Poken | Touch. Connect. Stay Connected.

What is a Poken?

Poken solves one simple problem: how do I remember the email addresses and screen names of everyone I meet? You Poken, of course. When you meet other Poken owners in the real world, quickly swap information. No more writing down email addresses or blog names. Just touch Pokens and connect.

Poken holds your contact information: name, address, email, mobile phone, and the rest, and it also holds your social networking account names. Poken contains your FaceBook, Twitter, MySpace, LinkedIn and other accounts.

Already know all your friends' profiles? Even better. When you Poken and they Poken, you'll automatically have updates when they open a new social networking account.

Poken Spark

The Spark line is the first incarnation of the Poken.

Character-based and designed to be memorable, this original line was intended to make conversation easy and ice-breaking an afterthought.
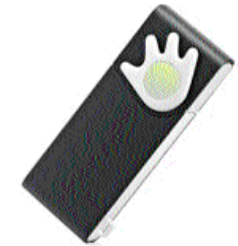
Approaching even a non-Poken user with a little Panda, Bee or Green Alien is a can't-miss conversation starter.

Used in combination with the PokenHub at **http://doyoupoken.com**, these original Pokens ignited a craze in Europe, spread quickly to Japan and have been criss-crossing the US since March of 2009.

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Poken Pulse

The clear choice for the executive, this new business Poken, the Poken Pulse, sports a 2GB USB drive with the leading Poken information sharing technology.

Poken Pulse Features and Benefits
• Easy-to-use: no drivers or software.
• Almost limitless contact capacity. Load hundreds of contacts before you have to write them to your computer.
• 2GB Flash Memory Drive.
• Windows, Mac, Linux: works on all systems that can accept a USB stick.

Poken Pulse is just Good Business! pokencaribbean.com can customize your Poken Pulse Business Poken with your company logo or other artwork.

Great promotional items for trade shows, seminars and conventions, these Poken Pulses will not only make you memorable, but they'll allow you to "Poken" your customers right away: Connect and stay connected to your market with the Business Poken Pulse.
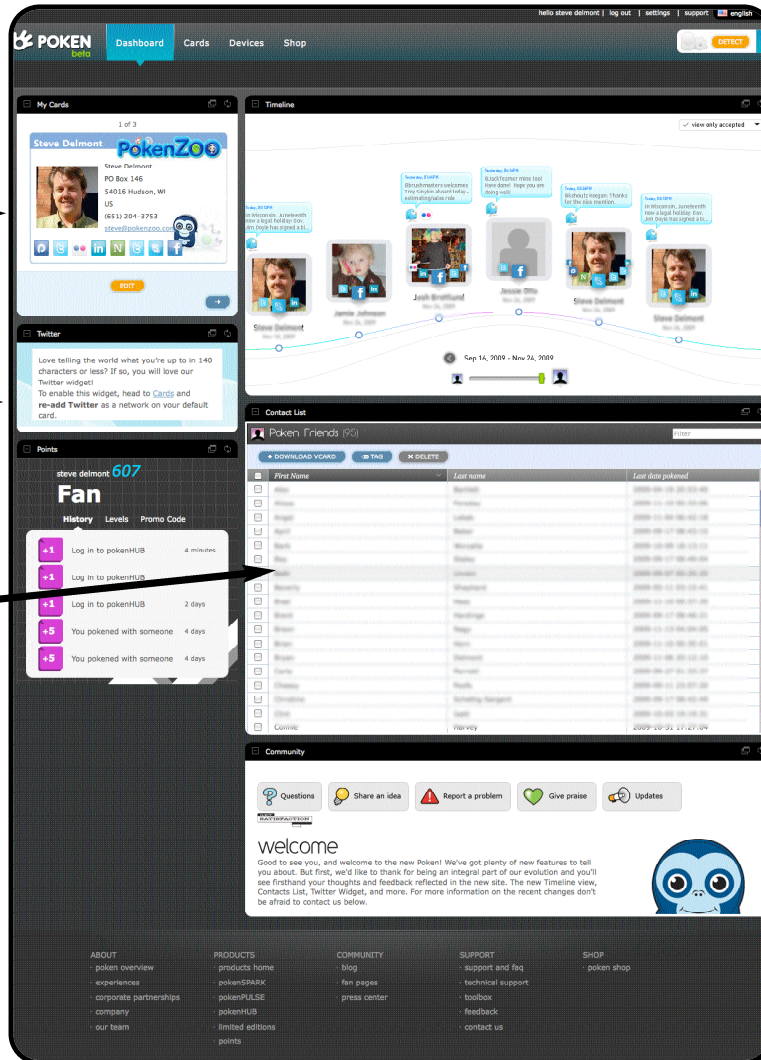
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The ID Card
Make your card your own: add photos, notes, and change the background to match your personality or brand.

The Twitter Box
Tweet to your heart's delight directly from within the PokenHub.

The Friend List
Instant access to all the friends you've Pokened. Download VCards if you want to keep them in your desktop computer.

Poken Connected?
Pop your Poken into the USB port, it'll show up in this corner, and you'll be in the PokenHub.

The Poken Timeline
Who have you Pokened, and when? Use the time-line to check to see the last time you saw some-one, or who you met at a particular event.

Poken Support
Question, comment, concern? Just log into the PokenHub to get all your questions answered in the support pane.

The PokenHub
DoYouPoken.com
Poken combines the best of online with your real world friends and colleagues, and the PokenHub makes this all possible.

The Hub, found at doyoupoken.com, allows the Poken user to create their ID card, store it, change it, and constantly add new services, information and IDs to it.

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Q. What is a Poken?

A. Poken is not the replacement of the business card, but the evolution of the business card. A simple USB device that holds all your contact information and swaps it with other Poken owners, the Poken is the next generation of contact management.

Q. Why use a Poken?

A. Because Poken is a simple solution to a complicated problem: how to keep track of all the email addresses, mobile phones, contact information and screen names of everyone you meet.

Q. How does Poken work?

A. Simple. Plug your Poken into your computer's USB port. Log into doyoupoken.com and set up your account, adding whatever contact information you like: photos, phones, emails, social networking accounts, the works. Tap pokens with someone else to trade information.

Q. Does a Poken work out of the box, or do I have to set it up first?

A. Pokens work out of the box. Simply remove it from its retail packaging, pull out the small plastic tab that protects the battery, and start Pokening. When you're done at your event or party, go home, plug your Poken into its USB port, set up your account. Once your information is filled in, it will automatically be sent to all the people you'd "Pokened" with.

Q. How does it avoid viruses?

A. If any Poken is ever hacked, which would require the hacker to completely rewrite the firmware on the device, any other Poken will not accept data from the hacked Poken. The transfer simply would not take place because any Poken will not read the data from a Poken that has been compromised.

Secondly, the Poken data storage device is a read-only system. One cannot write files to the Poken. When two people exchange data, the Poken simply reads the ID of the other device; in other words the devices do not technically "send" to one another, but they "read" the data off of the other.

Q. How does it keep my information safe?

A. Your data is not stored on the Poken, but instead on the web site at doyoupoken.com. All that is stored on your Poken is an encrypted ID number. When you tap Pokens with another user, you simply swap that ID number.

Q. What if I lose my Poken?

A. Don't worry. Your data is safe. Simply log into your account at doyoupoken.com, and mark your Poken as lost. It becomes unusable to its new "owner" and you can also send them a personalized message with your address so they can send it back to you.

Q. How can I customize a Poken?

A. The body of your Poken can be printed on, and can have crystals or jewels adhered to it. Your contact information can house your photo, and you can customize the the background of your "digital id card" in order to brand yourself or your business.

Q. How does it keep track of my contacts?

A. Poken's contact database is dynamic. No more stale contacts from your desktop-bound address book. When people you've Pokened edit their account, those changes are reflected in yours. Because you've Pokened, you'll automatically have updates when they change their email, phone, skype, IM or screen names. Download vcards to your address books.

Q. I just tapped Pokens. How do I know it worked?

A. Pokens have a simple response system. Green means that you've successfully pokened. Red means you did not poken successfully, so try again. Orange means that you're running out of room (only four contacts left). Your Poken Spark can store up to 64 contacts, your Poken Pulse has an almost unlimited number.

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Q. My Spark only holds 64 contacts?
A. Yes: 64 at a time. Once you plug your Poken into your computer, your contacts are downloaded and your counter is reset.

Q. What if I already know my friends' emails, screen names and profiles?
A. Even if you've already connected with someone, it's worth high-fouring your friends every time you hang out with them. You'll be able to view all your social interactions in a timeline.

Q. How much does a Poken cost?
A. Poken Sparks retail for $19.95, and Poken Pulses retail for $34.95.

Q. Where can I get a Poken?
A. You can buy Pokens online at pokencaribbean.com

Q. How many models and lines are there?
A. Two lines. The Spark line is the character-based line that retails for $19.95. The Pulse line, made for the business executive, is the line that contains a 2 GB USB stick that houses the Poken contact sharing technology.

Q. Who uses Pokens?
A. Pokens are used by businesses, students, individuals and anyone else who needs an easy way to keep track of their contact information.

Q. Who has written about them?
A. Pokens have been featured in WSJ.com (Wall Street Journal), FoxNews.com, MarketWatch.com, the Vancouver Sun and many, many blogs and online-only publications.

Q. Who is pokencaribbean?
A. North American Poken reseller. Pokencaribbean can help your group extend its brand. Customizable designs and web pages give your campaign legs that can't be matched. Poken: a useful tool embedded in your target's dally life, branded with your identity, that they depend on and show their friends.

Q. Can I brand this?
A. Yes. pokencaribbean can help your group extend its brand. Customizable designs and web pages give your campaign legs that can't be matched. Poken: a useful tool embedded in your target's dally life, branded with your identity, that they depend on and show their friend

Q. How much does it cost to become a poken user?
A. The only cost to become a Poken user is the cost of the Poken itself. There are no hidden fees, monthly fees, or any fees of any kind?

Q. What if no one else has one?
A. No matter. The Spark line is attractive and unusual and a great icebreaker, so meeting new people comes naturally. The Pulse line has a 2GB USB drive in it, so it's a dual use device: if no one else has a Poken, you can at least use it to store files.

Q. What kind of battery does it take?
A. Pokens use a standard lithium CR132 battery available anywhere.

Q. Where are Pokens manufactured?
A. Pokens are manufactured in China.

Q. Where is the company HQ?
A. The company, Poken SA, is headquartered in Lusanne, Switzerland.

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Poken | Embed Your Brand in Their Life

Connect

Pokens, the new social business card, solve one simple problem: how do I remember the email addresses and screen names of everyone I meet? You Poken, of course. Tap Poken-To-Poken to swap contact vitals. Connect and stay connected.

Stay Connected

Poken's contact database is dynamic. No more stale contacts from your desktop-bound address book. When people you've Pokened edit their account, those changes are reflected in yours.

Because you've Pokened, you'll automatically have updates when they change their email, phone, skype, IM or screen names. Download vcards to your address books.

Embed Your Brand

pokencaribbean can help your group extend its brand. Customizable designs and web pages give your campaign legs that can't be matched.
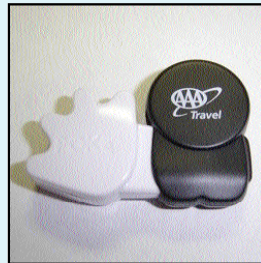
Poken: a useful tool embedded in your target's daily life, branded with your identity, that they depend on and show their friends.

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pokencaribbean Poken Customization and Branding Options

Logo Customization

Logo your Pokens! Need to have your logo or that of a client printed on your Poken?

pokencaribbean has printed hundreds of Pokens, and can print yours with one-, two-, three-, four- or five PMS colors, or CMYK process.

Laser Engraving

Want to personalize your client's experience? pokencaribbean can laser engrave each individual's name on their Poken. Simple, quick and easy, this makes the whole Poken experience just a bit more personal.

Contact Pre-Loading

If you're going to distribute many Pokens, you'll want to have your contact information on them when they go out.

No problem.

We can pre-load your contact information and that of your staff in one quick process.

When your Pokens are delivered to your recipients, they'll pop it into their USB drive, and see your contact information first.

Custom ID Cards

Further extend your brand into their Poken experience.

Each Poken account has a personalized ID card. We'll help you design and brand your own to create a unique brand recognition tool, reminding your recipient about your brand every time they log in.

Custom Page Branding

You've got pre-loaded contacts. You've set up your custom ID cards.

The last step is to brand the page: big and bold, we'll help you put the finishing touches on your branding experience.

Publish a banner across the top of the Poken.com login page, and keep it there, right in front of your contacts for as long as they use their Poken.

Gift Wrapping

Running a promotion, give-away or branding push?

pokencaribbean will gift wrap your Pokens—what's more memorable than opening a gift from someone—with your brand on the front of the gift box.