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rCard FAQs

1. What is the rCard?

The rCard is the next generation of miniaturization. It is an electronic, interactive “business card” designed to deliver marketing messages and information to people in a highly engaging and interactive way. The approximate size and thickness of a credit card, rCard is a portable, electronic, reusable hardware and software platform, businesses can use to deliver video, graphics, text and data about their products and services.

Unlike thumb drive USBs and business card CDs, the rCard is a complete, interactive platform – no additional computer is required. Anyone can pick it up and use it. No training or manual required.

Able to hold up to 1 gigabyte of information, the rCard will last up to four hours of continuous use or approximately 200 viewings. When not in use, it has a shelf life of seven years. Rich, digital media is easily transferred from a PC to the rCard by infrared or through a USB cord and docking station – much like today’s PDAs.

Initially positioned as an advertising and marketing tool for corporate America, this patented technology is expected to revolutionize all kinds of content delivery in practically every industry that needs to communicate selective information effectively and directly to its key target audiences.

2. How do you use an rCard?

You hold the card with one hand and click on the simple navigation button to go to a menu page, where you can scroll through information and data. Much like a web site and a mouse, you click on interesting links to get more information. Alternatively, your rCard might be programmed to play a video or flash information on the screen, much like a PowerPoint slide presentation.

When you’re done, you can put the card in your wallet. Or, if you’re through with it, you might return it to whoever gave it to you, or just throw it away. The rCard is designed to be simple to use and inexpensive.

3. What are the customer benefits for the rCard?

The rCard is an easy way to distribute corporate, branding and product messages to a company’s customers and prospects. The product is small, durable, inexpensive (about \$25.00 or less) and disposable. In addition, it is innovative and designed to attract attention. Companies who use the rCard in their campaigns should notice an immediate impact on their bottom lines.



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4. What are some of the expected applications for this technology?

Applications will be driven by customers and the possibilities are vast. Early customers are looking at the rCard as a mechanism for delivering marketing and advertising messages, as well as a way to encourage customers to interact with the brand. The following are a few rCard applications being considered by Fortune 500 companies:

- Contests – Imagine getting a card in your cereal or in the mail that allows you to play a game or win a contest. Maybe you would request it at the web site of your favorite TV show, so you can play along during the show. You might go to a theme park and participate in a scavenger hunt as part of the day's fun. The rCard's time-release function could allow for certain information to be available at certain times, which would keep people interacting with a company's brand. When the contest was over, the card could be thrown away or kept as a collector's item (similar to a Starbucks' coffee card).

- Business cards – One Fortune 500 company is considering the creation of innovative rCard business cards for all its salespeople. The card will be delivered to the salesperson with corporate information already loaded. Then, it can be customized by the salesperson with their particular data. Since the card is reusable, it can be loaded over and over again with new information. Imagine what that could mean for a real estate agent who wants to send clients out to look at properties. Unlike business card DVDs, which are so popular today, no computer is required to see the information. The card is the computer. People are instantly capable of viewing the property on the screen.

- Membership cards – A health club chain is looking at the rCard as a way to inform members about upcoming classes, training sessions, vitamins and other health products that are profitable revenue streams. In addition, because it can be updated so frequently, the card offers a way to share member before-and-after success stories, participate in friendly competitions, keep track of personal statistics and build community within the club. The card will also act as a membership card, so that the client will keep it and use it to check on new services or track member reward perks. When the client comes in, the person behind the counter can quickly dock it and download new information to the rCard or beam it wirelessly through an infrared port.

- Direct mail pieces – The rCard makes the ultimate direct mail piece because it inspires curiosity and can deliver rich content - effortlessly. A major medical service and products company is investigating the rCard as a way to grab the attention of busy clinic doctors and hospital procurement decision-makers to inform them about new offerings.

- Information delivery devices – A major pharmaceutical company is looking to use the rCard to communicate with doctors by alerting them of new treatment updates, providing them with comparison information among drugs, listing research study results for drugs and offer web links to additional resources. Similar rCards could be given to doctors to distribute among their patients about a suggested drug regime, ways to control a chronic condition, demonstrate fitness practices or deliver healthy food/recipe informa-



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tion, and much more.

- Games/Entertainment – Several content providers are looking at the rCard as a way to provide a little bit of fun and promote games, upcoming movies and other forms of entertainment. Since the cards are interactive, people could actually play a short game or participate in a teaser. The time-release function allows for synchronization of large groups (such as with a game that requires participation with others or to coincide with an event launch/grand opening).

5. How is data downloaded onto the rCard?

For corporate clients, newly manufactured rCards will come with their chosen data already loaded on the device. To put new information onto the rCard, users will need to first download rCard software onto their PC. The rCard can be attached to the PC via a USB cable, and the software will assist users in adding and deleting data on the card.

6. What format is used for video files on the rCard?

This information is proprietary and cannot be disclosed because of several patent pending applications.

7. What kind of memory does the rCard use?

The rCard holds up to 1 gigabyte of Flash memory.

8. How much does an rCard cost?

The rCard compares favorably to other promotional items a company might buy and distribute to customers and potential customers. Cost is determined by several factors including the volume of cards bought at a time, the amount of memory required and the battery. A pre-programmed rCard, that is meant to be disposed of after a few hours, will cost less than \$25 per unit *retail*. If you meet our minimum order requirement of 500,000 or more units, then you will receive a much more competitive *wholesale price*.

9. With what PC systems are the rCard compatible?

Currently the rCard is PC compatible using the Microsoft Windows operating system. Future versions for Mac and Linux are being considered.

10. When can we expect to see the first rCards being distributed to the public?

The rCard is ready to go into production today and has the resources it needs to handle initial orders already in the works. rCards should hit the street in about six months.



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11. What upgrades are planned in the future?

Future versions of the rCard will be even thinner and have even more battery options. In addition, enhancements to the viewing screen will make future cards a bit more flexible (much like credit cards today) and even more durable. Depending on customer demand, it is possible today to add passive RFID to the rCard. Recent technological breakthroughs in “paper speaker” technology also mean that sound can be added to the rCard.

12. Who is CEO IQ?

CEO IQ is a technology-driven, member-service firm that harvests the world’s finest field intelligence tools, talent and take-off (support) services to make it easier for CEOs to build their best business. A membership in CEO IQ (only \$175.00 a year) gives business owners access to a national talent trust, discounts on their rCard orders and services that enable them to realize both professional profitability and personal prosperity.

CEO IQ is serving as the sole distributor for the rCard. With more than 24 years experience in direct marketing and serving CEO needs, the firm can assist business owners to develop strategies to maximize the return on their rCard investment including content development, distribution strategies and more.

13. CEO IQ is customizing these early orders, but what about later? Will companies be able to customize their own rCard applications?

This depends upon the application. Some clients will use CEO IQ to customize the cards for disposable applications, such as sweepstakes given always in cereal boxes. Other clients such as health clubs will use the rCard as a membership card, and they will customize the card themselves. For companies that want to customize the cards themselves, such as the health club example, there is an additional fee.

14. How can I get an rCard?

Initially, rCards will not be available direct to the general public. Rather, they will be distributed by companies to their customers and prospective customers. For example, a packaged goods manufacturer might include an rCard inside a cereal box. A real estate agent might hand you an rCard that shows their listings. Or a travel company might mail you an rCard with the itinerary for your upcoming vacation. Discussions are in the works with major international distributors for retail versions of the rCard packaged with the battery recharger/USB port.



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15. Will I be able to buy an rCard of my own one day?

CEO IQ anticipates that rCards and their USB-powered docking stations will soon be available direct to consumers. They might be used to carry large amounts of information in your wallet or to share photos with family members, among other uses. Major international distribution firm, Griffin Technologies, is in negotiations to place the rCard packaged with the battery recharger/USB port in major retail outlets.

16. What was the genesis for the rCard?

In the fall of 2004, Bud Wilcox had a vision. What if you could put a web site on the back of a business card? Recognizing this as a big idea with great potential, Wilcox called on a communications expert with more than 20 years of professional experience to help make the technology a reality. The company filed multiple patents, some of which are still pending. In March 2005, the rCard was taken out of the lab, to CEO IQ, to market the technology.

17. How does the rCard fit into CEO IQ's portfolio of products and services?

The CEO IQ team believes that the rCard is the next big development in direct marketing and an excellent vehicle for delivering field intelligence. This fits with CEO IQ's overall portfolio of informational products and technology-driven rainmaking services designed to enable company owners to run and build their best business and sustain market competitiveness. CEO IQ's philosophy: field intelligent; field advantage.

18. Who are your early customers?

Several major corporations across a number of industries are keenly interested in the rCard. We are currently negotiating agreements and expect to announce our first clients soon.

19. Are you marketing the rCard overseas?

Several of our potential clients are international corporations, which we expect will leverage the rCard in multiple countries. In addition, the rCard's retail distributor, Griffin Technologies, has international reach.



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CEO IQ
Field Intelligent; Field Advantage
Fact Sheet

Company: CEO IQ harvests the world's field intelligence for information on relevant tools, techniques, and talent that will enable business owners to easily and effectively run their best business. Operating much like a "Batman" Hotline for CEOs, the firm was built around the premise that the American dream isn't about owning a business, it's about building a vibrant, financially viable business.

Leadership: CEO IQ is the brainchild of Jet Parker, the founder and president of the company. A direct marketing maven with more than two decades of experience producing measurable results, Parker specializes in the innovative application of rainmaking tools.

Clients: CEO IQ currently has over 6000 CEO members in the Dallas-Fort Worth Metroplex and will shortly be launching nationally.

Services: CEO IQ, under Jet's direction, developed the "5-to-7 formula" which represents the seven stages of business ownership. Within each ownership stage the CEO (and executive staff) must develop and apply specific skills, processes, practices and character attributes in five business functions in order to jump from one stage of business development to the next. CEO IQ's service model is designed to make it easier for business owners to successfully progress from stage to stage.

rCard: CEO IQ is the exclusive distributor of rCard™, the world's smallest interactive multimedia, information delivery device. CEO IQ will use the rCard to disseminate relevant field intelligence to members and assist other corporate leaders to develop strategies that leverage the rCard for maximum results by using it to:

- Distribute consumer games, contests and/or sweepstakes information
- Showcase new products to prospects
- Drive trade show traffic to booth spaces during conventions
- Store club/association membership information
- Use as a frequent user card, recording perks and providing next purchase upgrades on services
- Present in-store coupons
- Feature restaurant menu specials

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