



Corporate Backgrounder

Livescribe Inc. is fundamentally changing the way people capture, access and share information with pen and paper, ensuring people will never miss a word.

Livescribe has developed a breakthrough low-cost mobile computing platform. It is an integrated system of smartpen, dot paper, applications, and development tools designed to enhance personal productivity, learning, communication and self expression.

Located in Oakland, Calif., Livescribe's executives have previously worked for notable companies including LeapFrog, Palm, Apple and IBM. Livescribe Chief Executive Officer Jim Marggraff is an entrepreneur and inventor best known for creating the LeapPad and the LeapFrog FLY Pentop Computer. Livescribe unveiled the company at the D5: All Things Digital conference on May 28, 2007. Livescribe later unveiled its Pulse smartpen at the Demo conference on Jan. 28, 2008 and its Beta Application Store on Nov. 19, 2009.

The Livescribe mobile computing platform includes:

- **Pulse Smartpen:** a Montblanc-size computer with advanced processing power, audio and visual feedback, as well as substantial memory for handwriting capture, audio recording, and additional applications.
- **Application Store (Beta) and Software Applications:** a breadth of solutions that leverage audio/ink capture, handwriting recognition, and Internet connectivity to enhance personal productivity, learning, communication and self expression. These software applications are available on Livescribe's Application Store, a sleek, user-friendly online store currently in beta that works together with Livescribe.com and Livescribe Desktop software, and provides users with a quick and simple experience in downloading free and paid applications for their smartpens.
- **Livescribe Desktop and Online Community:** allows users to backup, search, and replay notes from their computer. Users can also upload and convert notes to "pencasts," interactive Flash movies that are can be embedded in a blog or homepage, or shared via links or Facebook. Users can also share their notes as PDF files.
- **Dot Paper with Dot Positioning System (DPS):** technology that enables interactive "live" documents using plain paper printed with micro-dots. The smartpen's high-speed infrared camera reads the dot-pattern and enables a wide range of paper-based applications.
- **Development Tools:** Livescribe offers a full suite of easy-to-use tools for creating, publishing, sharing or selling new applications and content. The tools are designed for both end users and professionals. For more information, go to www.livescribe.com/developer.

Product & Availability

The Pulse smartpen is available in two models featuring a new titanium color. The 2GB model is priced at \$169 with more than 200 hours of recording time and the 4GB model is \$199 with more than 400 hours of recording time. Both models come with a 3-D Recording Headset, USB mobile charging cradle, starter notebook, smartpen case, ink cartridge refill, and the Livescribe Desktop software. Registered Pulse users receive 500MB of personal online storage to share notes, drawings and pencasts.

Livescribe also offers a Pro-Pack for business professionals that can be purchased for \$249, which includes a 4GB Pulse smartpen in an exclusive matte black color, starter notebook, premium leather carrying case, MyScript for Livescribe handwriting to text transcription software and the Pro Charging



Cradle. The Pro Charging Cradle is a stylish desk accessory, featuring an inkwell design that plugs into an electrical outlet or computer. It can be purchased separately for \$29.95.

Pulse is available online at livescribe.com, along with dot paper, software applications and third-party development tools. Pulse and accessories are also available at Best Buy, Staples, Target and select Apple stores, and online at Amazon.com, Apple.com, BestBuy.com, Target.com and Staples.com. The Pro-Pack and Pro Charging Cradle are available exclusively at livescribe.com and BestBuy.com.

Education Pricing

Customizable education packages and pricing are available, which include an array of additional materials and resources not sold in retail. For more information, please e-mail educationsales@livescribe.com.

International Presence

Livescribe also has expanded into several international markets, including Australia, Canada, Korea and the United Kingdom. For a full list of Livescribe's international retailers, please visit www.livescribe.com/smartpen/retailers.html.

Social Media Presence

Livescribe actively participates on [Facebook](https://www.facebook.com/livescribe) and [Twitter](https://twitter.com/livescribe).

Technology

Livescribe has licensed Anoto technology for use in its Pulse smartpen and dot paper. Anoto AB, inventor of optical pen technology and dot pattern, holds intellectual property that allows quick and reliable transmission of handwritten text from paper to digital media.

Funding

Livescribe is a privately held company with funding from Aeris Capital, Lionhart Investments Ltd. and Vantage Point Venture Partners.

Executive Team

- Jim Marggraff, Chairman, Founder and Chief Executive Officer
- Sasha Pesic, Chief Operating Officer and General Counsel
- Byron Connell, Chief Marketing Officer
- Jim Allison, Senior Vice President of Engineering
- Helen Thomas, Vice President of Global Sales
- Gopalakrishnan Kary, Vice President of Supply Chain and Logistics
- David Wenning, Vice President of Sales
- Holly De Leon, Vice President of K-12 Sales
- Andy Van Schaack, Ph.D., Senior Science Advisor

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For more information, visit Livescribe at livescribe.com.