



LIVESCRIBE FAQ

Company

1. **What is Livescribe?**

Livescribe is fundamentally changing the way people capture, use and share information with pen and paper, ensuring people will never miss a word. Located in Oakland, Calif., Livescribe developed a breakthrough low-cost mobile computing platform, which is an integrated system of smartpen, dot paper, applications, and development tools designed to enhance personal productivity, learning, communication and self expression for anyone that uses pen and paper.

2. **Who is behind Livescribe and when was it founded?**

Livescribe was founded in January 2007 by Jim Marggraff, an entrepreneur and the inventor of paper-based computing, including the LeapPad and Fly Pentop Computer. In addition, Livescribe has significant consumer hardware and software experience and includes key executives from LeapFrog, Palm, Apple and IBM.

3. **How many employees work at Livescribe?**

Currently, Livescribe has approximately 70 employees.

Technology

4. **What is a smartpen?**

Livescribe's Pulse smartpen is a Montblanc-size computer with advanced processing power and substantial memory for handwriting capture, audio recording, and additional applications.

5. **What is dot paper & DPS?**

Dot Positioning System (DPS) is a technology that enables interactive "live" documents using plain paper printed with micro-dots. The smartpen's high-speed infrared camera reads the dot-pattern, which enables a wide range of paper-based applications. Livescribe's dot paper notebooks and paper-based applications are provided by the company and partners at prices comparable to standard paper products. Dot paper may also be printed on some certified home or business printers for free. More information about dot paper is included in the "Dot Paper" section of the FAQ.

6. **How does dot paper work?**

The camera located at the tip of the Pulse smartpen takes a continuous series of photographs of 6 x 6 dots, spaced 0.3mm apart, creating images of 1.8 x 1.8mm grids of 36 dots. The camera takes 72 snapshots per second, sufficient to capture and recreate handwriting. Each picture of these dots is decoded by software in the smartpen to provide an (x,y) coordinate pair, telling the smartpen exactly where the pen tip is on any given page. The smartpen's location, derived from the (x,y) coordinates, is interpreted by smartpen software, and mapped to an "application" in the smartpen. The camera does not see ink written by a user, 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 buttons.

7. **What are the benefits of the Pulse smartpen?**

Students and professionals deal with information overload on a daily basis. The Pulse smartpen combines all four modes of communication — reading, writing, speaking and



listening — in the simple, low cost, and convenient format of pen and paper. The Pulse smartpen solves the burden of information overload in its ability to capture information, and makes it easily accessible and shareable. In the case of taking notes during a discussion or lecture, the smartpen records the conversation and digitizes the handwriting, automatically synching the ink and audio. By later tapping the ink, the smartpen replays the conversation from the exact moment the note was written. Notes and audio can also be uploaded to a computer where they can be replayed, saved, searched and sent, so users never miss a word.

Platform

8. What makes up Livescribe's mobile computing platform?

- **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 (Currently in 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 through Livescribe's Application Store (currently in beta), a sleek, user-friendly online store that works together with Livescribe.com as well as the 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 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.

Pulse

9. How do you use a Pulse smartpen?

The Pulse smartpen is used the same way one would use a regular ballpoint pen. To start a Paper Replay session, one must tap on a "Record" icon located on the dot paper. To stop recording, simply tap on "Stop" on the dot paper with the smartpen.

10. How does the Pulse record audio?

The Pulse smartpen has an embedded microphone to record clear sound. It also comes with a 3-D Recording Headset, making it possible for users to capture multi-directional, far-field audio. Practically speaking, Pulse records all the sounds that your ears can hear.



11. What is the recorded audio format?

The smartpen records audio in a high quality AAC format. Users can export audio from the Livescribe Desktop into different formats to use and share in other ways. The Mac version of the Livescribe Desktop exports to AAC and the Windows version of the Livescribe desktop exports into MP4 or WAV.

12. How many hours of writing or audio can Pulse support based on battery life?

If you are writing and recording audio at the same time, Pulse can operate for over 5 hours before it needs to be recharged. If you wanted to record just the audio or your handwritten notes, Pulse can record audio for over 6 hours or your writing for over 12 hours.

13. How do you upload information to your computer?

Pulse comes with a USB mobile charging cradle that, once connected, easily transfers notes onto the computer. Simply place the smartpen on the cradle. The Livescribe Desktop software will recognize the hardware and transfer the audio and ink from the smartpen into a digital notebook on the computer.

14. How do I manage my notes and audio in my Pulse smartpen?

Once users have transferred their notes and audio from Pulse 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.

Livescribe Desktop

15. What is the Livescribe Desktop software?

The Livescribe Desktop allows users to backup, search, and replay notes from their computer. Users can export their notes into a PDF or audio file. It is also the gateway to the Livescribe Community, where users can upload and convert notes into interactive Flash movies and share them online or through Facebook.

16. Can you convert handwriting to text?

Yes. Livescribe has 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.

17. What are the available features on Livescribe Desktop for Mac and Windows?

Feature	Windows	Mac
Upload Paper Replay sessions (notes and audio) to the computer	X	X
Search for key words within notes	X	X
Play back audio on the computer	X	X
Upload Paper Replay sessions (notes and audio) to Livescribe's online community	X	X
Export and share PDF files from within the desktop software	X	X



Share audio files from within the desktop software	MP4, WAV	AAC
MyScript for Livescribe transcription software	X	X
Remove a smartpen from Livescribe Desktop Application	X	
Change the on-screen ink color of the handwriting		X
Print Your Own Paper	X	X
Search across multiple notebooks	X	
Delete archived notebooks		X
Download additional applications from Application Store	X	X

18. Can I use Livescribe Desktop on both a Mac and a PC for the same smartpen?

If you are using multiple computers to manage your Pulse 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 your other computers.

Livescribe Desktop for Mac

19. Is Pulse compatible with Snow Leopard (Mac OS X 10.6)?

Yes, to upgrade, Pulse users can download the new Mac version suitable for Snow Leopard 10.6 at www.livescribe.com/install.

20. If I download the Mac software, will my pen still work with my PC?

Your Pulse can still work on your PC, but 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 your other computers.

21. If I have a pen I've been using with a PC, how do I make it work with a Mac?

The following steps will transfer your Pulse files from your PC to your Mac:

- On your Windows machine, locate your My Livescribe data folder in My Documents>My Livescribe.
- Copy the My Livescribe folder onto a network or Flash drive.
- On your Mac, paste the copied folders to /<user_home>/Library/Application Support/Livescribe.
- Rename the Folder from My Livescribe to Livescribe.
- Start Livescribe desktop.

Application Store

22. What is the Livescribe Application Store?

Livescribe's Application Store, currently in beta, is where users can browse through, purchase, and download a variety of applications created for the Pulse smartpen. The Application Store is connected to Livescribe's Online Store for quick and simple purchases.

Users can browse through application categories or search for a specific application using the search box. Users can also read customer reviews and see ratings prior to downloading an application.



23. What kinds of applications are available?

The Application Store (currently in beta) offers application categories ranging from productivity tools, foreign language tools, study aids, games and entertainment.

Currently, Livescribe offers three types of applications:

- Open Paper Applications – These apps enable users to draw their own controls using the smartpen, and work with any Livescribe dot paper notebook or flip pad.
- Pre- Printed Applications – These apps work with custom, pre-printed Livescribe dot paper that is specially designed for use with the app (e.g. a workbook, stationery, or credit card calculator)
- Desktop Applications– Integrate with Livescribe Desktop (e.g. Myscript transcription software)

A few other examples of Pulse smartpen applications include Calculator, Classical Music, Hangman, Organic Chemistry, and Travel Phrases.

24. How much do applications cost?

Users are able to install free and/or purchasable applications. Paid application prices range from \$0.99 to \$99.99.

25. How do I download an application?

Before installing an application, make sure that you've registered your Livescribe Pulse smartpen and it's docked to your computer with Livescribe Desktop Software running. Once the desktop software is open, you may either go to the Livescribe Application Store through Livescribe Desktop or by visiting www.livescribe.com.

Browse through the application categories or search for the specific application's name in the search box. Once you've chosen an application, click "Download" to begin the downloading process. Note that if you are on Livescribe.com, downloading an application will launch the Livescribe Desktop browser.

Wait until the download is completely finished—depending on the size of the application this may take up to 10 minutes. The Livescribe Desktop will alert you when the download is complete and your application is ready for use.

26. How many times can I download an application?

Once you purchase and download an application, it is available for you to download as many times as you want.

27. My application stopped working or is not working correctly. What should I do?

Please contact the application's third party developer listed on the Application Store for customer support inquiries.

28. How can I create applications for the Pulse smartpen?

Livescribe has released an SDK to help third-party developers to showcase and sell add-on applications and software online in the Livescribe Application Store. If you are a developer who is interested in creating an application for the Pulse smartpen, sign up for developer program updates and information via Livescribe's Web site at

<http://www.livescribe.com/developers>.



Livescribe Online

29. Can you store your notes online?

Registered Pulse users receive 500MB of personal online storage on the Livescribe Community to share notes, drawings and other content.

30. What is pencasting?

Pencasting enables users to share notes, drawings or other content online as interactive Flash movies. Pencasts can be embedded onto a blog, a web page, or shared via Facebook. See some examples at www.livescribe.com/community or at <http://www.livescribe.com/blog/2009/05/01/the-best-science-pencasts-from-the-livescribe-community/>.

31. How do I embed a pencast?

You can embed pencasts from your myLivescribe page or from the Livescribe Community. To start, upload your pencast to your myLivescribe page or find a pencast from the Livescribe Community 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.

32. How is Livescribe integrated with Facebook?

In addition to having a Livescribe Facebook Fan page at www.facebook.com/livescribe, Livescribe allows users to share their pencasts either by posting them to their profile or sending them to friends in a message.

Dot Paper

33. Is Livescribe dot paper expensive?

The cost of Livescribe dot paper is comparable to regular notebooks and journals. For example, a 4-pack of Livescribe dot college-sized notebooks is \$19.95 or \$5 each.

34. How do you print your own dot paper?

Livescribe Desktop for Windows users can print Livescribe dot paper at home for free using certified color laser jet printers. From within Livescribe Desktop, consumers can select Print Your Own Paper from a pull down menu. To start, consumers will be able to print four, 25-page unique dot paper notepads. Prior to printing the entire notepad, consumers can print a test page to ensure their printer supports this type of printing. The notepads have a unique dot pattern that transforms plain paper into an interactive "live" document that is used in conjunction with Pulse. Similar to the dot paper purchased at retail, the Print Your Own Paper will also include the printed controls at the bottom of each page.

We recommend printing dot 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
- Sample list of printers



- Okidata 3400
- Okidata 6100
- Okidata 9600
- Konica MinoltaC450
- Xerox Phaser 7400
- Xerox Phaser 7700
- Sharp AR-C240P

35. What kind of paper options do you have?

In addition to the ability to Print Your Own Paper (see above), Livescribe currently provides a number of notebooks with dot paper for use with the smartpen – A4 and A5 notebooks, flip notepads, college-ruled notebooks, Paper Blanks mini-wrap journals and lined or unlined journals. They are available for sale wherever the Livescribe Pulse smartpen is sold, including Livescribe.com, Best Buy (online and in store), Target (online and in store), Staples (online and in store), Apple.com, and Amazon.com at comparable prices to other quality notebooks.

36. What if you are using multiple notebooks at the same time?

The Pulse smartpen is capable of working with multiple kinds of Livescribe dot 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 dot paper product has a unique dot pattern. Do not use two of the same numbered products simultaneously (i.e. two No. 1 Lined Notebooks) because they will have the same dot pattern and you may risk overwriting your previous notes and recordings.

When a Pulse smartpen is docked, the Livescribe Desktop software will recognize the dot patterns from the various notebooks and automatically upload information to each appropriate digital notebook.

Livescribe has developed an archiving feature in Livescribe Desktop that allows a user to organize and archive his/her Livescribe dot paper products, so he/she can buy and use the same numbered notebook or journal without overwriting their old notes. For example, once a user has archived a No. 1 Lined Notebook, he/she will be able to use a new No. 1 Lined Notebook with his/her Pulse smartpen.

37. How do I manage my notebooks and journals?

Livescribe Desktop allows you to archive older notebooks and journals. This feature permanently removes older notebooks and journals from your smartpen, so you can use another notebook or journal with the same dot pattern (i.e., same colored notebook or same numbered journal). After archiving, users will still be able to access their old notes and audio from Livescribe Desktop.

Customers

38. Who uses the Pulse smartpen?

Livescribe's paper-based computing platform is well-suited for anyone who uses pen and paper. College students are a key audience, because keeping track of their classroom lectures and discussions is so critical to success in school. A broad set of professionals across multiple industries (i.e. journalists, lawyers and legal aides, salespersons,



consultants, educators, and many other professionals) who spend much of their time in situations like meetings, seminars and interviews make up the other half of our users.

Livescribe has also introduced Pulse to K-12 classrooms, giving students, educators and administrators on demand access to classroom instruction. You can find more information at www.livescribe.com/education.

Support

39. What type of support is available for Pulse users?

Registered Pulse users have a one-year limited warranty. In addition, customers can utilize an online knowledge base at www.livescribe.com/support, 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

US K-12 Education: 1-800-297-3071

UK: 44-870-4791828

Australia: 61-2-8014-9242

Market and Competition

40. What makes Livescribe's product different from other products currently on the market?

Livescribe has created an entirely new category with the Pulse "smartpen." Pulse addresses the problem of information overload for any student or professional who spends considerable time in classes, lectures, meetings, or interviews. Unlike "digital" pens in the market, the Pulse smartpen captures handwritten notes and records your audio, and syncs the two together so you never miss a word. Unlike digital pens, the Pulse smartpen is also capable of downloading and running applications. The net impact seen for a smartpen user is a more efficient, effective, productive, and successful student or business professional.

System Requirements and Compatibility

41. What does the Pulse smartpen come with?

The 2GB and 4GB Pulse smartpens come with a 3-D Recording Headset, USB mobile charging cradle, starter notebook, smartpen case, ink cartridge refill, and PC- or Mac-compatible Livescribe Desktop software. The Livescribe Desktop must be downloaded and installed from www.livescribe.com/install.

Livescribe is now also offering a Pulse Smartpen Pro-Pack for business professionals. Included in the Pro-Pack are the new 4GB Pulse smartpen in an exclusive black color, an A5 size notebook, a premium leather carrying case, MyScript for Livescribe handwriting to text transcription software, and a Pro Charging Cradle that users can plug into an electrical outlet. This package is available for \$249.95 at Livescribe.com.

42. What are the system requirements to use 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

MyScript for Livescribe

43. What is MyScript for Livescribe?

MyScript is transcription software from VisionObjects that converts your handwritten notes from your Pulse smartpen into text (up to 26 languages). You can visit http://www.visionobjects.com/handwriting_recognition/pulse/pulse.htm to purchase MyScript.

44. How much does MyScript for Livescribe cost?

You can download a free 30-day trial or purchase the software for \$29.99 from Vision Objects' Web site.

45. How do I access MyScript for Livescribe?

After purchasing the software and downloading it to your Pulse smartpen, you'll be able to access the feature from within the Livescribe Desktop software by clicking on the "Convert to Text" button in the toolbar.

46. Is MyScript for Livescribe compatible with my operating system?

MyScript is compatible with Windows XP, XP Tablet PC, Vista 32- or 64 bits and Windows 7, as well as Mac Leopard OS X 10.5.5 and Mac Snow Leopard OS X 10.6.

47. What programs can I access my text in once MyScript for Livescribe has transcribed it?

Transcribed notes can be sent to Microsoft Word or other word processors, PowerPoint, e-mail, a text file, or even saved as a picture.

48. Can I edit the text after it has been transcribed?

Yes, you can edit the text directly in MyScript for Livescribe or once it has been moved into another program. You can also use create your own personal dictionary to add names, terms, and abbreviations for more accurate transcriptions.

49. Does MyScript for Livescribe just work for text or will it also convert drawings?

MyScript will convert text as well as shapes, drawing and tables into print.

Legal

50. What are the legal issues surrounding recording conversations and lectures with Pulse?

Similar to using cameras, cell phones, digital voice recorders and other consumer electronic devices, the owners have a responsibility to behave ethically and demonstrate common courtesy when it comes to personal privacy.

Environment

51. Are Livescribe products recyclable?

Yes. Livescribe paper products are fully recyclable and Livescribe uses materials that meet paper industry standards for responsible sourcing whenever possible.

Product Availability



52. Where is Pulse sold and how much does it cost?

Pulse is currently available for sale at Best Buy (online and in store), Target (online and in store), Amazon.com, Staples (online and in store), Apple.com, Livescribe.com, and select college bookstores, along with dot paper, notebooks, and accessories. The list of retailers for Pulse is constantly changing – check the store page on Livescribe.com for the latest information.

The Pulse smartpen is available in two models. 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.

For a full list of retail availability, please visit www.livescribe.com/smartpen/retailers.html.

53. Will the product be available internationally?

Livescribe is available internationally in Canada, United Kingdom, Korea and Australia. We also have a number of international retail partners and resellers. Visit www.livescribe.com/retailers for more information.

Amazon US currently ships overseas to the following countries: Austria, Canada, Chile, Denmark, Finland, France, Germany, Great Britain, Hong Kong, Ireland, Italy, Mexico, Netherlands, New Zealand, Norway, Portugal, Saudi Arabia, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, United Arab Emirate. Please visit www.amazon.com to complete your order.

Additional Questions

54. Who can I speak to about PR, Developer Program, sales opportunities?

Marketing – Karen Lee at klee@livescribe.com

PR – Jody Farrar at jfarrar@ar-edelman.com

Developer program – Joyce Morrell at developer@livescribe.com

Sales – groupsales@livescribe.com

Education Sales educationsales@livescribe.com