



D E V E L O P E R  
M A R K E T I N G  
G U I D E L I N E S

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**Welcome! Thanks for your interest and support in making Livescribe an exciting and innovative mobile computing platform. Livescribe offers two tiers of marketing support for developers wishing to sell their applications through the Livescribe Application Store.**

#### **CERTIFIED LIVESCRIBE SMARTPEN APPLICATION**

Once an application has been approved through our certification process, developers are eligible for the following:

1. Inclusion in the Livescribe.com application store
2. Livescribe can provide a “Livescribe smartpen certified” logo for you to use in marketing efforts.
3. Inclusion in Livescribe PR activities focused on featuring new applications
4. Livescribe will provide a template press release that your company can write, distribute and post online.
5. Livescribe can provide an executive quote for you to use in your marketing efforts or media advisories.
6. Livescribe can help spread the word of your new app to our communities of users and enthusiasts, i.e the Livescribe blog, Facebook.com/Livescribe, and Twitter.com/Livescribe.
7. Livescribe highly recommends that developers create a 1-2 minute "how to" video featuring their application. Livescribe can post this video on our blog, and include a link from the app store to the video either on your site or the Livescribe blog. Developers can upload this video directly to the Livescribe Facebook® Fan page.



## LIVESCRIBE STAFF PICKS

A select few applications will be rewarded a “Staff Pick” by Livescribe, at our discretion, from time to time. Staff Picks are eligible for additional support, including:

- Featured placement in Livescribe’s application store
- Featured placement in Livescribe’s monthly email blast to users
- Livescribe can provide a dedicated press release (may include other applications)
- Livescribe can include your application with smartpens delivered to reporters through press reviewer programs
- Livescribe can feature your application in package in-box marketing collateral
- Livescribe can feature your application in advertising (print, online, etc.) activities



### NAMING YOUR APP

You may not use the terms “Livescribe” or “Live” or “Echo”, “Pulse”, “Scribe”, “Pencast” as any part of the name of your application.

- **“Livescribe (application name)”**
- **“(application name) on Livescribe”**
- **“(application name) for Livescribe”**
- **“Live (application name)”**

### WEBSITE ADDRESS

You may not use the term “Livescribe” “Live” or “Echo”, “Pulse”, “Scribe”, “Pencast”, or variations or misspellings of them, in the name of a URL to the left of the top-level domain name.  
 (“ .com”, “.net”, “.uk”, etc.)

**for example, URLs such as:**

- **“Livescribe.xxx.com”, “Livescribe.com,”**
- **“Echosmartpen.net”, “Pulsesmartpen.net” are not permitted**

Livescribe is fundamentally changing the way people capture, access and share information with pen and paper. Founded in 2007, Livescribe has developed a breakthrough low-cost mobile computing platform that includes the award-winning Echo™ and Pulse™ smartpen, dot paper, smartpen applications, Livescribe Desktop software, Livescribe Online Community, and development tools.



### LIVESCRIBE PLATFORM

Livescribe has created a new mobile platform—an integrated system of smartpen, dot paper, applications, desktop software and development tools.

**TAP IT. GET IT.**

Livescribe smartpens capture everything you hear and write, enabling easy access to information. Simply tap anywhere on your notes to play back your recording and find what you need.

**echo**<sup>TM</sup>  
smartpen

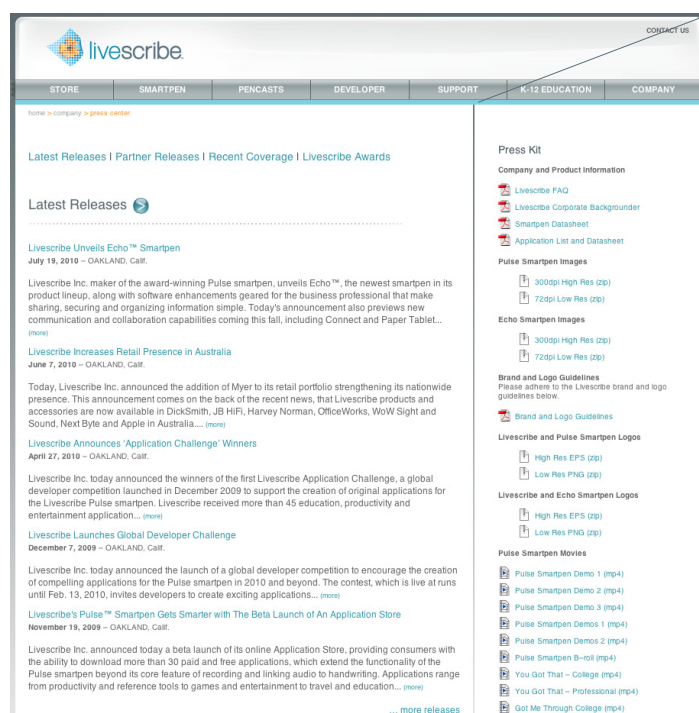


**pulse**<sup>TM</sup>  
SMARTPEN



## IMAGES FOR USE

Brand assets are available at: <http://www.livescribe.com/press/>




## Press Kit

## Company and Product Information

-  [Livescribe FAQ](#)
-  [Livescribe Corporate Backgrounder](#)
-  [Smartpen Datasheet](#)
-  [Application List and Datasheet](#)

## Pulse Smartpen Images

-  [300dpi High Res \(zip\)](#)
-  [72dpi Low Res \(zip\)](#)

## Echo Smartpen Images

-  [300dpi High Res \(zip\)](#)
-  [72dpi Low Res \(zip\)](#)

## Brand and Logo Guidelines

Please adhere to the Livescribe brand and logo guidelines below.

-  [Brand and Logo Guidelines](#)

## Livescribe and Pulse Smartpen Logos

-  [High Res EPS \(zip\)](#)
-  [Low Res PNG \(zip\)](#)

## Livescribe and Echo Smartpen Logos

-  [High Res EPS \(zip\)](#)
-  [Low Res PNG \(zip\)](#)

## Pulse Smartpen Movies

-  [Pulse Smartpen Demo 1 \(mp4\)](#)
-  [Pulse Smartpen Demo 2 \(mp4\)](#)
-  [Pulse Smartpen Demo 3 \(mp4\)](#)

**DIGITAL PAPER ENABLING ANOTO  
FUNCTIONALITY AND LIVESCRIBE  
DOT PAPER STATEMENT**

Certain types of Paper Products must contain the Livescribe Dot Paper Statement and the Anoto functionality statement, which is: “digital paper enabling Anoto functionality.” The location where you are required to print the statement varies, depending on the kind of Paper Product:



- a. For Fixed Print Paper Products that have a front and back cover (e.g., an appointment book): the statement must be on the back cover.
- b. For Fixed Print Paper Products that do not have a front or back cover, that are size A5 or above, and are not a Note Pad (e.g., a map), the statement must be printed on the page itself (location to be determined by you).
- c. For Note Pads: the statement must be printed (1) on the first page after the front cover and (2) on the back cover, provided that the back cover has other printing. If you print your logo on each page of the Note Pad, you must print the statement on each page as well.
- d. Other smaller paper formats below A5 without a front or back cover, (e.g., stickers, post-it notes, voice notes, pre-printed applications, etc.), the Anoto Functionality statement and Livescribe Dot Paper Statement are not required.

## APPLICATION ICON

Create all application icons by using the included Photoshop® file icon template:  
**app\_icon\_86x86.psd**

Also submit all application icons as .png files and in the following two sizes:  
(Please use the same icon for all three sizes)

- 86px x 86px 16KB
- 65px x 65px 10KB



## DEVELOPER LOGO

Format your developer logo by using the included Photoshop® file icon template:  
**app\_icon\_86x86.psd**

Submit your developer logo as a .png file in the following size:

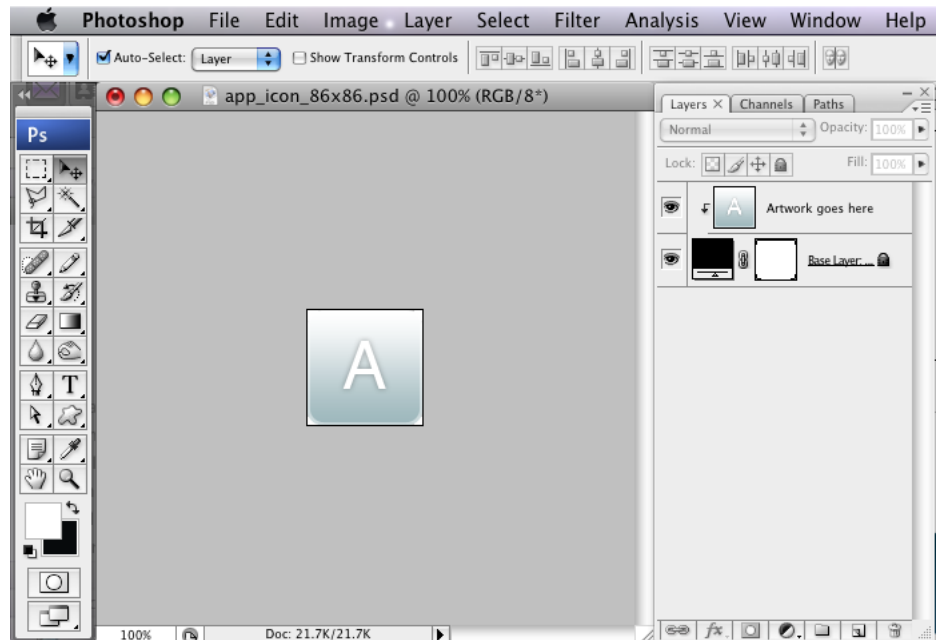
- 65px x 65px 10KB



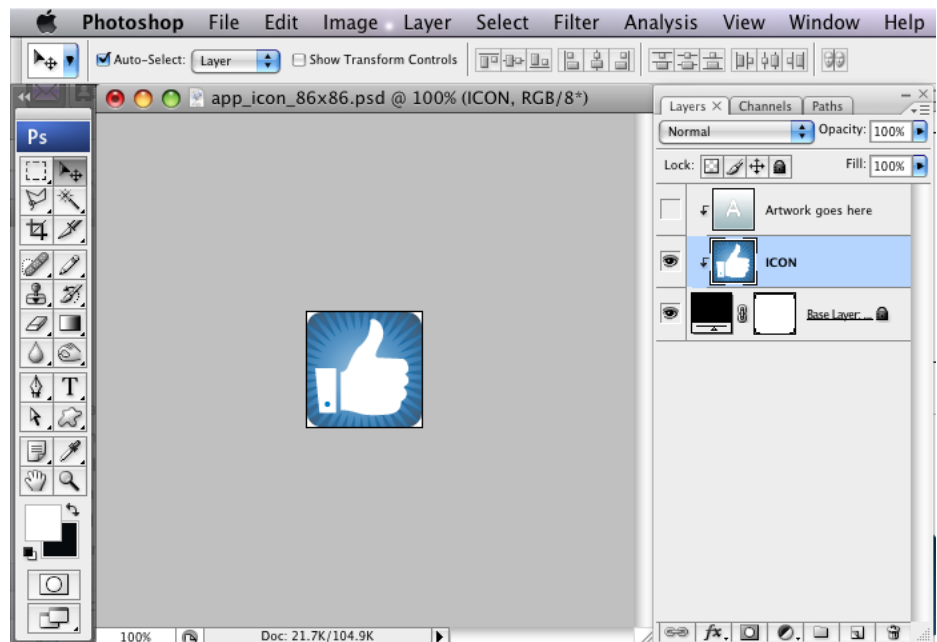
The outside shape of your application icon and developer logo should have rounded corners. This is easily done by using the mask in the included Photoshop® file.

## APPLICATION ICON & DEVELOPER LOGO

Use the provided Photoshop® file to create the application Icon:

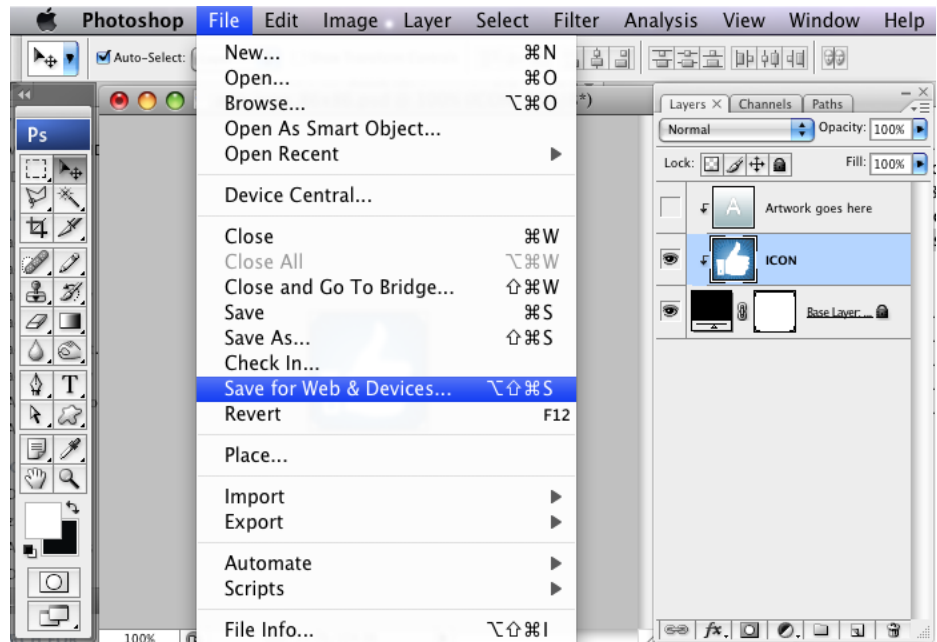


Place your icon or logo above the “Base Layer Mask” layer and turn off the “Artwork goes here” layer. This will give your icon or logo the appropriate rounded corners.

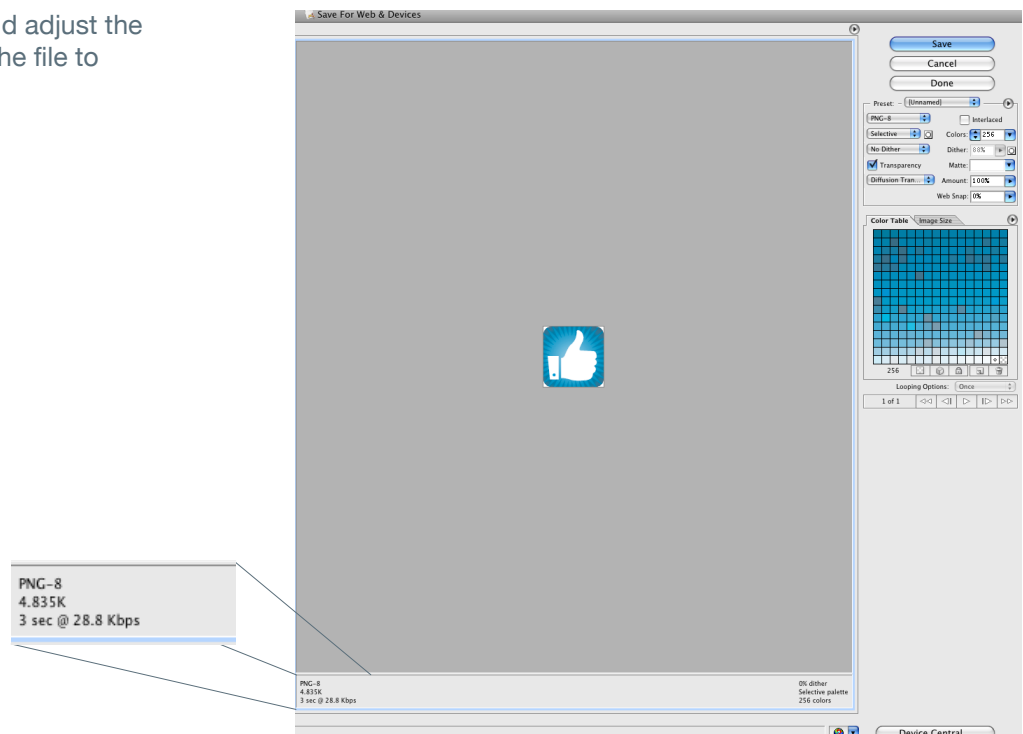


## APPLICATION ICON &amp; DEVELOPER LOGO

If your file is larger than the specified size requirements, save your file under “Save for Web & Devices...”



Save the file out as .png and adjust the “Colors” pull-down to get the file to the required size.



**IMAGES FOR APPLICATION INSTRUCTION**

Some people will want to know how a smartpen application works before they download it. Please provide 1-4 images that best represent your application.

**IMAGE SPECIFICATIONS**

Submit all application instruction images as:

- jpeg files
- 30KB or less
- 440px x 307px

**IMAGES FOR APPLICATION INSTRUCTION  
(A MAXIMUM OF 4 IMAGES)**

440px x 307px 30KB

**SAMPLE IMAGES**