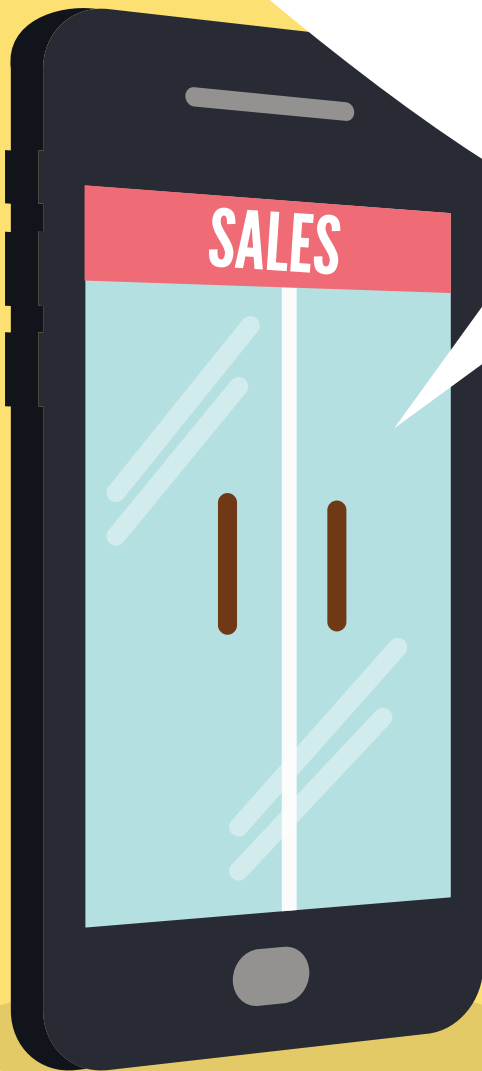


Browse inside for your
student shopper stats
and facts

Interactive Retail

Implementing new retail
strategies and solutions to
cater toward today's
college shoppers



Total Knockouts
From Skullcandy

IFC

**Power, Power
Everywhere**
Mobile Power
From Incase

7

**Introducing
Ink & Slide**
The Latest Creative
Hardware From Adonit

16

**The New Fall
Color Collection**
From Urbanears is Here

BC



36% of students said they have no start or end date to their back-to-school shopping, instead they claim to be continually stocking up.

Source: MarketingProfs.com

WE ARE THE MUSE,



Enjoy a more comfortable and tightly tuned audio experience designed just for women. Ergonomically tweaked designs paired with a custom tuned sound profile mean they can listen clearer, louder, and longer. Our Pureclean™ antimicrobial ear pads fight the spread of unwanted oils and bacteria on the face and skin.

#SkullcandyWomen



YOU'RE A KNOCKOUT

Knockout Headphones with Mic

Features:

Supreme Sound, Mic3+ remote, REX driver, ergonomic design, soft leather touch ear pillows, detachable cable, and travel bag.

Color	DSC#	Vendor#
Floral	41655	S5AVGM-395
Quilted Black	41656	S5AVGM-400
Robin	41654	S5AVGM-396

SRP \$99.99 | Cost \$51.50



User generated content and visual imagery are big factors in influencing shoppers on where to shop and which products to buy in 2014.

Source: National Retail Federation

AND THE MUSIC.

GO GET'EM BOMBSHELL

Bombshell Earbud Headphones with Mic

Features:

Supreme Sound, Mic1+ remote, flat cable, silicone gel tips, off-axis technology, and travel bag.

Color	DSC#	Vendor#
Geo Black	41612	S2FXGM-412
Robin	41613	S2FXGM-396
Floral	41614	S2FXGM-432

SRP \$49.99 | Cost \$25.75



YOU KNOW YOU'RE A DIME

Dime Earbuds with Mic

Features:

Supreme Sound, Mic1+ remote, flat cable, silicone gel tips, off-axis technology, and travel bag.

Color	DSC#	Vendor#
Robin	41626	S2PGGY-397
Floral	41627	S2PGGY-419
Geo Black	41628	S2PGGY-380

SRP \$29.99 | Cost \$15.43





60% of school shoppers used mobile devices to download discounts, coupons, or sale information.

Source: DataXu

soundflow™
wireless audio

Smartphone Audio... Amplified!



Soundflow Soundboard Portable Wireless Speaker

Works with any smartphone with an external speaker; no set up required. Total output 2W! built-in passive radiator to enhance bass effect. LED power indicator, volume controls, 5V DC input, 3.5mm Aux In (cable included), battery operated (3 AA sold separately.)

Color	DSC#	Vendor#
White	36482	SP20WHBK
Woodgrain	36483	SP20WDBK
Black	36484	SP20BKGR

Min 1 | SRP \$29.99 | Cost \$19.89

Innergie
power your life

NOW YOU HOLD THE POWER
Power devices for days longer than normal battery life.



Innergie PocketCell

2.1 amp portable pocket rechargeable battery and charger for USB devices, such as iPhone®, iPad®, Kindle, and mobile phones. Includes 3-in-1 USB cable with Mini USB, Micro USB and Apple 30-pin connectors.

DSC# 70229 | Vendor# TBP3000A-NA
SRP \$59.99 | Cost \$36.66



Innergie Pocket Charger Duo

Portable Pocket Charger. 6800 mAH rechargeable battery with two 2.1 Amp USB charging ports. Charges a tablet and smartphone at the same time. Includes 3-in-1 universal cable compatible with Apple, Android, and more. Charges a tablet once or smartphone four times on a single charge.

DSC# 30543 | Vendor# ADP-21BW-BA
SRP \$89.99 | Cost \$56.24



Back-to-college shopping this year is up **20%** over last year on electronics.

Source: Prosper Insights and Analytics for NRF

Redefining the [Workout].

- Morning jog-
- Bike ride-
- Walk to class-



Introducing New Fall Selections from Yurbuds—Available October 1, 2014

Now offering a **\$19.99** earbud in each Yurbuds series—complete with the coveted ergonomic design and patented secure fit expected by students and athletes.



Women's Inspire Series

Rock your workout with sweat-proof in-the-ear sport earphones designed to fit women's ears. TwistLock Technology and FlexSoft Comfort Fit guarantee Yurbuds Inspire For Women won't hurt or fall out, while allowing ambient sound to help users hear what's happening around them. Specially sized for smaller ears and available in fierce colors, Inspire For Women will stay with the wearer for every mile, every rep and every ounce of sweat. Hello, small and mighty.

	Color	DSC#	Vendor#	Min	SRP	Cost
Women's Inspire 100	Purple	59578	YBWNINSPO1PNWAM	1	\$19.99	\$11.33
Women's Inspire 100	Aqua	59580	YBWNINSPO1ANWAM	1	\$19.99	\$11.33
Women's Inspire 100	Pink	59581	YBWNINSPO1KNWAM	1	\$19.99	\$11.33
Women's Inspire 200	Purple	59584	YBWNINSPO2PNWAM	1	\$29.99	\$16.99
Women's Inspire 200	Aqua	59586	YBWNINSPO2ANWAM	1	\$29.99	\$16.99
Women's Inspire 200	Pink	59587	YBWNINSPO2KNWAM	1	\$29.99	\$16.99
Women's Inspire 300	Purple	59590	YBWNINSPO3PNWAM	1	\$39.99	\$20.48
Women's Inspire 300	Aqua	59591	YBWNINSPO3ANWAM	1	\$39.99	\$20.48
Women's Inspire 300	Pink	59592	YBWNINSPO3KNWAM	1	\$39.99	\$20.48
Women's Inspire 400	Purple	59593	YBWNINSPO4PNWAM	1	\$49.99	\$28.31
Women's Inspire 400	Aqua	59594	YBWNINSPO4ANWAM	1	\$49.99	\$28.31
Women's Inspire 400	Pink	59595	YBWNINSPO4KNWAM	1	\$49.99	\$28.31



Inspire Series

Let the music motivate with sound that stays put. TwistLock Technology and FlexSoft Comfort Fit guarantee these sweat-proof in-the-ear sport earphones will never hurt or fall out. Yurbuds Inspire allows ambient sound to ensure users hear everything they need to stay safe. Made to move, just like you.

	Color	DSC#	Vendor#	Min	SRP	Cost
Inspire 100	Black	59475	YBIMINSPO1BLKAM	1	\$19.99	\$11.33
Inspire 100	Red/Black	59478	YBIMINSPO1RNBAM	1	\$19.99	\$11.33
Inspire 200	Black	59480	YBIMINSPO2BLKAM	1	\$29.99	\$16.99
Inspire 200	Red/Black	59481	YBIMINSPO2RNBAM	1	\$29.99	\$16.99
Inspire 300 w/Mic	Black	59482	YBIMINSPO3BLKAM	1	\$39.99	\$20.48
Inspire 300 w/Mic	Red/Black	59483	YBIMINSPO3RNBAM	1	\$39.99	\$20.48
Inspire 400 w/Mic	Black	59484	YBIMINSPO4BLKAM	1	\$49.99	\$28.31
Inspire 400 w/Mic	Red/Black	59485	YBIMINSPO4RNBAM	1	\$49.99	\$28.31



When shopping in-store:

- 56% of shoppers use mobile devices for checking prices
- 48% to scan barcodes
- 45% to read reviews from other customers

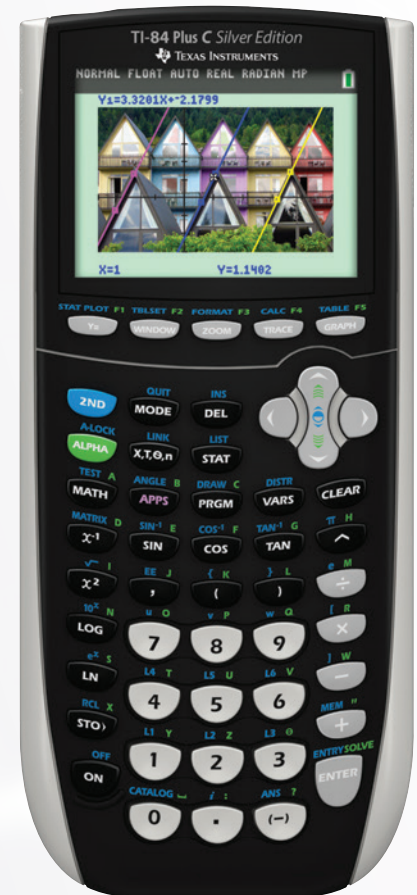
Source: Demandware.com

High Performance Calculation TI Nspire CX & TI-84+

84 Plus C Silver Edition Graphing Calculator

Introducing the next generation of the popular TI-84 family of graphing calculators—the TI-84 Plus C Silver Edition. Now in color and updated with new features. High-resolution, backlit, full color display. Students can use digital images or their own photos. Recharges with ease using the built-in TI Rechargeable Battery. Familiar TI-84 Plus functionality. Students can customize it with color slide cases and faceplates.

DSC# 20347 | Vendor# 84PLSEC/TBL/1L1
SRP \$180.00 | Cost \$121.03





48% of retailers believe that digital displays and interactive kiosks are valuable technologies that helps enhance the customers' shopping experience.

Source: CK Systems



Nspire CX Graphing Calculator

Ideal for Pre-Algebra, Algebra 1 & 2, Trigonometry, Geometry, Pre-calc, Statistics, Business & Finance, Biology, Physics, Chemistry, Calculus, AP Statistics, AP Physics, AP Calculus, and Engineering (Electrical and Mechanical) and Linear Algebra. Full-color display with backlit capability. Touchpad navigation works more like a laptop computer. Has the ability to utilize images and overlay with graphical elements on screen. Powered by a TI-Nspire Rechargeable Battery. Unit includes: TI-Nspire Student Software for home use by students to continue and/or complete assigned work outside of the classroom. View multiple representations of a single problem on screen, at the same time. Make changes to one representation of a problem and instantly see how it affects other dynamically linked representations. Built-in interactive geometry capabilities. Navigate easily between screens and functions using the intuitive, computer-style interface that includes drop-down menus and simplified cursor controls. Enter text easily using individual (alpha) letter keys. Create and save problem-solving steps as electronic TI-Nspire documents similar to those on a computer. Link directly to another TI-Nspire or TI-Nspire CAS handheld or a computer.

DSC# 10218 | Vendor# N3/CLM/1L1 | SRP \$175.00 | Cost \$128.21



Nspire CX CAS Handheld Graphing Calculator

Approved for standardized tests PSAT, SAT, AP and Praxis exams. Ideal for: Trigonometry, Geometry, Pre-Calculus, Statistics, Business & Finance, Biology, Physics, Chemistry, Calculus, AP Statistics, AP Physics, AP Calculus, and Linear Algebra. All the functions of TI-Nspire family technology, plus built-in Computer Algebra System (CAS). Color, backlit display. Utilize images and overlay with graph elements on screen. Includes an easy-glide Touchpad. Students can explore math expressions in symbolic form, see patterns and understand the math behind the formulas. Explore individual work one at a time, up to four on the same screen. "Link" representations: manipulate properties of one and observe instant updates to others without switching screens. Factor, expand expressions, and solve for common denominators. Built-in interactive geometry capabilities. Easy-to-use computer features: simple drop-down menu, alpha keys, save and review, and easy link with another TI-Nspired family hand held or PC for file transfer.

DSC# 10257 | Vendor# N3CAS/CLM/2L1 | SRP \$180.00 | Cost \$130.77



Consumers trust online rating 4x more than they trust employees advice.

Source: Nielson

Ultra Functional. Italian Design.



Lampo Slim Sleeve

Designer Nylon Slim Bag/Sleeve for 13" MacBook, 13" Ultrabooks, iPad® devices, and tablets.

Color	DSC#	Vendor#	Min	SRP	Cost
Blue 13in	41902	BLAM-B	1	\$49.99	\$22.50
Orange 13in	41903	BLAM-O	4	\$49.99	\$22.50
Gray 13in	41904	BLAM-G	1	\$49.99	\$22.50
Fuchsia 13in	41905	BLAM-F	4	\$49.99	\$22.50

TUCANO
TECH & STYLE MILANO

Loop it. Set it. Stick it. | Waterproof Bluetooth® Speaker.



Swimmer Bluetooth® Speaker

Waterproof Bluetooth® speaker. Dust and shock proof. Flexible tail that attaches to nearly anything. Suction cup mount. Rechargeable lithium ion battery.

Color	DSC#	Vendor#	Min	SRP	Cost
Black	56770	ASMBK-A	1	\$59.99	\$33.53
Blue	56771	ASMBL-A	6	\$59.99	\$33.53
Green	56776	ASMGNA-A	6	\$59.99	\$33.53
Red	56775	ASMRD-A	6	\$59.99	\$33.53
White	56777	ASMWHA	6	\$59.99	\$33.53

BOOM
BORN ON ORIGINAL MOTIVES



Despite having more limited funds, Millennial **students often shop impulsively** for trendy new products.

Source: Nielson

Power to the People. Portable Power Backups.



Portable Power 2500

Go places, and keep going. Carry a charged Portable Power 2500 and renew your USB-chargeable device's power on the go. Compact, lightweight and powerful enough to fully recharge an iPhone®, the Portable Power 2500 will take the devices further. Device charging proceeds quickly, indicating charge progress with a series of LED lights.

Color	DSC#	Vendor#	Min
Black/Green	41789	EC20063	1
Pink/White	41790	EC20114	1

SRP \$49.95 | Cost \$28.82

Portable Power 5400

End the search for accessible outlets in public places. The Portable Power 5400 can collect the power, then recharge the mobile device at any time, anywhere. With a 5400 mAH battery and a 2.1 amp output, the Portable Power 5400 quickly transfers power to the user's iPhone®, iPad® or any other compatible USB-chargeable device.

Color	DSC#	Vendor#	Min
Black/Green	41788	EC20064	1
White/Pink	56683	EC20111	1

SRP \$79.95 | Cost \$46.13





50% of women share their location and information with retailers in exchange for in-store credit, flash sales, gifts and early access to new styles.

Source: MDG Advertising

Easy Edits, Instant Prints!



The Ultimate Photo Package

Pringo Pocket Printer

Pringo, WiFi portable printer, allows photo print outs from smartphones. Features include dye-sub technology and WiFi transfer, which is faster, safer, and more convenient. Together with silver printing, custom stamps, UV resistance, fingerprint proof, along with economical consumables, Pringo lets you easily preserve touching moments in life.

DSC# 54916 • Vendor# 88.P3037.00A
Min 1 • SRP \$99.99 • Cost \$77.78



Pringo Printing Paper and Cartridge

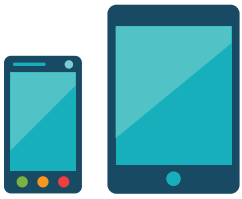
Package includes 3 or 10 ribbon cartridges and 20 or 100 photo papers for 30 or 100 images.

Cartridge and 30 Sheets

DSC# 54917 • Vendor# 87.PG901.02XV
Min 1 • SRP \$14.99 • Cost \$10.00

Cartridge and 100 Sheets

DSC# 54918 • Vendor# 87.PG902.06XT
Min 1 • SRP \$44.99 • Cost \$30.00



37% of tablet owners and **33%** of smartphone owners will have used their devices to research products for back-to-college shopping this year.

Source: Prosper Insights and Analytics for NRF

Keep Your Valuables Dri.



Dri Collection Slip Sleeve

The PKG Dri Collection Slip Sleeve takes its inspiration from the technical materials and slim silhouettes of modern urban outdoor apparel. It's a laptop sleeve that was designed to withstand the multitude of inevitable spills and accidents that occur at home and at work and look refined while doing it.

Color	Size	DSC#	Vendor#	Min	SRP	Cost
Dark Gray	13in	41455	PKG LS05-13-DRI-DGRY	1	\$60.00	\$30.77
Light Gray	13in	41770	PKG LS05-13-DRI-LGRY	4	\$60.00	\$30.77



Dri Collection Wingman Tote

The PKG Dri Collection Wingman Tote takes its inspiration from the technical materials and slim silhouettes of modern urban outdoor apparel. It's a water-resistant, low-volume brief with expandable pockets to allow it to act as a medium-volume brief for days when traveling light, being flexible and looking refined are the top priorities.

Color	Size	DSC#	Vendor#	Min	SRP	Cost
Dark Gray	15in	41454	PKG LB03-15-DRI-DGRY	1	\$80.00	\$41.03
Light Gray	15in	41769	PKG LB03-15-DRI-LGRY	1	\$80.00	\$41.03

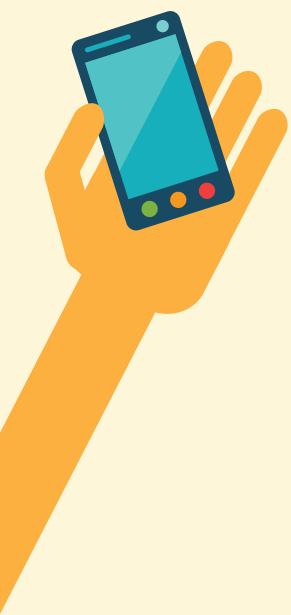


Dri Collection Backpack

The PKG Dri Collection Backpack takes its inspiration from the technical materials and slim silhouettes of modern urban outdoor apparel. It's a water resistant, medium volume backpack with an external laptop compartment and expandable pockets for ultimate versatility.

Color	Size	DSC#	Vendor#	Min	SRP	Cost
Dark Gray	15in	41767	PKG LB01-15-DRI-DGRY	4	\$95.00	\$48.72
Light Gray	15in	41768	PKG LB01-15-DRI-LGRY	4	\$95.00	\$48.72





Interactive Retail: Solutions to Drive Traffic to Your Store

The rapid growth of ecommerce and mobile technology has been evolving the way that consumers shop and how college stores engage with them. Nearly 75% of all Millennials use their mobile devices while shopping and, in general, this generation reports having much higher expectations from their shopping experiences.

Retailers are learning that the way to combat trends like showrooming is to add value to the students' shopping experiences. In fact, creating a unique shopping experience is already becoming a significant factor for success. Focus on customer engagement should now be a primary business strategy for the college retail industry and those targeting Millennial shoppers.



Bridge online browsing and in-store shopping

College stores should be making real-time access to product information a requisite part of any retail experience.

- » Nearly three-quarters of Millennials read customer reviews on their mobile phones while they shop.
- » 44% of Millennials actively scan QR codes to learn more about products and brands.



Retail Tip:

Incorporate QR codes onto the shelves and pegs next to each product where you can link customers to your online reviews or product information.



Interactive displays

Incorporating interactive displays is a great way to attract more customers into your store and keep those customers in the store for a longer period of time. Interactive displays generate impulse purchases and add value to the in-store shopping experience. Customers can test, touch, and experience the product before they buy. Research shows that positive shopping experiences build customer loyalty to keep them coming back.

Examples of great interactive merchandising options available with The Douglas Stewart Company include:

- » Action stations
- » Demo units
- » Product samples

Technology integration

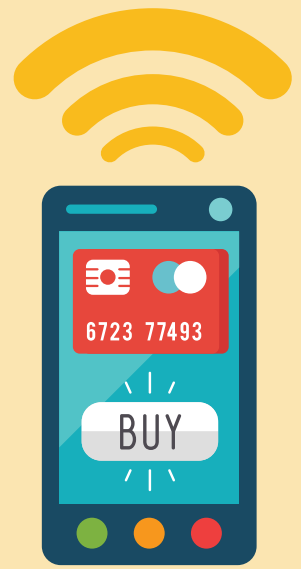
A college store's primary customer base has grown up with technology and they now expect stores to take an omni-channel approach in retail which makes incorporating technology into the everyday shopping experience an essential retail strategy.

Mobile POS Systems

- » 50% of smartphone users anticipate they will be using mobile wallets by 2017.
- » Although younger generations have reported that they are much more likely to use mobile payment options, many retailers (88.8%) have been too slow to adopt this method.

Mobile Marketing

- » Offering mobile payment options lets retailers market to and attract millennial students. They also provide retailers with extra tools for marketing to their customers by gathering customer information like recent purchases and can offer the customer the option to opt-in to receive additional news and offers.
- » 63% of millennial students say they are more likely to "check in" with a business on social channels if they receive a coupon or discount for doing so.



Social engagement

College stores can take a page from larger retailers' handbooks by putting social media's heavy influence to work for them.

Retail Tips:

- » Tag or call out products on the retail floor that have high pin rates on Pinterest.
- » Ask students to vote for their favorite product on your Facebook page and offer an in-store discount for the product winner that week

Loyalty programs

According to a 2013 study by Martiz Loyalty Report, the average customer is enrolled in 7.4 loyalty programs. The main reasons that shoppers stop participating in loyalty rewards programs are irrelevant offers and a slow accumulation of rewards.

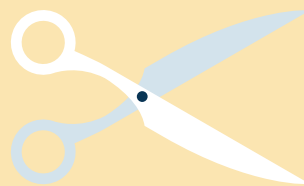
The future of loyalty programs will require retailers to customize their programs to suggest more targeted offers by incorporating things like social information and shopping behavior.

Sources:

<http://merchantwarehouse.com/retailers-millennials-and-omni-channel-shopping>

<http://www.retailpro.com/www.nrf.com>

<http://www.vendhq.com/retail-trends-and-predictions>



Retail Tip:

Implement a program that gives customers rewards based on their frequently bought items. College stores can also offer students loyalty programs based on the amount of information that they share with the store (i.e. college major, year in school, etc.) so that they can send them specific offers and messaging that's more closely related to their interests and focuses.



Deals account for **31% of Millennials'** shopping dollars.

Source: Nielson

JUCEPOWER

appleJuce Mobile Jolt Tube 2800 mAh

Key features: Protective circuit for over charging, over using, and short circuit. Smart power indication.

Color	DSC#	Vendor#	Min
Black	56805	JJ-BT-CYBK	1
Red	56806	JJ-BT-CYRD	1
Silver	56808	JJ-BT-CYSV	1

SRP \$39.99 | Cost \$15.06



Stay in Sync.

Connect, charge, and sync an iPhone® 5, iPod® touch (5th gen), iPod® nano (7th gen), iPad® (4th gen), or iPad® mini.



Lightning to USB Cable—8in

Color	DSC#	Vendor#
Pink	37484	BF4075
Blue	37485	BF4076

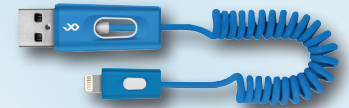
SRP \$24.99 | Cost \$11.11



Lightning to USB Cable—6ft

Color	DSC#	Vendor#
Black	37490	BF2182
Grey	30766	BF2175

SRP \$34.99 | Cost \$16.67



Lightning to USB Coiled Cable—3ft

Color	DSC#	Vendor#
Pink	37487	BF8076
Blue	37488	BF8077
Black	37489	BF8078

SRP \$29.99 | Cost \$13.89



Add some **flavor** to the music with Bubble Gum Talk

Bubble Gum Talk Earbud Headphones with Mic and Remote

The lightweight design and flexible earbuds provide a snug comfortable fit, while the high performance speakers deliver excellent audio quality. Comes with a built-in mic and remote so users can answer calls or change tracks without taking out their phones.

Color	DSC#	Vendor#
Black	55060	BBGUMTALKSBK
Blue	55061	BBGUMTALKSBL
Pink	55062	BBGUMTALKSPN
Purple	55063	BBGUMTALKSPU
White	55064	BBGUMTALKSWH
Yellow	55065	BBGUMTALKSYL

SRP \$9.99 | Cost \$5.63



Innovation • Lifestyle • Unquestionable Value™



Millennials make fewer shopping trips per week than older generations but typically spend more per trip.

Source: Nielson



Go City-Chic. The Collins Collection.



Brenthaven Collins Sleeve I

The Collins Sleeve is custom fit, ultra padded, and perfect for slipping inside of a larger bag while on the go. Fits MacBook Air/Retina/ Pro 13".

Color	DSC#	Vendor#
Indigo Chambray 13in	41897	1913
Charcoal 13in	41909	1935

SRP \$39.95 | Cost \$24.07



Upgrade Your Audio.

Excellent Sound,
Phenomenal Price.



Mythro Earbuds with Microphone and Control

Indulge the senses with Moshi Audio's Mythro, a stylish headset imbued with minimalistic aesthetics and a vibrant sonic presence. Encased in a strong and lightweight aluminum housing is Moshi Audio's DR8 Neodymium driver that delivers a crisp sound with deep punchy bass. The in-ear design coupled with our proprietary hybrid-injection ear tips effectively block out external ambient noise while providing hours of comfortable listening. Mythro is also equipped with an integrated microphone for answering calls on the fly while listening to your favorite tunes.



Color	DSC#	Vendor#
Pink	37873	99MO035302
Red	37874	99MO035322
Gunmetal	37876	99MO035241

SRP \$30.00 | Cost \$18.07



It is forecasted that **44% of retail sales** will have originated from webrooming (researched online, purchased in-store) by the year 2016.

Source: Demandware.com

Never Miss a Word. The Smartpen Collection.



Livescribe 3 smartpen

With the Livescribe 3 smartpen and the Livescribe+ mobile app, simply write on paper and watch it instantly appear on your iPad® or iPhone®. With just a few taps of a finger, notes become more useful when they are tagged, organized, searchable, converted to text and used in the user's favorite apps.

Includes: Livescribe 3 smartpen (black & chrome), Livescribe+ Mobile App, Livescribe starter notebook (50 sheets), (1) tungsten-carbide ballpoint ink cartridge (black, medium), and micro USB charging cable.

Livescribe 3 smartpen Pro Edition includes: Livescribe 3 smartpen (black & dark chrome), Livescribe+ Mobile App, 1-year subscription to Evernote Premium (\$45 value), leather smartpen portfolio, journal (100 sheets), (2) tungsten-carbide ballpoint ink cartridge (black, medium), and micro USB charging cable.

	DSC#	Vendor#	SRP	Cost
Livescribe 3 smartpen	39192	APX-00016	\$149.95	\$124.96
Livescribe 3 smartpen Pro Edition	43345	APX-00017	\$199.95	\$166.62



Sky wifi smartpen

Record everything you write and hear. 2GB/4GB/8GB of memory to record 200/400/800 hours of audio and thousands of pages of notes, diagrams and drawings. Tap anywhere on a page to replay audio from that exact moment.

Wirelessly sync notes and audio to a free Evernote account. Replay, search and share interactive notes, any time and anywhere from PC, Mac, iOS or Android devices.

2GB/4GB Sky wifi smartpen includes: free Livescribe plan for Evernote with 500 MB of additional monthly upload capacity for smartpen notes and audio, Sky wifi smartpen Basics Guide, starter dot paper notebook (100 sheets), micro USB cable, 2 ink cartridges, and 2 smartpen caps.

Sky wifi smartpen propack 8GB includes a Smartpen Portfolio (\$24.95 value) that carries A5 notebooks, a smartpen and other handy items. Includes 1 year subscription to Evernote Premium (\$45 value), exclusive Livescribe plan for Evernote and all the above in 2GB/4GB Sky wifi smartpen.

	DSC#	Vendor#	SRP	Cost
2GB Sky wifi smartpen	19853	APX-00010	\$169.95	\$143.51
4GB Sky wifi smartpen	19854	APX-00011	\$199.95	\$168.84
8GB Sky wifi smartpen propack	30918	APX-00012	\$249.95	\$211.07



Echo smartpen

Users record and play back everything they write and hear. Then, using a USB cable, transfer notes and audio to a computer. It's never been easier to take notes and stay organized.

Includes: 2GB Echo smartpen, Livescribe Desktop software, starter dot paper notebook, micro USB cable for charging and data transfer, Getting Started Guide, Smartpen Tips and Tricks, two ink cartridges, and one smartpen cap.

	DSC#	Vendor#	SRP	Cost
2GB Echo smartpen	98825	APX-00008	\$119.95	\$106.62





43% of shoppers trust a sales associate more if they are armed with a web-based device.

Source: Demandware.com

SERIOUS ACTIVITIES REQUIRE SERIOUS GEAR.



Sony Fashion Sport Earbud Headphones

Sony® headphones deliver dependable, quality audio reproduction time after time. Equipped with 13.5 mm high-sensitivity driver units, our MDR-AS200 Sports headphones are no different while also affording a secure, comfortable fit that lets users get close and personal with their workouts.

Comfortable and secure

The unique Ear Loop is easy to use offering a comfortable and secure fit. Simply slide over the ear and slide into position.

Water resistant

The water-resistant housing prevents sweat and water from leaking in, making these headphones ideal for an active lifestyle.

Color	DSC#	Vendor#
Blue	29931	MDRAS200/BLU
Pink	29932	MDRAS200/PNK
Green	29933	MDRAS200/GRN
Orange	29934	MDRAS200/ORG
Black	29929	MDRAS200/BLK
White	29930	MDRAS200/WHI

SRP \$19.99 | Cost \$11.98



SONY®



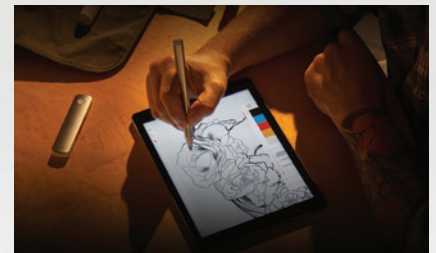
58% of store associates believe that mobile point-of-sale systems have a positive effect on the shopping experience.

Source: Demandware.com

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DSC# 56617 | Vendor# ADBIS | Min 1 | SRP \$199.99 | Cost \$177.77

Requires iPad® (4th generation), iPad® Air, iPad® mini, or iPad® mini with Retina display.



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Advanced Bluetooth® technology brings outstandingly rich sound and clarity while the design is refreshingly modern with a mix of textures and materials. Features include speaker-phone capability and battery-level icon for most smartphones.

Color	DSC#	Vendor#
Black	40421	S/CHI11875
Green	40431	S/CHI11882
Blue	40432	S/CHI11899
Purple	40433	S/CHI11905

SRP \$99.99
Cost \$64.02





58% of shoppers say they would be thrilled to receive a personalized offer on their mobile device while in store.

Source: CK Systems



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PLATTAN



HUMLAN



ZINKEN



KRANSEN



MEDIS



BAGIS

PLATTAN Headphones

A classic full-size headphone allowing for rich, secluded sound. Folds down to the size of a fist. ZoundPlug equipped.

Color	DSC#	Vendor#	Min	SRP	Cost
Rowan	56738	04090847	1	\$60.00	\$37.11
Moss	56736	04090849	1	\$60.00	\$37.11
Mulberry	56737	04090848	1	\$60.00	\$37.11

HUMLAN Headphones

HUMLAN's headband and ear cushions can be removed and thrown in the wash. ZoundPlug equipped for instant music sharing. Features mic and remote for picking up calls for hands-free talking.

Color	DSC#	Vendor#	Min	SRP	Cost
Mulberry	56740	04090857	1	\$50.00	\$30.92
Moss	56739	04090858	1	\$50.00	\$30.92
Rowan	56741	04090856	1	\$50.00	\$30.92

ZINKEN Headphones

The ZINKEN is a noise-isolating head-phone designed with performance and durability. Swap between a 3.5mm and 6.3mm plug with the TurnCable feature. Equipped with the ZoundPlug feature and a microphone and remote compatible with many mobile devices. Collapsible for easy, minimal storage.

Color	DSC#	Vendor#	Min	SRP	Cost
Moss	56745	04090852	1	\$50.00	\$30.92
Mulberry	56746	04090851	1	\$50.00	\$30.92
Rowan	56747	04090850	1	\$50.00	\$30.92

KRANSEN Earbuds

KRANSEN is the in-ear headphone made of dreams. Comes with built-in mic and remote, the SnapConstruction feature, and the Urbanears patent-pending CableLoop solution.

Color	DSC#	Vendor#	Min	SRP	Cost
Rowan	56744	04090862	1	\$40.00	\$24.74
Mulberry	56743	04090863	1	\$40.00	\$24.74
Moss	56742	04090864	1	\$40.00	\$24.74

MEDIS Earbuds

The patented EarClick solution secures the earpiece at two separate points, relieving pressure to the ear while keeping it firmly in place. The MEDIS rests a small distance from the ear canal and therefore does not affect balance.

Color	DSC#	Vendor#	Min	SRP	Cost
Mulberry	56746	04090851	1	\$50.00	\$30.92
Rowan	56747	04090850	1	\$50.00	\$30.92
Moss	56745	04090852	1	\$50.00	\$30.92

BAGIS Earbuds

The BAGIS is a compact version of the full Urbanears experience with earplug construction for a direct sound and efficient noise reduction. Features rubber housing, fabric and TPE cord to eliminate distortions caused by friction, and the SnapConstruction feature.

Color	DSC#	Vendor#	Min	SRP	Cost
Moss	56745	04090852	1	\$50.00	\$30.92
Rowan	56747	04090850	1	\$50.00	\$30.92
Mulberry	56746	04090851	1	\$50.00	\$30.92