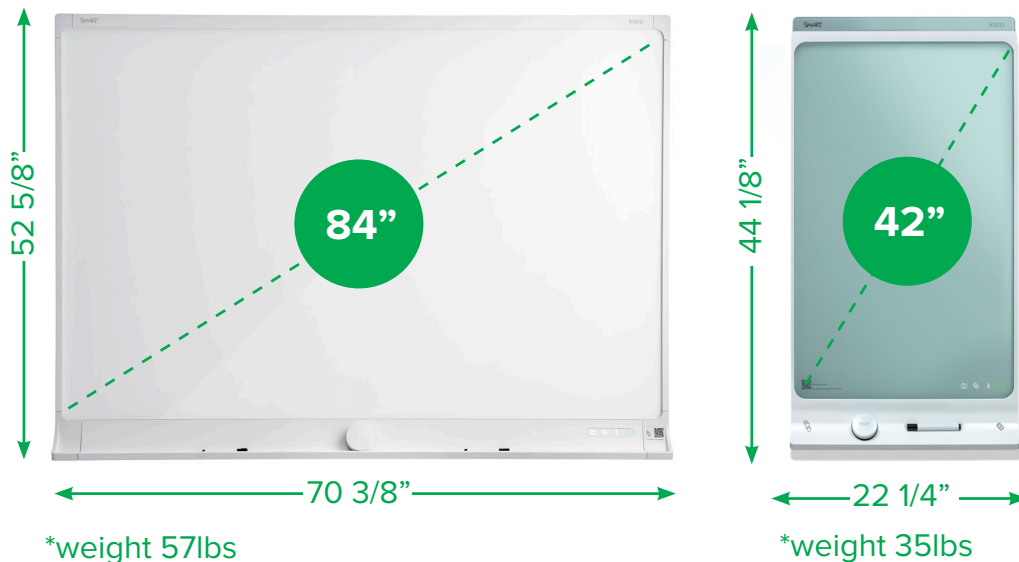


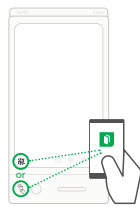
# SMART kapp Sell Sheet

SMART kapp® is a modern, sleek replacement for traditional dry-erase boards and flipcharts that accentuates any office, is easy to use and offers a leap in functionality.

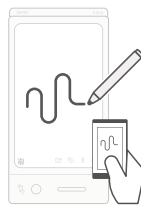


To get started, **download** the SMART kapp® app.

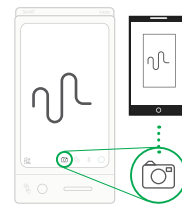
[smartkapp.com](http://smartkapp.com)



**Connect your** mobile device



**Write with** a regular dry-erase marker



**Save content** as a PDF or JPEG



**Share content** remotely, in real-time

## Prospecting message:

SMART kapp® functions as a regular dry erase board but also delivers digital capture of written content via a free iOS or Android application. SMART kapp® also provides real time sharing of the whiteboard via HTML link for any remote user and works in conjunction with your existing unified communications solutions.

## Key Features & Benefits:

- It's a regular board, but offers modern functionality through an app.
  - People don't have to learn how to use it, they already know.
  - Installation requires no IT integration. Hang it up. Plug it in. Create.
  - Up to 250 participants can be invited to view content from any browser, in real time, whether they're in the room or not.
  - Save notes as snapshots on a mobile device and to your Evernote®, Google Drive®, Dropbox® or other storage accounts for easy distribution.
  - Customers can easily identify their own use cases.
  - See sales results in as little as 48 hours from initial prospecting, particularly when video is shown or product demo provided.
- Visit:
- The ROI on SMART kapp® 42 is ~40 meetings when compared with flip charts.
  - SMART kapp® 84 compares favorably with traditional dry erase surfaces that cost \$500 - \$2000, and includes content capture and real time sharing.
  - Huge market opportunity - about 51M conference rooms and 100,000 schools in North America.
  - SMART kapp® includes data security features designed to keep dry erase content controlled in a predictable way, making it easy to deploy in any space.

Access support materials on the **SOURCE** at [smarttech.com/source](http://smarttech.com/source)

Still have questions? **Contact:**

## Common FAQ's

### How do I connect more than 5 remote participants?

Premium version of the SMART kapp® app costs \$1.99/month or \$19.99 / year which allows up to 250 remote participant connections as well as static URL and pin code.

### Does everyone in the meeting room sync their device to the board?

No – there is one blue tooth connection to the host device; this device sends email/text invites of HTML links to all others.

### Does my phone or tablet connect to all remote users?

No, the phone/tablet uses either 3G/4G or wifi to connect to SMART cloud service – remote users connect via browser to the cloud.

### Is SMART kapp® secure?

Yes, when a mobile device is connected to a board, it uses a secured Bluetooth® connection additional layer of AES 128-bit encryption is used over the security provided by Bluetooth®.

### Can I write in color?

You can use any color dry erase marker on the SMART kapp® however, remote users will only see the content in black and white.

**SMART** | Inspired Collaboration™ [smartkapp.com](http://smartkapp.com)