



## Say Hello to 2016

Exclusive Incase Hardshell Cases .....IFC

Young. Wireless. Free. Skullcandy Wireless .....Page 2

Only Carry the Best—  
Brenthaven: The Collins Collection .....Page 9

The Most Revolutionary Smartpen  
is Here From Livescribe .....BC





**Snapchat will become a standard marketing platform.** Just like Facebook, Twitter, and Instagram, Snapchat is now a standard marketing platform. 'Real-time' social media is a fun tool to conduct marketing experiments, try it today!

Source: Clickz.com



## Personalize Your MacBook

Hard Shell Cases Exclusively at The Douglas Stewart Company\*



Protect and personalize the MacBook Pro with Retina display. The lightweight, form-fitting hardshell case offers complete protection without sacrificing access to ports, lights, and buttons. Durable MacBook covers feature sophisticated styling, injection-molded construction, and rubberized feet to keep laptops cool and firmly in place

\*Also available at the Apple® Store

Color	Size	Description	DSC#	Vendor#	Min	SRP	Cost
Blue Moon	13in	MacBook Pro w/Retina	71189	CL60622	1	\$49.95	\$25.62
Clear	13in	MacBook Pro w/Retina	71186	CL60608	1	\$49.95	\$25.62
Pink Sapphire	13in	MacBook Pro w/Retina	71188	CL60621	1	\$49.95	\$25.62
Black Frost	13in	MacBook Pro w/Retina	71187	CL60607	1	\$49.95	\$25.62
Blue Moon	15in	MacBook Pro w/Retina	71193	CL60624	1	\$49.95	\$25.62
Clear	15in	MacBook Pro w/Retina	71190	CL60610	1	\$49.95	\$25.62
Pink Sapphire	15in	MacBook Pro w/Retina	71192	CL60623	1	\$49.95	\$25.62
Black Frost	15in	MacBook Pro w/Retina	71191	CL60609	1	\$49.95	\$25.62



**Retailer's use of Beacons will continue to grow.** Beacons are small BLE (Low Energy Bluetooth®) transmitters whose signals can be detected by smartphones and tablets. Placing these around your store provides you with priceless in-store analytics.

Source: Smartinsights.com

# The Ultimate Laptop Package.



#	Description	DSC#	Vendor#	SRP	Cost
1	UltraSharp UZ2315H 23 Inch Multimedia Monitor	56997	859-BBDC	\$299.99	\$247.42
2	Bluetooth Portable Speaker AD211	62022	520-AAGP	\$69.99	\$45.00
3	WM324 Optical Mouse	39213	275-BBBH	\$29.99	\$20.00
4	Portable Backup Hard Drive 1TB	59621	784-BBBE	\$99.99	\$83.00
5	USB 3.0 Docking Station – D3100	71522	452-BBPG	\$169.99	\$122.67
6	Power Companion 12,000 mAh	72573	451-BBLZ	\$109.99	\$77.00
7	Dell Tek Backpack Black 15.6 inch	77398	460-BBTI	\$54.99	\$34.00
8	Dell Tek Backpack Gray 17 inch	77397	460-BBKM	\$59.99	\$36.00



**Search tools will branch out beyond search engines.** Facebook is already working on its own search engine. With advanced search abilities, integrated payment methods, and social conversation all without leaving the social platform, talk about ground breaking. Couple this with the buy button, and the purchasing potential is huge!

Source: Clickz.com

# Young. Wireless. Free.



DSC# 73535  
Vendor# S2PGHW-174  
SRP \$59.99 | Cost \$35.22

## Smokin' Buds 2

### Bluetooth® Wireless

Whether students are studying in the library or biking to class, Bluetooth functionality makes it possible to bring audio anywhere they go. The freedom of wireless means there are no tangling cords and these earbuds are easy to store.

### 6-Hour Battery Life

Listen to soundtracks carefree with long lasting, supreme sound that lasts a full 6 hours.

### Removable Flex-Collar

This low-profile collar is made of moldable plastic that hugs the user's neck, and can be removed if they prefer. Built-in notches allow this collar to adjust to the perfect fit and stay securely in place.

### Onboard Mic/Remote

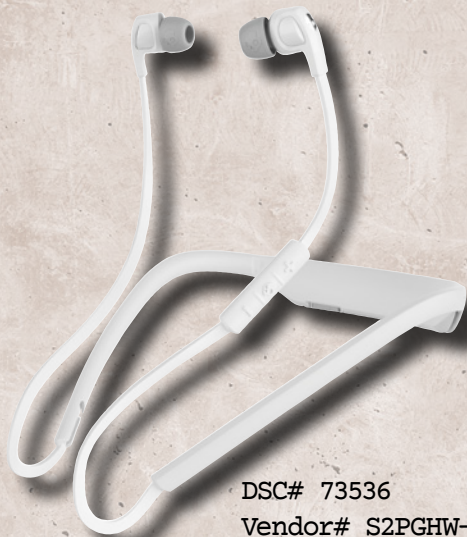
Navigate playlists and take calls with the easily located microphone and remote. Under the left earbud, use the plus and minus buttons to adjust volume or switch songs. Press the middle button to answer/end calls or play/pause music.

### Off-Axis Technology

Every ear canal is unique, that's why the Smokin' Buds 2 features an angled and oval-shaped nozzle that better aligns with the natural shape of the ear, improving noise-isolation and comfort fit.

### Supreme Sound

Students will listen to their music as if it was the first time with the attacking bass, crisp vocals, and precision highs.



DSC# 73536  
Vendor# S2PGHW-177  
SRP \$59.99 | Cost \$35.22



By 2018, millennials' annual spending is expected to reach \$3.4 trillion. Retailers need to reach millennials, plain and simple. Lucky for campus stores, their campuses are swimming with the country's purchasing power leaders. If you are not reaching students, think about how you can seamlessly deliver shopping experiences millennials expect.

Source: Smartinsights.com



## Uproar Wireless

### All-Day Listening

10 hours of carefree listening without a charge enhances the Skullcandy wireless experience.

### Easy On The Ears

The synthetic leather ear pillows are so soft users will never want to take them off.

### Button Controls

Take calls, adjust volume, or manage music on any Bluetooth-enabled device with the touch of a button. Press and hold the power button to turn headphones on/off and use the plus and minus buttons to change volume.

Color	DSC#	Vendor#	SRP	Cost
Locals Only	73165	S5URHW-514	\$49.99	\$30.82
Black/Gray	73166	S5URHW-509	\$49.99	\$30.82
White	73167	S5URHW-457	\$49.99	\$30.82
Ill Famed Red	73163	S5URHW-462	\$49.99	\$30.82
Explore	73164	S5URHW-510	\$49.99	\$30.82



# WHAT'S IN STORE FOR 2016?

To succeed in 2016, retailers need to leverage three trends that are transforming the retail landscape. Once retailers welcome these trends and integrate them into their strategy, they will see higher conversions and larger transaction sizes. Get ready for 2016 with these 3 trends:

"In a truly multichannel world, the customer has access to consistent content and commerce experiences across all digital and physical touchpoints."

## 1. Millennials continue to set the tone

Millennials make up a large percentage of college campuses; so don't forget about them quite yet. By 2017, it is estimated that millennials will have more spending power than any other generation. Millennials carry their social networks everywhere they go, allowing you to advertise and communicate with your shoppers 24/7.

They look for trustworthy information, personalization, and socially mindful products and practices. **63% of Millennials** say that knowing a company is "mindful of its social responsibilities" makes them more likely to buy from them.



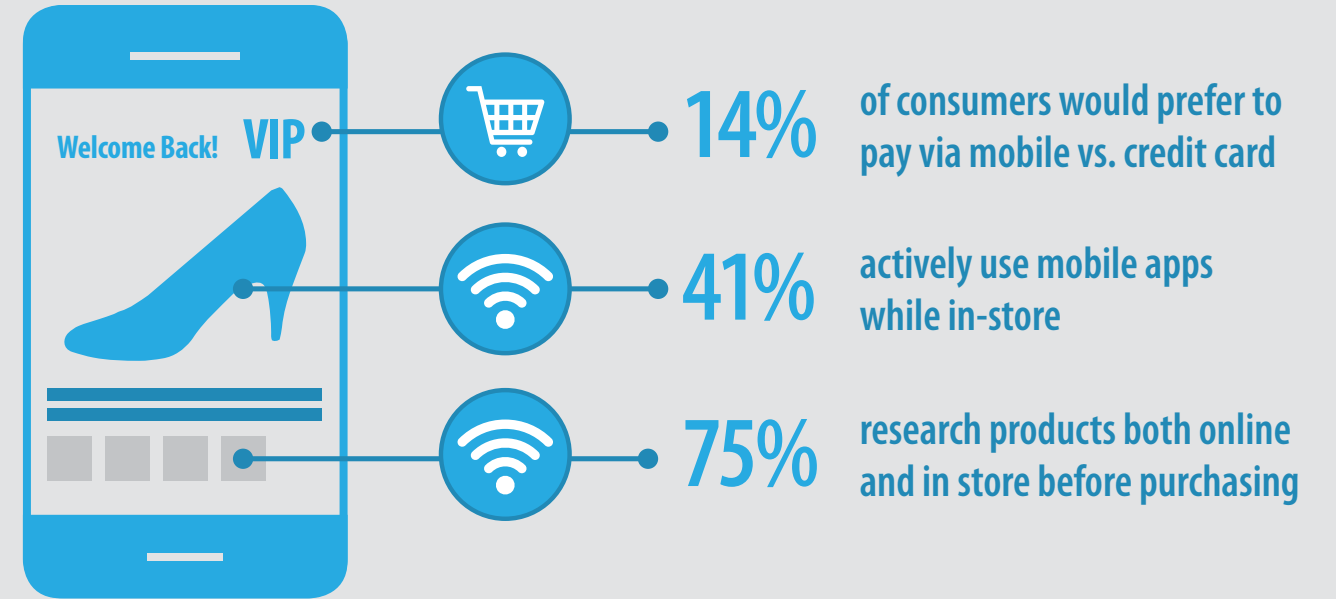
### Why should retailers care?

By 2025, Millennials will make up 75% of the global workforce.



## 2. Mobile means everything

Mobile is here and now, smartphones are everywhere. **Over 85% of Millennials have a smartphone.** Mobile is the primary driver of web sales growth for many online retailers; box-stores should put mobile technology at the front of their web strategy. The use of mobile apps for shopping has doubled in the past year!



## 3. Shopping is social

We've seen social media sites like Pinterest and Instagram slowly transition to a social platform strategy. This will not be going away. Customers, especially millennials, enjoy talking about products and services all over the web. These conversations play a role in consumers' purchasing decisions. Shoppers are actively seeking out user-generated content about products and services. **70% of consumers research items online before making an in-store purchase.**

Providing content for consumers to share will be helpful, but a key differentiator between you and your competitor is providing relevant social content. Students want product suggestions and user-generated content that they can filter and sort according to the elements they care about.

Sources: Smartinsights.com and Bazaarvoice.com





**50% of consumers will regularly turn to smartphones and tablets to watch video clips.** Continue to advertise on social media. Have your marketing team create fun, shareable videos for Facebook, Snapchat, and/or Instagram whenever you have an in-store promotion.

Source: Thevideoanimationcompany.com



# Extending the Power of Graphic Calculators

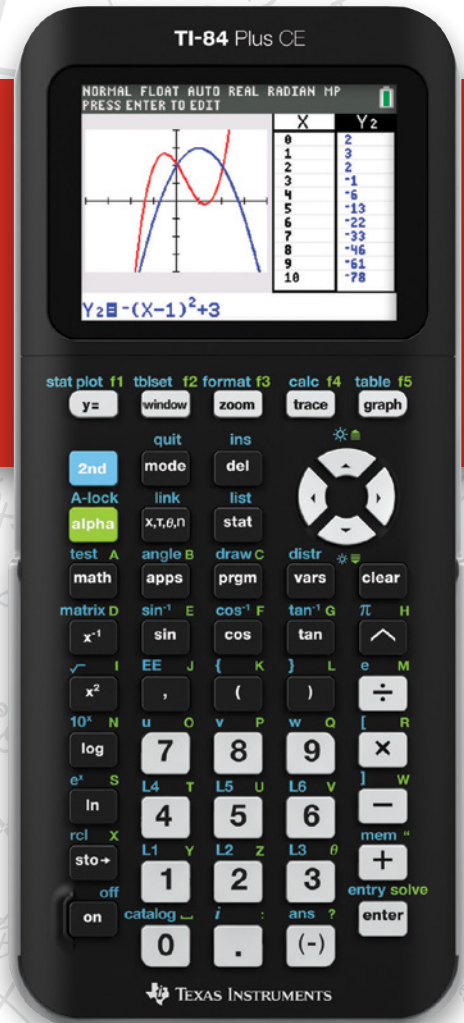
## Meet the TI-84 Plus CE Familiar Function, Sleek New Look

Welcome the TI-84 Plus CE Graphing Calculator to the TI graphing calculator family. With familiar functionality to the TI-84 Plus, this sleek and thin design will make homework easier than ever.

### Key Features:

- » 30% lighter and thinner than earlier generation models
- » Vibrant, backlit color screen
- » TI rechargeable battery
- » Pre-loaded with apps and images
- » Available in fun colors: Black, Pink, Denim, and Red

Color	DSC#	Vendor#
Black	68221	84PLCE/TBL/1L1
Pink	69878	84PLCE/TBL/1L1/D
Denim	69879	84PLCE/TBL/1L1/G
Red	69880	84PLCE/TBL/1L1/J
Min 1   SRP \$149.00   Cost \$121.03		



Charge up with the TI-84 Plus CE Graphing Calculator Charging Station. By recharging up to 10 calculators at a time, this TI-84 Plus CE compatible charging station will keep users' calculators organized.

DSC# 68345 | Vendor# 84CEDS/PWB/2L1  
Min 1 | SRP \$75.00 | Cost \$59.49



**E-retail spending is supposed to increase to 62% by 2016.** If we haven't said this enough, create an e-commerce website for your store. Make it easier for students shop in advance from their home by having a strong website with a responsive design.

Source: Internetretailer.com



## Bluetooth® Yurbuds, No Strings Attached

Liberty 100 Bluetooth® Earbud headphones have no wires to get in the way. Featuring exceptional sound performance, a microphone with easy one-touch audio control and 6+ hours of music and call time with audible and visible low-battery alerts, these earphones will go everywhere. Bluetooth connectivity and a secure fit complete the package so users can challenge every limit.

**DSC# 59489 | Vendor# YBIMLIBE01BLKAM | SRP \$99.99 | Cost \$56.63**

Leap 100 Bluetooth® Earbud Headphones have no wires to get in users' way, offering the signature sweat-proof, comfortable fit, of all Yurbuds sport earphones. Featuring Bluetooth connectivity, exceptional sound performance, a microphone with easy one-touch audio control and 6+ hours of music and call time with audible and visible low-battery alerts, these earphones will go with users everywhere.

**DSC# 59486 | Vendor# YBIMLEAP01BLKAM | SRP \$99.99 | Cost \$56.63**

Women's Series Leap 100 Bluetooth® Earbud headphones offer core Yurbuds ergonomics for a comfortable, secure fit sized for smaller ears. Get 6+ hours of music and call time, visual and audible battery alerts and easy audio control, all without wires to get in the way. Bluetooth connectivity allows seamless integration with users' devices.

**DSC# 59596 | Vendor# YBWNLEAP01ANWAM | SRP \$99.99 | Cost \$56.63**



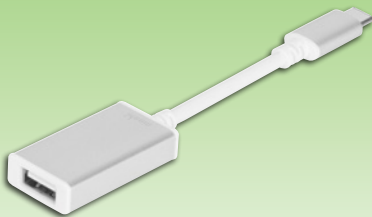




**The 1970's are back.** The '70's retro bohemian fashion craze is here to stay, at least for a little while. Why should you care? Products are heavily influenced by the fashion industry, fashion dictates trending colors, patterns, supplies, etc.

Source: Fashionisers.com

## USB-C Connectivity for the New MacBook 12



### USB-C to USB-A Adapter

Connect any iOS device and standard USB accessories to a MacBook with this USB-C port. Use this adapter to sync and charge iPhones® and iPads® or connect to flash drives, cameras, projectors, and more.

**DSC# 72904**  
**Vendor# 99MO084200**  
**SRP \$25.00 | Cost \$14.12**



### USB 3.0 to Gigabit Ethernet Adapter

Enjoy maximum wired connectivity with Moshi's USB to Gigabit Ethernet Adapter. Using a SuperSpeed USB 3.0 port on a MacBook means the Thunderbolt port remains open for convenient docking to an external display. The adapter is 100% plug-n-play and requires no installation discs or external power. Includes a USB pass-through port so the MacBook retains full USB 3.0 connectivity.

**DSC# 71371 | Vendor# 99MO023209**  
**SRP \$35.00 | Cost \$20.55**



### Mini DisplayPort to HDMI Adapter

Updated to support the new Ultra HD (4K) standard, Moshi's popular Mini DisplayPort to HDMI Adapter lets users easily connect a Mac to any TV or

monitor. Create the ultimate home theater experience by connecting a Mac equipped with Thunderbolt 2 to an Ultra HD television for unmatched clarity and detail. The adapter supports multi-channel digital audio output to keep people on the edges of their seats as the sound fills the room. With a stylish aluminum casing and slim design giving access to all ports on the Mac, this adapter is the perfect addition to any home entertainment system.

**DSC# 54787 | Vendor# 99MO023208 | SRP \$35.00 | Cost \$16.87**



### USB to Ethernet Adapter

Moshi's USB to Ethernet Adapter conveniently connects a MacBook Air® to any Ethernet network, providing reliable, wired Internet access of up to 100Mbps through its RJ45 connector. It requires no software drivers or external power. It provides an additional USB 2.0 port so the MacBook Air still retains all of its USB ports when connected to Ethernet.

**DSC# 14861 | Vendor# 99MO023204**  
**SRP \$29.00 | Cost \$16.95**

moshi



**Food as theatre.** Shopper-tainment, the idea of delivering a unique in-store experience is catching hold in exciting ways. Try implementing unique ways to get students in store—for instance, offer product samplings, live music, how-to stations, etc.

Source: Popai.com



## Urban Intelligence Sleek Collins Collection Sleeves



### Brenthaven Collins Sleeve

The Collins Sleeve is a custom-fit, beautifully styled sleeve for 11-inch, 13-inch, and 15-inch laptops and tablets. Its slim, tailored shape makes for easy placement into a larger bag while on the go. Soft pinstriped lining protects devices from being scratched and adds to the clean aesthetic of the sleeve.

Description	Size	DSC#	Vendor#
Collins Sleeve	11in	41898	1912
Collins Sleeve I	13in	41897	1913
Collins Sleeve II	15in	41896	1914

**SRP \$39.95 | Cost \$24.07**

# Tucano, Protection When You Need It



### Tucano Nido Hardshell Case for 12" MacBook

The modern Nido case is made from durable polycarbonate that protects students' laptops from daily scrapes, scratches, and scuffs. The stylish see-through design and the smooth texture with soft rubber coating gives visibility to the Apple logo providing a modern look. It also has anti-slip rubber feet that provide added stability and prevent students' devices from moving while in use. Ventilation slots on the bottom promote continuous air flow for efficient device cooling.

Color	Size	DSC#	Vendor#	SRP	Cost
Clear	12in	74605	HSNI-MB12-TR	\$39.99	\$18.00
Black	12in	74603	HSNI-MB12	\$39.99	\$18.00
Gold	12in	74604	HSNI-MB12-GO	\$39.99	\$18.00



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## Cut Notetaking Time in Half with the Livescribe Echo 8GB Smartpen Pro Edition

### Capture it. Replay it. Send it.

#### **8 GB of Memory: More Space for Audio and Notes**

Digitize over 800 hours of audio or 128,000 pages of notes

#### **Record and Playback**

Record everything you write, hear or say. Replay your meetings or lectures simply by tapping on your notes.

#### **Save, Search, and Organize**

Transfer your notes and audio to your computer via USB cable and Echo Desktop will save everything for fast, easy access to what's important.

#### **Send and Share**

Easily send your notes and audio from Echo Desktop via email as a standard PDF or audio file or download to your computer for upload to Google Drive, Facebook, or Evernote.

#### **Quick Record**

Record audio without using dot paper with the tap of a button

#### **Quick Calculator**

Write an addition, subtraction, multiplication, or division problem on dot paper and watch the answer appear on the Smartpen screen

#### **Password**

Protect recorded paper replay sessions with a 4-digit number

#### **System Utilities**

Supports multiple languages, time, date, storage info, and battery charge

**DSC# 73234 | Vendor# APX-00018**  
**Min 1 | SRP \$199.95 | Cost \$166.62**

