

## Electronics for Advertising



## VIP (Video in Print)

Crystal Display Electronics AG is now launching the VIP (Video in Print) medium from the US company Americhip in Switzerland.

The new, special form of advertising, known as "Video in Print" or just VIP, is the first product to offer the possibility of playing motion-picture content on an LCD screen in a printed magazine. Navigation is possible via a maximum of 6 operating keys which enable you to move to various audiovisual contents. This innovative idea is made possible by a 2.7-millimetre-thin screen, integrated into the cover of the magazine. The battery can be recharged with the help of a USB connection. A protective polycarbonate layer on the surface prevents scratching of the LCD screen.

As soon as the page is opened the video starts. There is no need to dispense with sound either - the loudspeakers are situated in the lower section of the page. The minimum order quantity is 50 pieces.

Applications: advertising brochures, company reports, TV programme magazines, wedding albums, limited editions of video artists, inserts in carton displays etc.



**LCD Screen Sizes**  
**Video Files**  
**Store Capacity**  
**Play Time**  
**Playbacks**  
**Push Buttons**  
**Battery Type**  
**Battery charging**  
**Charging time**  
**Speaker**  
**How to activate**

2.4 Inch or 4.1 Inch  
AVI, MPEG 1/2/4, MOV, MWV  
512 MB, 1 GB or 2 GB  
45 min, 90 min or 180 min  
1 min File 80x, 3 min File 25x, etc.  
max. 6 Push Buttons  
rechargeable lithium battery  
via USB Connector (Computer)  
approx. 4 hours  
built-in speaker  
open the page (or with built-in  
power switch)

