design meets modern-world technology. Package includes labels for the Mac laptop charger, as well as the iPad® charger and iPhone/Apple Watch charger.

Description	DSC#	Vendor#	Min	SRP	Cost
Moroccan	102050	MR-MP	1	\$9.99	\$4.69
Soccer	102051	SC-MP	1	\$9.99	\$4.69
Geometric Red	102054	GMR-MP	1	\$9.99	\$4.69



## Meo iPhone® Label Set

From the MEO Artist Series, artist Daniela Wicki's Wave Of Wind series is bold and beautiful! The original painting, mixed media on canvas, is 60in x 72in. Package includes one label for 5W USB charger block and one label for lightning cable.

Description	DSC#	Vendor#	Min	SRP	Cost
Moroccan	102083	MR-PH	1	\$5.99	\$3.00
Wave Of Wind	102078	WW-PH	1	\$5.99	\$3.00
Geometric Red	102081	GM-PH	1	\$5.99	\$3.00

Additional designs are available at [dstewart.com](http://dstewart.com).

## BUCKSHOT 2.0

THE PERFECTLY RUGGED BLUETOOTH® SPEAKER

### //FEATURES

- Big(ger) sound, tiny package. Stop laughing, start packing
- Improved IPX6 dust- and waterproof standard
- Three mounting options, including new tough wearable clip
- Wireless connectivity to any Bluetooth-enabled device
- Included silicone handlebar mount accessory
- Built-in microphone/speakerphone for calls
- Rechargeable lithium-ion battery
- PLAY TIME: 24 hours
- WIRELESS RANGE: 100 feet



**DSC# 100732 | Vendor# OT2301-B | SRP \$39.95 | Cost \$24.41**

Additional colors available at [dstewart.com](http://dstewart.com).





Pokémon Go makes users explore their community. In order to catch 'em all they have to go on adventures to support their team and find new resources. **Which means there are more customers walking around.**

# Keep devices clean *iKlear*<sup>®</sup>



## **iKlear Spray Bottle, 8oz**

The iKlear 8oz Spray Bottle is sold separately as a refill for one of many kits, is an economical way to clean displays and is an ideal workstation, classroom, or lab size bottle.

**DSC# 14749 | Vendor# iK-8**  
**Min 1 | SRP \$12.95 | Cost \$7.04**

## **iKlear Kit, 8oz**

iKlear Travel Singles are an Excellent solution for cleaning, protecting, and preserving all Apple Products at home or while traveling. Simply use the Step 1 Wet to wipe dirt, dust, and fingerprints off the screen and then polish off the solution using a DMT Antimicrobial Microfiber Cloth. Includes: (20) iKlear Travel Singles—Step 1 Wet, (2) Travel Size DMT Antimicrobial Microfiber Cloths.

**DSC# 14722 | Vendor# iK-5MCK**  
**Min 1 | SRP \$24.95 | COST \$13.46**

## **iKlear Travel Singles**

iKlear Travel Singles are an excellent Solution for cleaning, protecting, and preserving all Apple Products at home or while traveling. Simply use our Step 1 Wet to wipe dirt, dust, and fingerprints off the screen and then polish off the solution using a DMT Antimicrobial Microfiber Cloth. Includes: (20) iKlear Travel Singles—Step 1 Wet, (2) Travel Size DMT Antimicrobial Microfiber Cloths.

**DSC# 14750 | Vendor# iK-TS20**  
**Min 1 | SRP \$12.95 | Cost \$7.04**

## **iKlear Complete Kit**

The Complete Cleaning Kit contains the most comprehensive selection of cleaning items for all Apple products! It includes 2 different sized bottles of solution, the 6oz. size can be kept for home and office use while the 2oz. size is perfect to carry when traveling. Includes: (1) 2oz iKlear Spray Bottle, (1) 6oz iKlear Spray Bottle, (1) Large Microfiber Chamois Cloth, (1) Travel Size Microfiber Chamois Cloth, (1) Medium DMT Antimicrobial Microfiber Cloth, (1) Travel Size DMB Antimicrobial Microfiber Cloth, and (12) iKlear Travel Singles—Step 1 Wet.

**DSC# 14723 | Vendor# iK-26K**  
**Min 1 | SRP \$24.95 | Cost \$14.04**



\$1.6 million in revenue is generated daily from the iOS App store.

Source: Explica

# LIFE. CAMERA. ACTION.



70g

Changeable front cover!

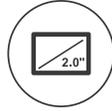
## Key Features



Super Wide View



Full HD 1080P 30fps



2" Built-in LCD



6-elements Aspherical Glass F/2.4 lens



Built in WiFi



Longer Battery 120min



DSC# 96353  
Vendor# CCA10W  
SRP \$119.99

Additional accessories available on [www.dstewart.com](http://www.dstewart.com).



# What is Pokémon Go?

Pokémon started as an animated TV series, trading card game, and video game in the 1990s. In 2016 it has made its way onto our mobile phones. Pokémon GO is an augmented reality game that uses the phones' GPS and camera. The game is based on users' actual surroundings. Players capture Pokémon and improve their abilities using in-game items to battle other players.



**26M** daily active users  
in the USA

**7/10**

People that downloaded  
Pokémon Go return to the  
app the next day.



**13 Hours**

Amount of time it took to reach  
the top of the highest-grossing  
app chart in the US.



**\$0.25**

Average Pokémon Go  
revenue per daily  
active users.

## People are using Pokémon Go more than Instagram

Average usage time of Android apps in the United States (July 8, 2016)



Source: Similar Web

# Leverage Pokémon Go correctly, and you could turn your store into a campus destination.

- 1 Invite people to play at your business.** The first step to boost social engagement via Pokémon Go is to get players in your store. Use Facebook, Twitter, or Instagram to invite people to come and play at your campus store.
- 2 Offer free Wi-Fi and charging stations.** The Douglas Stewart Company offers charging stations from OnHand, US Digital, and countless brands of battery packs. Feature a charging station in your store so students can charge up while they play or shop.
- 3 Ask players to tag their photos.** Social media exposure is almost always a positive thing. Ask players to share their Pokémon photos taken around your store and tag you when they do.
- 4 Run a contest to get additional customers in your door.** Easily hold a social media contest where students have to check in at your business on social media and they could win a free battery pack.
- 5 Host a lure party.** Lure modules attract wild Pokémon, and more importantly players, to your location. Buy a package of lure modules and advertise a Pokémon Go Lure Party. Each lure is active for 30 minutes, but you can use them in succession to create longer events.



Source: Social Media Examiner

# 78%

of players are 18 - 34 years old and 40% of adults who have downloaded Pokémon Go are 25 or older.

Source: FX Comment and VOX

## HÜK™ TV MOUNTS



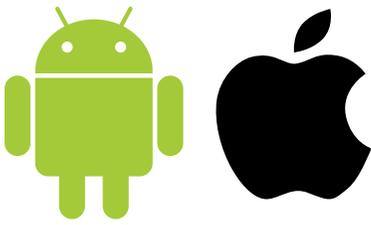
**SAFE** NO-TIP DESIGN  
**SIMPLE** 2-MINUTE SET UP  
**SECURE** HOLDS 80 POUNDS

### What is the HÜK™ bracket?

The HÜK TV Mount is a two bracket fixed mounting system designed with ease of use, limited space, and portability in mind. It is perfect for any small space such as dorm rooms, garages, apartments, or simply any place you would enjoy watching TV. The HÜK TV Mount is unlike any other TV mount on the market since it does not require drilling into walls causing damage. HÜK is perfect for lofted beds, railing, ladders, bars, and more. HÜK is manufactured in America using the highest quality aircraft-grade aluminum anodized to military specifications. VESA compliant for TVs 12" - 42".



**DSC# 103659 | Vendor# HUK00DS | Min 4 | SRP \$34.99 | Cost \$19.44**



The average Pokémon Go iOS user is on the app for 33 minutes and the average Android user is on the app for 43 minutes.

Source: ITU

# Get Your Essential Student Supplies



**CLEANING KIT WITH SPRAY** This unique portable laptop cleaning kit has a built in cleaning solution and is an indispensable tool kit for any student or professional on-the-go. Designed for cleaning laptops/notebooks/ultrabooks components such as LED/TFT/LCD displays, CD/DVD/Optical drives, and other flat plastic surfaces that gather electronic-damaging dust. Compatible with all major manufacturers and brands.

**DSC# 101203 | Vendor# CW-4107 | Min 1 | SRP \$5.99**



**HIGH GLOSS PHOTO PAPER** This high gloss photo paper is perfect for inkjet printing. The paper has a smooth, glossy and waterproof surface and quickly absorbs dye inks. When using pigment inks it is recommended that the print dry before handling to prevent the ink from rubbing off or smearing. Print using bright, saturated colors and various different tints. Applicable for photos, graphics, presentations, text, advertising prints, and booklets.

Description	DSC#	Vendor#	Min	SRP
20 Sheet	101244	PG180020LT	1	\$6.99
50 Sheet	101245	PG180050LT	1	\$10.99
100 Sheet	101246	PG180100LT	1	\$17.99

# Capture your day with Snagit



## Scrolling capture

Quickly capture a full-page screenshot even if it's not showing on the screen. Grab the entire vertical scrolling area with just a click.



## Panoramic capture

Capture wide, horizontal scrolls, infinitely scrolling webpages, and everything in between. Capture once, instead of taking individual captures and manually editing them together.

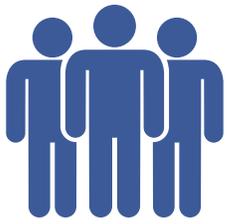


## Animated GIF

Turn any short recording into an animated GIF. Perfect for showing off quick tasks and workflows.

**DSC# 101720 | Vendor# SNAGAV01-13-E | SRP \$29.95**





There is an estimated 21 million daily active Pokémon Go users.

Source: ITU

# B R Y D G E

## Unlock the Classroom



### BrydgeMini

Small in size—big on productivity. The BrydgeMini perfectly complements the iPad Mini 1, 2, or 3, and turns iPads into mini MacBooks. Backlit keys, tactile typing experience and 100% aluminum design. It's the productivity tool users never knew they needed. The ultimate Bluetooth® keyboard for iPad mini.

**DSC# 101108 | Vendor# BRY5001**  
Min 5 | SRP \$99.99 | Cost \$60.98

### Brydge 7.9

Small in size – big on productivity. The Brydge 7.9 perfectly complements the iPad Mini 4, and turns your iPad into a mini MacBook. Backlit keys, tactile typing experience and 100% aluminum design. It's the productivity tool users never knew they needed. The ultimate Bluetooth® keyboard for iPad mini 4.

**DSC# 101112 | Vendor# BRY5102**  
Min 1 | SRP \$129.99 | Cost \$76.89

### Brydge 9.7

Beautiful design, beautiful function. Turn the iPad into a mini MacBook with the Brydge 9.7. Backlit keys, tactile typing experience and dedicated iOS buttons. It's the productivity tool users never knew they needed. The ultimate Bluetooth® keyboard for iPad Air, iPad Air 2 and 9.7-inch iPad Pro.

**DSC# 101116 | Vendor# BRY1003**  
Min 1 | SRP \$149.99 | Cost \$88.72

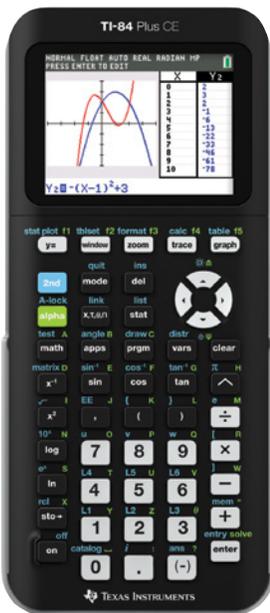
Additional colors are available at [dstewart.com](http://dstewart.com).



Women are playing Pokémon Go significantly more than men.  
Forbes reports 63% of Pokémon Go players are Female.

Source: Forbes

# Your Learning Resource



## 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. Includes preloaded apps for high school math and science.

### Exam Acceptance:

The TI-84 Plus C Silver Edition is approved for use on the following exams

- » PSAT®, SAT®, and ACT® college entrance exams
- » AP® Exams that allow or require a graphing calculator
- » Praxis™ tests that allow or require a graphing calculator
- » Approved for use on the IB® exam

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



## 30X IIS Scientific Calculator Bulk

### Key Features:

- » Two-line display
- » Fraction features
- » Conversions
- » Basic scientific and trigonometric functions
- » Edit, cut, and paste entries
- » Solar and battery powered
- » One- and two-variable statistics

Color	DSC#	Vendor#	Min	SRP	Cost
Black	10017	30XIIS/TBL/1L1/J	1	\$17.00	\$10.83
Lime Green	10011	30XIIS/TBL/1L1/BC	1	\$17.00	\$10.83
Blue	10025	30XIIS/TBL/1L1/BA	1	\$17.00	\$10.83
Pink	40305	30XIIS/TBL/1L1/AZ	1	\$17.00	\$10.83



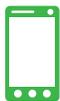
# Put an End to Campus Device Theft

## Meet the FUYL Tower™ from LocknCharge

Every year thousands of students across the nation are victims of property theft—the most common targets of theft on campus:



Laptops



Smartphones



Small Electronics

With the FUYL Tower™ from LocknCharge you can equip your campus with the ultimate solution for device storage and charging.



The FUYL Tower is an intelligent charging station with 15 individually lockable compartments that can *store and charge any mobile device.*

### Key features include:

- ✓ Efficient Charging
- ✓ Intelligent Remote Management
- ✓ Highly Secure
- ✓ Easy-to-Use Digital Locking System
- ✓ Future-Proof Design
- ✓ Lifetime Warranty

### The FUYL Tower is perfect for:

- ✓ Student Unions
- ✓ Libraries
- ✓ Campus Stores
- ✓ Recreation and Fitness Centers
- ✓ Cafeterias
- ✓ Anywhere “hands on” learning takes place

DSC# 99781 | Vendor# 10015 | SRP \$3,999.00





## For a limited time, get extra savings on Microsoft Surface!

Save big on select Surface Pro 4 and Surface Book products

**SHOP NOW »**



Valid August 22 - October 31, 2016, on select Surface Pro 4 and Surface Book when purchased at qualifying campus bookstores; while supplies last; limit 1 per customer. Customers must show valid student/faculty identification card. Extra discount can be added to 10% student/faculty discount on select Surface Pro 4 devices. Request full eligibility and full terms from in-store sales representative.

Contact our Hardware Specialist Team at **800-279-2795** or [SurfaceCustServ@dstewart.com](mailto:SurfaceCustServ@dstewart.com) with questions or for order assistance.

 **Microsoft Surface**

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