



Print is portable.

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Long after the iPod battery is drained, people will still be reading what you send them in print. Print is the ultimate in portability and playability. They can pick up a magazine at a newsstand, buy a book on the fly or grab your brochure from a trade show exhibit. There are no compatibility issues, no need to keep anything charged, and never a worry about screen glare. You can fold print, stuff it, clip it, even scratch-and-sniff it.

Print can be carried and consumed anywhere, at anytime: On trains, planes and automobiles. Take it to bed, to the beach or to the bath. There's no need to boot it up or power it down. Print is always there and always ready to instruct, inform and entertain.

