LIVESCRIBE FAQ

Company
1. What is Livescribe?
Founded in 2007, Livescribe Inc. has developed a new low-cost mobile computing platform to enhance personal productivity, learning, communication and self-expression written and spoken information. The company's platform increases the fundamental value and use of writing and speech by enabling the capture, access and sharing of this information any time, anywhere, on any device.

2. Who is behind Livescribe and when was it founded?
Livescribe was founded in January 2007 by Jim Marggraff, an entrepreneur and inventor best know for creating the LeapPad and Fly Pentop Computer. In addition, the Livescribe management team has significant consumer hardware and software experience and includes key executives from Palm, Apple, TomTom, Autodesk and Leapfrog.

Livescribe is a privately-held company with funding from Aeris Capital, Lionhart Investments Ltd., Vantage Point Venture Partners, Crosslink Capital, Scale Venture Partners, Qualcomm, TransLink Capital, Presidio Ventures and Keating Capital. To date, the company has raised approximately $100M.

3. How many employees work at Livescribe?
Livescribe has approximately 100 employees.

Technology
4. What is a smartpen?
Livescribe has two smartpen product lines – Echo and Pulse. Smartpens capture everything consumers hear and write and provide quick and accurate access to important information by simply tapping directly on the written notes either on Livescribe paper, on a computer or a mobile device. The Livescribe smartpen is a multi-modal computer, which includes an ARM-9 processor, an OLED display, micro-USB connector, audio jack, microphone and the ability to add additional java-based applications. For a detailed overview of what comprises the Echo smartpen, visit http://www.livescribe.com/en-us/smartpen/echo/

5. What is Livescribe paper and how does it work?
Livescribe smartpens work in conjunction with Livescribe paper, which is plain paper printed with an almost invisible grid of micro-dots. The smartpen's high-speed infrared camera reads the dot pattern, which enables a wide range of paper-based applications. The camera does not see ink written, nor does it see artwork on a page. Rather, the smartpen tracks and remembers where ink is written and knows the coordinates of items such as application buttons.

Platform
6. What makes up Livescribe's mobile computing platform?
- **Smartpens:** the Echo and Pulse smartpens are mutli-modal computers that capture everything consumers hear and write and provide quick and accurate access to important information by simply tapping directly on handwritten notes either on Livescribe paper, on a computer or mobile device.
- **Livescribe Desktop:** Livescribe Desktop allows people to save, search, and organize digital versions of their handwritten notes synced with audio to their computer. Notes on Livescribe Desktop are fully searchable and easily sharable via a simple drag and drop function to online applications, services and mobile devices using Livescribe Connect.

- **Livescribe Connect:** With Livescribe Connect, consumers can also easily share a digital version of their notes and audio, as an interactive pencast, to people and destinations of their choice-all from Livescribe paper . This communication and collaboration software suite makes it simple to share pencasts by email, directly to mobile devices including the Apple® iPad®, and to online applications and services such as Google™ Docs, Facebook, Evernote® and a MyLivescribe account, Livescribe's online community. Livescribe Connect also introduces a new pencast format - the Pencast PDF. The Pencast PDF leverages Adobe's ubiquitous, business-standard PDF format- now anyone with the free Adobe Reader® 10 or higher can easily hear, see and share an interactive Pencast PDF.
- **Online Community:** All registered customers receive 500MB of free online storage for their pencasts. With the MyLivescribe account connector, customers can easily upload and store pencasts for convenient sharing and access from mobile devices.
- **App Store:** Customize a smartpen with more than 100 apps, spanning productivity, education, and entertainment categories.
- **Development Tools:** Livescribe offers a full suite of easy-to-use tools for creating, publishing, sharing and selling new applications and content. For more information, go to www.livescribe.com/developer.

Livescribe Connect

7. What is Livescribe Connect?

Livescribe Connect for the Echo and Pulse smartpens, is a breakthrough software solution, which makes it simple for business professionals, educators and students to send their handwritten notes and recorded audio, as an interactive pencast, to the people and online applications of their choice - all from paper. Whether action items from a meeting or the highlights of a college lecture, you can quickly send pencasts from paper to applications such email, Google™ Docs, Facebook, Evernote®, a MyLivescribe account, Livescribe's online community or even to your mobile device, including Apple® iPad® and iPhone®.

8. What is a pencast ?

A digital version of your notes and audio come to life as an interactive document called a pencast. Pencasts allow you to hear, see and relive notes exactly as they were captured. With Livescribe Connect for the smartpens, business professionals, educators and students can easily send their handwritten notes and recorded audio, as an interactive pencast, to the people and online applications of their choice - all from paper. Whether action items from a meeting or the highlights of a college lecture, you can quickly send pencasts from paper to applications such email, Google™ Docs, Facebook, Evernote®, a myLivescribe account, Livescribe's online community or even to your mobile device, including Apple® iPad® and iPhone®.

See pencast and Pencast PDF examples at www.livescribe.com/pencast.

9. What is a Pencast PDF?

Livescribe Connect introduces a new pencast format-the Pencast PDF. The Pencast PDF leverages Adobe's ubiquitous, business-standard PDF format- now anyone with the free Adobe Reader® 10 or higher can easily hear, see and share an interactive Pencast PDF. To download the latest version of the free Adobe Reader, click here.

10. What is the difference between Connect Basic and Connect Premium?

 Connect Basic is available for free to all Pulse and 2GB Echo customers. Connect Basic allows pencasts to be easily sent to a computer, Evernote, Facebook, MyLivescribe account and mobile devices. **Connect Premium**

is available for free for all 4GB, 8GB and 8GB Echo Pro Pack Customers. Connect Premium includes all Connect Basic connectors as well as connectors for email and Google Docs.

11. How can I upgrade to Livescribe Connect Premium?
Pulse and 2GB Echo customers who wish to upgrade from Connect Basic to Connect Premium can do so via Livescribe's online store for $14.99.

12. How do I install Livescribe Connect?
Livescribe Connect is installed as part of Livescribe Desktop version 2.7 or higher. To download and install Livescribe Desktop with Livescribe Connect for your Echo or Pulse smartpen, please visit www.livescribe.com/install. Additionally, always accept all prompted software updates to Livescribe Desktop and your smartpen to ensure you are working with the latest version.

Please be sure to install the latest version of Adobe Reader for free here and set this as your default application for viewing PDF documents.

13. What is a connector?
Livescribe connectors allows you to share an interactive pencast to specific online applications, services and mobile devices. Livescribe currently supports the following connectors:
- **Email Connector:** Handwritten notes and audio recordings from meetings or lectures are emailed using Microsoft® Exchange, Gmail™, Hotmail®, Yahoo!® Mail Plus and AOL.
- **Google Docs Connector:** Just by drawing a line and writing "Google Docs" on paper, anyone working on a collaborative project can quickly share a pencast with his or her team.
- **Facebook Connector:** Now the 500 million people using Facebook have a new way to share their latest thoughts –as interactive written and spoken status updates.
- **Evernote Connector:** Send pencasts to Evernote to play back, store and search the information along with other important digital files.
- **Mobile/iPad Connector:** Send pencasts right from paper to mobile devices, including the Apple iPad and iPhone. Play back important information on-the-go with the tap of a finger**.**
- **MyLivescribe Connector:** All registered customers receive 500MB of free online storage for their pencasts. With the MyLivescribe connector, customers can easily upload and store pencasts for convenient access from mobile devices.
- **Computer Connector:** An easy way to save and organize Pencast PDFs and other supported formats right on a computer – even designate the specific folder or shared server location where pencasts should be sent.

14. How do I set up Livescribe Connect? Click here to watch a Tutorial Video: *Livescribe Connect Quick Start.* Once Livescribe Connect is installed on your computer, from with Livescribe Desktop, click on any of the "connectors" or applications displayed on the left hand side of Livescribe Desktop to launch the Connect software. You will see three tabs across the top of the application – *Connectors, Shortcuts* and *History*. Select "Connectors" to begin setup.

> **Google™ Docs Connector**: Enter your Google username/password. You can choose a specific default collection or folder where you want to share your pencasts; otherwise pencasts will be hosted in the "Home" section of your Google Docs account. Remember to click "Test Connection" to make sure the connector is setup properly. If the light turns green, the connection has been established.

> **Email Connector**: Select an email account from which to send pencasts to colleagues, friends and family. If using Exchange as your email service, you may need to ask your IT department for server and port information, like you would when setting up a smartphone. You can hit "Send Test Email" to

quickly check that your email account is successfully set-up. If the light turns green, the connection has been established.

To add email addresses to your Address Book, click on "Address Book" and enter email addresses one at a time or import your contact list via a CSV file.

Facebook Connector: Click the *Sign in to Facebook* button using your Facebook username/password. Note that you can also adjust the default messages that will accompany the pencasts that you post to your wall.

Evernote® Connector: Enter your Evernote username/password to setup this connector. Click "Test Connection" to make sure the connector is setup properly. If the light turns green, the connection has been established.

MyLivescribe Account and Mobile Connector: Enter your Livescribe account username/password – this is also the same log-in information that you use to register your smartpen. Click "Test Connection" to make sure the connector is setup properly. If the light turns green, the connection has been established.

This connector allows you to easily upload and store pencasts to your free online MyLivescribe account [500 MB of free storage]. You can also easily access any pencast stored in your MyLivescribe account on a mobile device, including the Apple iPad and iPhone using the Pencast Player App. Note: All pencasts are uploaded as private by default, to make a pencast public, you will need to select that option on the left hand menu bar.

Computer Connector: An easy way to save and organize Pencast PDFs and other supported formats right on your computer – you can even designate the specific folder or shared server location where pencasts should be sent.

**Important Note: Once you've set up a connector, change a setting or create a shortcut, make sure your smartpen is docked to your computer and click the "Sync Now" button to activate these changes.

15. How do I send a pencast from paper? Click here to watch tutorial videos for each connector.
The simplest way to send a pencast from paper is to use Launch Line, a shortcut command to launch an application.

To use **Launch Line**, simply draw a half-inch line there and back. Your smartpen will prompt you to enter a command by displaying "Command?" on the OLED display. Then write the name of the connector where you want to send a pencast, like "Facebook" or "email" directly above the line.

Then tap the pages or circle the sections that you want to share and double tap when you're finished. The next time you dock your smartpen the pencast will automatically be sent.

Below are the names of the connectors you can write when prompted for a command:
- For **Email**, write "Email"

- For **Google Docs**, write "Google Docs" or "Google"
- For **Facebook**, write "Facebook"
- For **Evernote**, write "Evernote"
- For **Mobile/iPad,** write "Mobile" or "iPad" or "iPhone"
- For **MyLivescribe**, write "MyLivescribe"
- For **Computer**, write "Computer" or "PDF" or "Me"

16. What file types can I share?
There are several file types available when sharing, including Pencast PDF, .pencast, PDF, PNG and M4A. You will determine the file type you want to share for each application when you set up Livescribe Connect within the "Shortcuts" tab. The default file type for email, Google™ Docs, Evernote® and computer is a Pencast PDF. A Flash-based pencast file is the default file type for Facebook, Mobile/iPad and MyLivescribe.

17. What email providers does Livescribe's email connector support?
Livescribe Connect currently works with Microsoft® Exchange, Hotmail, AOL, Gmail™, Yahoo!® Mail Plus and other SMTP accounts.

18. Can I share subsections of my notes with others?
Yes. If you want to share a certain section of your notes and audio, simply follow the steps above, but when prompted to tap the pages you want to share, instead draw a circle around the section(s) that you want to send and double tap the page with your smartpen when you are finished.

19. Can I share pencasts to people or destinations from within Livescribe Desktop?
Yes. Livescribe Connect can be used from within Livescribe Desktop as well. Simply drag and drop pages to connector icons (e.g. Google Docs, Fabebook, email) on the left menu bar to quickly send or share them.

20. What are shortcuts? How do I create them?
Livescribe has created several default shortcuts (see list above) to quickly share pencasts to the applications and devices most people use. However, each customer can set up personalized shortcuts to simplify his/her sharing experience. For example, you can create shortcuts for people you regularly email or even MMS. Or you can set up different destination folders on your computer.

From within Livescribe Desktop, click on any of the connector icons to launch Livescribe Connect. You'll see a "Shortcuts" tab at the top of the application. Select this tab to see the shortcuts that already exist. Click on "Add Shortcut" to create a new one.

TIP: Make sure to click "save" after creating a new shortcut.

21. How large are the files?
Files sizes vary based on length and quality of the audio recorded. See chart below for average sizes:

	1 Minute Recorded Audio	1 Hour Recorded Audio
Compression Rate for Mono		
Space saver – 16 kbps, 16 kHz sample rate	124 KB	7.2 MB
Normal – 28 kbps, 16 kHz sample rate	220 KB	12.9 MB
High Quality – 40 kbps, 16 kHz sample rate	336 KB	19.7 MB
Compression Rate for Stereo or Binaural		

Space saver – 32 kbps (16 per channel) 16 kHz sample rate	248 KB	14.5 MB
Normal – 56 kbps (28 per channel) 16 kHz sample rate	424 KB	24.8 MB
High Quality – 80 kbps (40 per channel) 16 kHz sample rate	608 KB	35.6 MB
Compression Rate for Notes Only		
Notes = 20 pages/MB		

Stereo or Binaural recording requires 3D recording headset

22. How can I send a large email to others?
If your pencast file size is too large to send via email, use Adobe's SendNow feature included in the free Adobe Reader® 10 or higher. To use SendNow, send a Pencast PDF to your computer. Open the Pencast PDF and click the "Share" button on top right and select "Use Adobe SendNow Online." You will be able to email multiple people a link to your Pencast PDF securely stored on Adobe's server.

The first time you use Adobe SendNow, you'll be prompted to set up an Adobe account, if you don't already have one. You can use this service for free if the file is less than 100MB or sign up for a paid account to send larger files. More details here.

23. Can I share a pencast via Twitter?
Yes. If you have a free Twitpic account, you can use the Email connector to send an image of your notes to Twitter. You'll need to set the file type to send to this email address as a PNG image within Livescribe Connect.

24. Can I send someone a pencast as a MMS message?
Yes. Using the email connector, you can send anyone an image of your notes as long as their phone supports MMS messages. You'll just need the phone number and the email gateway each phone carrier uses. For example, sending an MMS message to someone who uses AT&T would look like this xxxxxxxxxx@mms.att.net (replace the x's with the phone number). You'll need to set the file type to send to this email address as a PNG image within Livescribe Connect.

Here's a list of many phone carriers' emails:
Alltel = xxxxxxxxxx@message.alltel.com
Amp'd Mobile = xxxxxxxxxx@vtext.com
AT&T = xxxxxxxxxx@mms.att.net
Boost Mobile = xxxxxxxxxx@myboostmobile.com
Centennial Wireless = xxxxxxxxxx@myblue.com
AT&T = xxxxxxxxxx@mms.mycingular.com

Nextel = xxxxxxxxxx@messaging.nextel.com
Sprint = xxxxxxxxxx@pm.sprint.com
T-Mobile = xxxxxxxxxx@tmomail.net
US Cellular = xxxxxxxxxx@mms.uscc.net
Verizon Wireless = xxxxxxxxxx@vzwpix.com
Virgin Mobile = xxxxxxxxxx@vmobl.com

Smartpen 101
25. What is in a smartpen?
Livescribe has two smartpen product lines – Echo and Pulse. Smartpens capture everything consumers hear and write and provide quick and accurate access to important information by simply tapping directly on the written notes either on Livescribe paper, on a computer or a mobile device. The Livescribe smartpen is a multi-modal computer, which includes an ARM-9 processor, an OLED display, micro-USB connector, audio jack, microphone and the ability to add additional java-based applications. For a detailed overview of what comprises the Echo smartpen, visit http://www.livescribe.com/en-us/smartpen/echo/

26. How do you use a smartpen?

Both Echo and Pulse smartpens operate the same way one would use a regular ballpoint pen. After powering on the smartpen, consumers can begin taking notes and all of their writing will be digitally captured. To record audio, just tap on the "Record" control button located at the bottom of the notebook and to stop recording, simply tap on the "Stop" icon on the dot paper with the smartpen.

Pre-printed control buttons are on the bottom of each sheet of Livescribe paper including options for playing back audio, jumping to specific sections of a recording and adjusting audio volumes.

27. What are the differences between the Echo smartpen and the Pulse smartpen?

	2GB Echo Starter Pack	4GB Echo smartpen	8GB Echo smartpen	8GB Echo Propack	2GB Pulse smartpen	4GB Pulse smartpen
Total hours of recording time	200	400	800	800	200	400
Livescribe Connect Basic *(Evernote, Facebook, mobile device)*	X				X	X
Livescribe Connect Premium *(Connect Basic, Email, Google Docs)*		X	X	X		
Smartpen Leather Portfolio				X		
3-D Recording Premium Headset				X		
MyScript for Livescribe (transcription software)				X		
Livescribe Desktop software for Mac or Windows	X	X	X	X	X	X
500MB of personal online storage	X	X	X	X	X	X
Livescribe starter paper [15 sheets]	X					
Livescribe starter notebook		X	X	X	X	X
Micro USB cable	X	X	X	X		
USB Charging Dock					X	X
Rubberized grip		X	X	X		
Anti-roll surface	X	X	X	X		
Ink cartridges	1	2	2	2	2	2
Smartpen caps	1	2	2	2		
SRP (U.S.)	$99.95	$149.95	$199.95	$249.95	Varies	Varies

28. Where are Echo and Pulse smartpens sold?

Livescribe smartpens are available online at livescribe.com, along with Livescribe paper, apps and accessories. Smartpens and accessories can also be purchased at Best Buy, Apple, Brookstone and online at Amazon.com, Apple.com, BestBuy.com, Target.com and Staples.com.

Livescribe has expanded into more than 40 international markets, including Australia, Canada, Germany, Italy, France, Spain, Korea and the United Kingdom. For a full list of Livescribe's international retailers, please visit www.livescribe.com/smartpen/retailers.html.

29. What are the system requirements to use Echo or Pulse?
- Windows XP™ SP3, Windows Vista™ or Windows 7 operating system OR Intel-based Mac with Mac OS X 10.5.5 or later, including 10.6
- 600MHz CPU or higher
- 300 MB minimum free disk space
- Available USB 2.0 port
- Internet connection

30. What is the recorded audio format?
The smartpen records and save audio in the AAC format. Users can export recorded audio from the Livescribe Desktop as M4A file (compatible with iTunes) to use and share in other ways.

31. How many hours of writing or audio can a smartpen support based on battery life?
Smartpen battery life ranges from 6-12 hours, depending on whether you are writing and recording audio at the same time, or recording audio or handwritten notes separately.

32. How do I upload information to my computer?
The Echo smartpen uses a standard micro-USB cable to transfer notes and audio to your computer and Livescribe Connect destinations. The Pulse smartpen comes with a USB mobile charging cradle that easily transfers notes and audio onto the computer and Livescribe Connect destinations.

33. How do I manage my notes and audio in my smartpen?
Once users have transferred their notes and audio from their smartpen to Livescribe Desktop, they have the option to keep their Paper Replay sessions in their smartpen or delete them manually to create more storage space. They can still keep a digital archive of their notes on the Livescribe Desktop application.

Note: Once you delete sessions off your smartpen, you can no longer access these audio sessions from paper. However, your pencasts continue to be available in Livescribe Desktop and any other destinations that you have shared them.

34. What is a pencast?
A digital version of your notes and audio come to life as an interactive document called a pencast. Pencasts allow you to hear, see and relive notes exactly as they were captured. With Livescribe Connect for the smartpens, business professionals, educators and students can easily send their handwritten notes and recorded audio, as an interactive pencast, to the people and online applications of their choice - all from paper. Whether action items from a meeting or the highlights of a college lecture, you can quickly send pencasts from paper to applications such email, Google™ Docs, Facebook, Evernote®, a myLivescribe account, Livescribe's online community or even to your mobile device, including Apple® iPad® and iPhone®.

See pencast and Pencast PDF examples at www.livescribe.com/pencast.

35. Can I save a pencast locally?
Yes. Customers can either save a Pencast PDF viewable by anyone with Adobe Reader 10 or higher or a .pencast file for viewing within the Livescribe Desktop.

36. Can anyone view and hear a pencast, even if they don't have a Livescribe smartpen?
Yes. Anyone can play back a publically posted pencast with an online browser that supports Flash. Also, Livescribe has introduced a new format – Pencast PDF. The Pencast PDF leverages Adobe's ubiquitous, business-standard PDF format – now anyone with the free Adobe Reader® 10 or higher can easily hear, see and share an interactive Pencast PDF.

37. How do I embed a pencast into a blog or website?
You can embed your own pencasts from your MyLivescribe account or publically posted pencasts from the Livescribe Community. To start:
   • Upload your pencast to your MyLivescribe account or find a pencast from the LivescribeCommunity that you'd like to embed.
   • On the left-hand menu, click on "Embed this file" to get an HTML code for the pencast.
   • Copy the code, and paste it into the HTML portion of your page or blog.

38. Can I access my pencasts on my iPad or iPhone?
Yes. Livescribe created the free Pencast Player mobile application for the Apple iPad, iPhone and iPod Touch, which enables customers to access their pencasts on-the-go. Now notes and audio from critical meetings or lectures are portable, playable and easily shareable with a simple tap of the finger. Pencast Player is available in the iTunes store.

39. Can I access my pencass on my Android-based smartphone or Tablet?

Yes. If the web browser supports Flash, pencasts can be viewed and heard directly through Livescribe's online community. In the future, Livescribe also plans to create specific mobile applications to play pencasts on other platforms.

Livescribe Paper
40. Is Livescribe paper expensive?
The cost of Livescribe paper is comparable to regular notebooks and journals. For example, a 4-pack of Livescribe college-sized notebooks is $19.95 or $5 each. Livescribe smartpens require Livescribe paper to capture and sync handwriting and audio recordings.

41. How do you print your own Livescribe paper?
Customers can print Livescribe paper at home for free using certified color laser jet printers. From within Livescribe Desktop, select Print Your Own Paper from a pull down menu. We recommend printing Livescribe paper with color laser printers. Consumers should use the following guidelines for printing:
   • Print files at 100% (no scaling)
   • Print files on white, un-coated paper
   • Adobe PostScript compatible (Level 2 or more recent)
   • 600 dpi minimum
   • LED based print engines are recommended
   • Black toners containing carbon

42. What kind of Livescribe paper options do you have?
In addition to the ability to print your own Livescribe paper (see above), Livescribe currently provides a number of Livescribe notebooks options for the smartpen – A4 and A5 notebooks, flip notepads, college-ruled notebooks, Paperblanks mini-wrap journals and lined or unlined journals as well as sticky notes and grid paper. Livecribe paper products are available for sale wherever the Livescribe smartpens are sold,

including Livescribe.com, Best Buy, Apple, Brookstone, select Staples stores and online at Amazon.com, Apple.com, BestBuy.com, Target.com and Staples.com.

43. What if you are using multiple notebooks at the same time?
Smartpens are designed to work with multiple kinds of Livescribe paper products at a time.
For example, a user can use a No. 1 Unlined Journal, No. 1 Lined Journal, and No. 1 Notebook at the same time because each Livescribe paper product has a unique dot pattern. However, **do not** use two of the same numbered products simultaneously (i.e. two No. 1 Lined Notebooks) because they have the same dot pattern and you may risk overwriting your previous notes and recordings. To avoid overwriting your previous work, tap the sticker on your notebook to verify which one it is first.

Livescribe Desktop
44. What is Livescribe Desktop software?
Livescribe Desktop for MAC and Windows allows people to save, search and organize digital versions of their handwritten notes synced with audio on their computer. Customers can also use the new Livescribe Connect feature from within Livescribe Desktop - simply drag and drop pages to connector icons to quickly send or share them. (more about Livescribe Connect is above).

45. How can I organize my notes in Livescribe Desktop?
Customers can create Custom Notebooks within Livescribe Desktop to better organize their information. Similar to creating a playlist in iTunes, users can drag and drop a carbon copy of select pages from any notebooks into a Custom Notebook while still leaving the page intact in the original notebook. To create a Custom Notebook follow these steps:
- Click on File and select Custom Notebooks
- Select Create and name the Custom Notebook you'd like to create
- Drag and drop the pages you'd like included within the Custom Notebook folder you created

46. Can I convert handwriting to text?
Yes. Livescribe partnered with Vision Objects to develop handwriting recognition software called MyScript for Livescribe that converts ink handwriting to text in 26 languages. The text can be copied into multiple applications including Microsoft Word or other word processor, e-mail, text files, and more. MyScript for Livescribe is available for purchase and download at
http://www.visionobjects.com/handwriting_recognition/pulse/pulse.htm for both Windows and Mac users.
Consumers can download a 30-day free trial or purchase the application for $29.95.

47. Can I use Livescribe Desktop on both a Mac and a PC for the same smartpen?
Yes. If you are using multiple computers to manage your smartpen and notebooks, be sure to dock your smartpen and transfer your data to each computer on a regular basis. Every time you archive a notebook, be sure to archive that notebook on all of the computers you use.

App Store
48. What is the Livescribe App Store?
Livescribe's App Store is where people can browse, purchase and download a variety of applications created for the Echo and Pulse smartpens. The App Store is connected to Livescribe's Online Store for quick and simple purchases. Consumers can browse through application categories or search for a specific application using the search box. People can also read customer reviews and see ratings prior to downloading an application.

49. What kinds of applications are available?
Customize a smartpen with more than 100 apps, spanning productivity, education, and entertainment categories.

50. How much do applications cost?
Users are able to install free and/or purchasable applications. Paid application prices range from $0.99 to $119.99.

51. How do I download an application?
Before installing an application, make sure that you've registered your smartpen and it's docked to your computer with the Livescribe Desktop software running.

- Once the desktop software is open, you may either go to the Livescribe App Store through Livescribe Desktop or by visiting www.livescribe.com/store.
- Browse through the categories or search for the specific application's name in the search box.
- Select the app(s) you want to purchase and go through the simple step-by-step process.
- Wait until the download is completely finished—depending on the size of the application this may take up to 10 minutes. Livescribe Desktop will alert you when the download is complete and your application is ready for use.

52. How can I access my applications on my smartpen?
The fastest way to open an app is to use Launch Line. Simply draw a half-inch line there and back on any Livescribe paper and write the name of the application above the line. This will automatically launch the desired application.

An alternative method to using Launch Line to launch applications and navigate menus, is to use the *Nav Plus* controller printed on Livescribe paper.

NOTE: Double tap anytime to quickly accept a menu option. You can also use your newly created launch line button to navigate through the application's menu by tapping above, below, and to the sides of your Launch Line button.

53. My application stopped working or is not working correctly. What should I do?
Please contact the application's third-party developer listed on the App Store for customer support inquiries.

54. How can I create applications for Livescribe?
Livescribe offers a full suite of easy-to-use tools for creating, publishing, sharing and selling new applications and content in the Livescribe AppStore. .If you are a developer who is interested in creating an application for the Echo smartpen, sign up for developer program updates and information at http://www.livescribe.com/developers.

Support
55. What type of support is available for customers?
Registered Pulse and Echo customers have a one-year limited warranty.

In addition, customers can utilize an online knowledge base at www.livescribe.com/support, visit our support forum on our Facebook Fan Page or e-mail customer support at cs@livescribe.com.
See below for a list of customer support hotlines:

      US: 1-877-727-4239 or 510-567-4150
      UK: 0808–234–9542

US K12 – 510-553-4948
AUS: 1800–508–976

Additional Questions
56. Who can I speak to about PR, the developer program or sales opportunities?
- PR – Jody Farrar at jfarrar@livescribe.com
- Developer program – Joyce Morrell at developer@livescribe.com
- Sales – groupsales@livescribe.com
- Education Sales – educationsales@livescribe.com