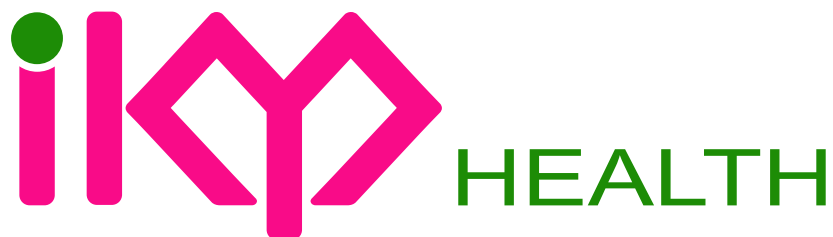


IDEA BOOK

2022



Multi-Sensory Audio & Video with Print Experts



Medical Education through Audio, Video & Print

Creating Educational Marketing Solutions for Healthcare since 2008.

ALL NEW PRODUCTS

About IKYP Health

IKYP Health has been the leading pioneer, developer and manufacturer of “**Technology-in-Print Media & Direct Mail**” EDUCATIONAL marketing solutions for healthcare & pharma companies since 2007.

Our products uniquely engage patients and prescribers and facilitate educational marketing initiatives unlike conventional print media products.

IKYP was first to introduce the print-to-digital **IKYP Webkey** tactic, in 2008 for AstraZeneca’s ZOMIG brand.

Since then, over 10 million IKYP Webkeys have successfully been delivered to top pharma brands across the globe.



IKYP was one of the first manufacturers to offer high quality **Video-with-Print** products in 2009 and today remains the leading quality source for these dynamic educational products.

In 2008, **IKYP** successfully produced **InfoBuds™ Personal Audio Booklet** for MERCK’S Gardasil brand and in 2020, introduced Infobuds™ with revised Expandable Multi-fold Content page.



IKYP Health has been under new ownership and leadership since 2013. In 2019, IKYP merged with GlobalTech Branding forming amerIKYP Marketing Group, LLC.

Today, **amerIKYP** continues to focus on healthcare and pharma, by creating innovative solutions that facilitate educational marketing initiatives, resulting in improved patient outcomes for BOTH traditional & cannabis medicines.

We work with commercial print distributors, Pharmaceutical Companies, Advanced Medical Device companies, Advertising Agencies, and emerging Medical Cannabis Companies.

Sincerely,

Rich Butler, Managing Director

Tel: 561-818-9105 email: richB@IKYP.com

Kelly Stone, Chief Sales Officer

Tel: 954-465-6408 email: kelly@IKYP.com

Russ Rossi, National Sales Director

Tel: 201-543-7959 email: russ@amerIKYP.com

www.amerIKYP.com

ameri**IKYP**

In 2008, the Pharmaceutical Research and Manufacturers of American (PhRMA), the primary trade organization of pharmaceutical companies, substantially revised its governing code. Among other changes, PhRMA banned the use of promotional products intended for healthcare professionals, with the exception of items purely educational in purpose. Soon thereafter, the Advanced Medical Technology Association (AdvaMed), adopted similar measures which also banned promotional items, and put special emphasis on educational marketing solutions.

As a result of these changes in how companies could reach out to health and medical professionals, new options that focused on educational material were needed.



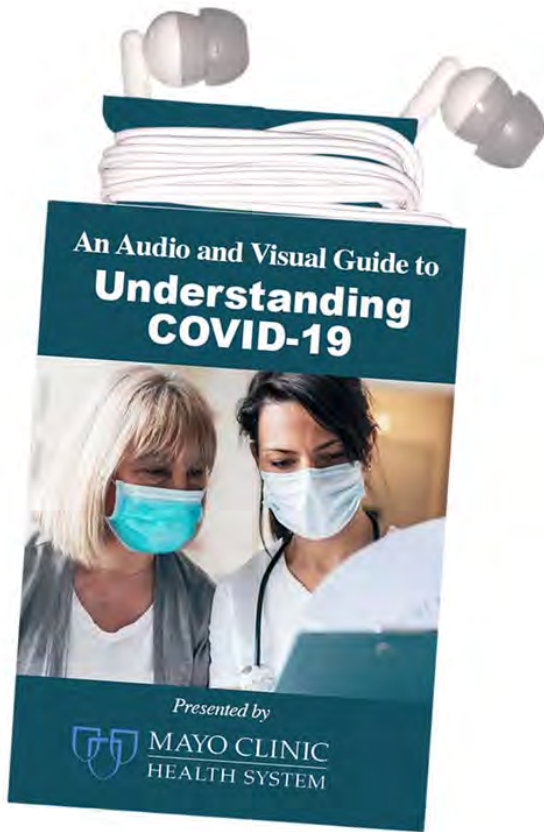
Educational Content through Technology-in-Print

Today, **iKYP HEALTH** offers the broadest range of innovative, affordable, technology infused print media and direct mail deliverables, from InfoBuds™ Audio in Print, to Video with Print and more, all designed for one sole purpose: To provide effective and distinctive health and medical information via easy to use, attention getting products.

iKYP HEALTH is a dynamic way to educate across multi-channels and a great way to differentiate your message from the thousands of compelling messages clinicians, prescribers and patients receive each day. iKYP Health products offers a unique approach with technologies and messaging all wrapped up into many print media product solutions.

To learn more about how you can educate healthcare stakeholders with products that stands out from all others, contact richB@IKYP.com, kelly@dermacarePKG.com, or russ@ameriKYP.com

iKYP HEALTH Medical Education through Audio, Video & Print



PATENT PENDING

Features:

- Play Button
- Volume Wheel
- Attached earbuds
- Full-color Graphics
- Expandable Sheet Version
 - large format (approx.23" x 9.25")
 - medium format (approx 15" x 9.25")
 - small format (approx 7.75" x 9.25")

INFOBUDS™
can be printed and recorded
in any language



IDEAL FOR COVID-19 VACCINATION EDUCATION!

The Affordable Way to Educate Worldwide Populations in All Languages!



For nearly 20 years, the **Z-CARD®** card has placed important, useful, and essential information into the hands of people & consumers all over the world. This clever and versatile print marketing tool has been used in every industry and has sold over **3 BILLION** units worldwide.



The **Z-Card®** card contains an abundant amount of printed information, yet folds to a convenient credit card size.



LISTEN NOW



The **Z-CARD®** has been redesigned for a digital age, and is now enhanced with **Custom Audio Messaging!**



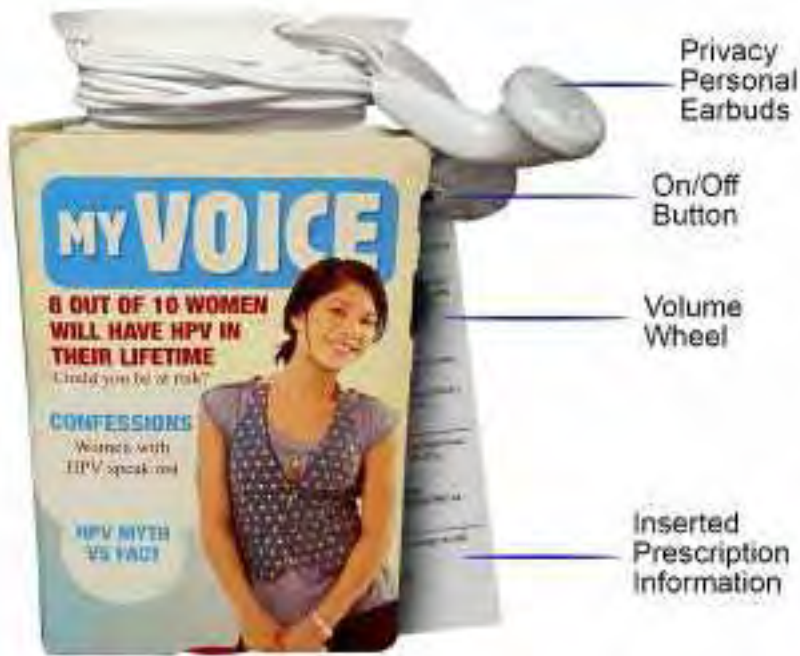
Z-CARD® INFOBUDS™

- Pocket-size Media ✓
- Expandable Print Format ✓
- Several Page Size Options ✓
- Full-color Printing ✓
- Suitable for All Industries ✓
- Audio Enhanced Messaging ✓
- Dynamic & Multi-sensory ✓
- Higher Consumer Retention ✓
- Audio Connects with Consumer ✓
- Optional Removable Logo'd Earbuds ✓

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READ. LISTEN. LEARN.





CASE STUDY



Printed Countertop Displays Available

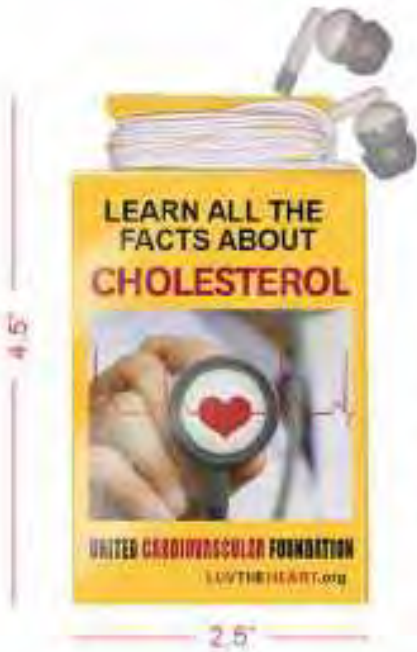
Prerecorded Audio Content

10-12 Page Educational Content



**BOOKLET
VERSION**





**EXPANDABLE CONTENT
VERSION**



Ideal for Emerging Cannabis Markets

WHY AMERIKYP™ VIDEO WITH PRINT FOR MARKETING & PROMOTIONS?

UNLEASH THE POWER OF VIDEO!

Video with Print™ merges the best of online & offline marketing strategies into one single, impactful, dynamic print & paper deliverable!

As brand managers know, the highest return on investment in the digital world is achieved with video based promotions.

In the print world, the highest ROI is achieved with direct mail. With ameriKYP™ Video with Print, your campaign is power packed with both and more!

AmeriKYP™ produces and delivers highest quality dynamic marketing products such as:



- High Definition LCD Screens
- The finest IPS Screens for All Angle Viewing
- Crystal Clear Sound
- Stunning Colorful Printed Media
- Your Custom Video Content
- Many Optional Upgrades

We're a factory direct manufacturer & importer with a USA based digital studio and design lab.

We have an experienced and talented team with all of the skills necessary to make each facet of your branding, marketing, advertising, and digital media initiatives relevant, engaging, effective, and uniquely creative.

How does Video with Print Achieve Success for your Brand?

Video with Print from ameriKYP™ is ideal for new product launches introducing a new service, new products, corporate brochure, training tool, educational marketing or re-connecting with your prospects.

We offer innovative Video with Print in the form of video brochures, video postcard mailers, video business cards, video tablets, video books, presentation boxes, video magazine inserts, specialty video packaging, and so much more. The options are endless!



VIDEO BROCHURES Dynamic, Impactful, Memorable Marketing!



Features:

- * 3, 4, 5, 7 or 10 inch High Definition LCD and IPS Screens
- * Crystal clear audio
- * Beautiful full color graphics
- * Custom or standard templates
- * Multiple button options
- * Rechargeable with USB cord included
- * Various memory capabilities
- * Insert page with content
- * Optional printed mailer box



DELUXE VIDEO PRESENTATION BOOK

NEW



Features:

- * Hard cover featuring stunning full-color graphics
- * 2 - 12 page fold-out booklet
- * 7" High Definition IPS LCD Screen
- * High quality audio
- * **Backlit illuminated chapter button**

Beautiful, full-color saddle-stitch printed booklet

Stunning 7" High-definition IPS LCD Screen



Backlit illuminated chapter buttons

Approx. 4.25" x 6.26"

3" High Definition LCD Screen



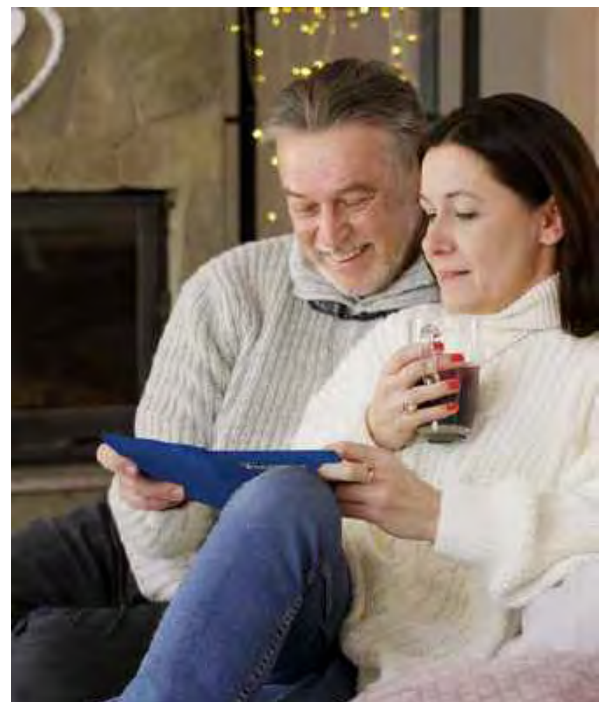
Crystal clear audio

IDEAL FOR DIRECT MAIL!

Features:

- * 3 or 4 inch High Definition LCD Screens
- * Leatherette Soft or Hard Cover
- * Gold foil accents
- * Auto-play or Pause/Play button
- * Crystal clear audio
- * Beautiful full color graphics
- * Rechargeable with USB cord included
- * Optional content page
- * Optional earphones
- * Optional printed mailer box

Video Passport® is a registered trademark of
AmerIKYP Marketing Group



**FOR
HEALTHCARE**

Larger 4 inch
LCD IPS Screen!

- * Doctor to Patient Engagement
- * Prescription Information
- * Method of Action
- * Prescription Use and Instruction
- * Medical Devices
- * HIPPA Compliance



Introducing
Flowflex™
COVID-19 Antigen Home Test

A rapid test for the detection of COVID-19 antigens in nasal specimens.



Single Test Kit
FDA EUA Authorized

DermaCare
BIO SCIENCES
AN AUTHORIZED DISTRIBUTOR

Flowflex™
COVID-19 Antigen Home Test

FDA EUA Authorized Single Test Kit

Critical Information When & Where You Need It.

The Flowflex™ COVID-19 Antigen Home Test is all you need to determine your family's Covid-19 status, whether symptoms are present or not. Can be used on children as young as 2 years old.

Get the convenience of Flowflex!

- Easy and Affordable
- Highly Accurate Nasal Swab Test
- Quick results in 15 minutes
- Safe for children as young as 2 years old
- For use with and without symptoms

ACON Laboratories, Inc. is the only legal manufacturer of the FDA EUA Flowflex COVID-19 Antigen Home Test.

Test Procedure Overview

- 1  Swab
- 2  Swirl
- 3  Drop
- 4  See Results

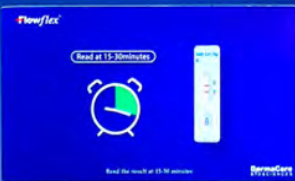
This test procedure overview does not replace the package insert. Before you begin the test, it is important to read and follow the detailed instructions in the package insert.

This has been presented with VIDEO PASSPORT®, the amazing new multisensory video-in-print marketing tool! If you are interested in Video Passport® or want to explore other dynamic sales and promotional items, visit www.amerikyp.com or contact RichB@ikyp.com

amerikyp MARKETING


DermaCareBio & AmeriKYP Marketing are divisions of DermaCare Packaging, LLC. VIDEO PASSPORT® is a registered trademark of AmeriKYP.

FLOWFLEX™ is a trademark of Acon Laboratories, Inc.



Watch the Flowflex™ instructional video

Pause/Resume Volume Up Volume Down



ACON **DermaCare**
BIO SCIENCES
AN AUTHORIZED DISTRIBUTOR

FOR HEALTHCARE

Large 4 inch LCD IPS Screen!



Receive in the mail - Zip open - Fold down -
VIDEO PLAYS INSTANTLY!

Features:

- **Self-Contained Construction. Zip Open - Fold Down - Video Plays Instantly.**
- Size: approx. 3.75" x 5.5"
- 4" High Definition IPS LCD Screen
- All-Over Print Color Graphics
- Two Versions:
Standard Version and
Pharmaceutical Version (Contains P.I. Pocket)
- Replay Button
- Perforated Tear-off Panel
- 8 ohm speaker
- Lithium ion battery



**PHARMA
VERSION**

Contains
Prescription Information
Pocket

**PhARMA CODE
COMPLIANT**



Features:

- * High-definition 7" or 10" LCD IPS Screen
- * Crystal clear audio sound
- * Optional earbuds
- * Ringed flip-chart or saddle-stitch book
- * Full color graphics
- * Multiple video chapter buttons (corresponds to chart pages)
- * Volume buttons
- * Volume buttons
- * Battery (rechargeable) or AC operation



Siz approx: 15.5" 10.5"

DELUXE VIDEO TABLET



Promotes Doctor to Patient Engagement

Features:

- * High Definition 5, 7 or 10" IPS LCD Screens
- * Crystal Clear Sound
- * Full-color Graphics
- * Function Buttons: Chapter Buttons, Volume Up/Down, Play/Pause
- * Continuous Play Through AC Powered MOlded Stand



VIDEO POSTCARDS



- Features:**
- * High Definition 2.8", 3" or 4" LCD Screens
 - * Crystal Clear Sound
 - * Full-color Graphics
 - * Perfect for Direct Mail, Tradeshows, Meetings, Giveaways



Customizable DIE-CUT VIDEO POSTCARDS

NEW



**Customizable
Shapes**

Features:

- * 3 or 4 inch High Definition LCD Screens
- * Custom or standard templates
- * Crystal clear audio
- * Play/Pause button
- * Beautiful full color graphics
- * Rechargeable with USB cord included
- * Optional volume buttons
- * Optional earphones
- * Optional printed mailer box



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AUDIO POSTCARD An affordable dynamic alternative to video

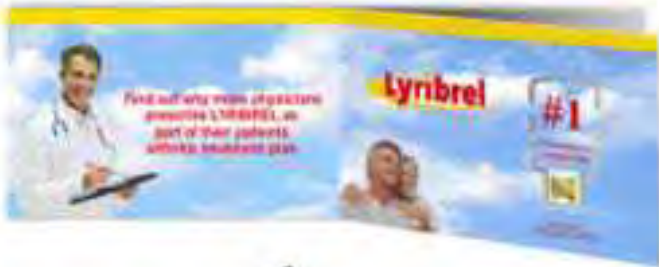
Embedded Speaker



Audio Postcard

Effective and Affordable
Direct Mail Marketing!





Features:

- * Instantly routes user to website, microsite or landing page.
- * Contains no memory
- * MacAfee secure, virus free
- * Paper or molded plastic
- * Full-color quality printing
- * High response rates
- * PC & Mac compatible
- * Ideal for direct mail

Webkey chips also available for Commercial Printers

USB chips with memory are also available in 1GB-128GB

Custom VIDEO PATIENT STARTER KITS

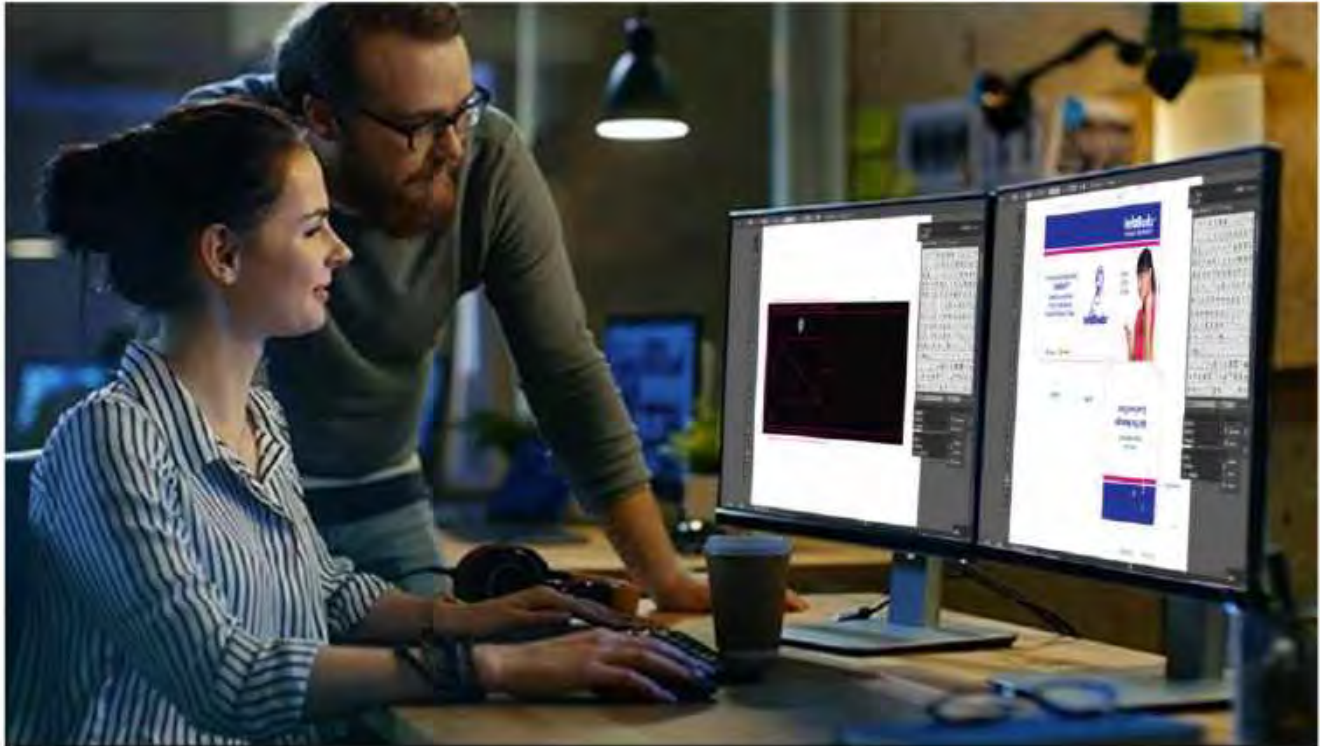


- * 100% Customizable
- * Sturdy display box with full-color graphics
- * ABS secures content and devices
- * Video brochure or postcard or tablet
- * Optional Webkey
- * Printed shipping box



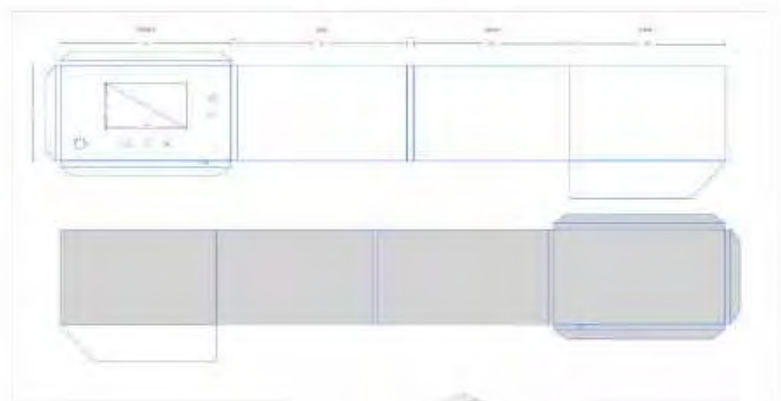
DESIGN & PRODUCTION

All projects start in our state-of-the-art graphic art studio & design lab in South Florida.



From initial concept to the projects' completion, we are here to guide and assist our clients.

- * Consultation
- * Conceptual renderings
- * Graphic assistance or complete design
- * Stock or custom templates
- * Video production assistance
- * Script writing
- * Voice-overs
- * Website



CANNABIS EDUCATION

New medical breakthroughs with Cannabidiols are now a reality. IKYP HEALTH is on the forefront with the latest in audio, video, and print educational marketing solutions for this fast-growing industry.





South Florida ~ Las Vegas ~ Hong Kong ~ Shenzhen

AmeriKYP Marketing Group DBA **iKYP HEALTH** is a leading pioneer & forward thinking manufacturer, innovator and supplier of educational marketing products for companies and brands across all industry verticals, with a particular focus on traditional pharmaceutical, medical device and rapidly growing legal medical cannabis brands.

We have the capability to cater towards any company, big or small, offering nothing but the most innovative multi-sensory audio & video with print marketing solutions.

Call today to learn more about:
AmeriKYP Marketing
iKYP Health

Sincerely,
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Tel: 561-818-9105 email: richB@iKYP.com

Kelly Stone, Chief Sales Officer
Tel: 954-465-6408 email: kelly@iKYP.com

Russ Rossi, National Sales Director
Tel: 201-543-7959 email: russ@ameriKYP.com

WeChat: + 1 561 818 9105
SKYPE: SINOWISEGROUP

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