

1. **Q:** What are the benefits of implementing Echo smartpens in a classroom, school or district?

A: While the benefits of smartpen technology in education are extensive, key advantages differ by audience.

- **Students:** Echo offers unlimited and instant access to teacher instruction, no matter the time or place.
- **Educators:** Echo supports the efficient delivery of instruction, eases the process of tracking student performance and improves communication with parents.
- **Administrators:** Echo can be used to collect data quickly and efficiently to accelerate staff development.

To view a matrix outlining various benefits by audience, please visit <http://www.livescribe.com/en-us/education/XXX>.

2. **Q:** Is separate education pricing available?

A: Yes. Livescribe offers education bundles that enable K-12 educators and administrators to purchase Echo smartpens for classrooms, schools or districts at a significant discount. These bundles also include guides for using Echo smartpens in education, as well as various accessories that are not sold at retail.

Education pricing is only available by contacting a member of the education sales team at educationsales@livescribe.com or 510-553-4948.

To review complete K-12 pricing information, please contact press@livescribe.com.

3. **Q:** Are there certain qualifications educators need to meet to qualify for education pricing?

A: Yes. Educators and administrators must provide a tax exempt identification code in order to qualify for education pricing.

4. **Q:** Is there an order minimum when purchasing education bundles?

A: No, however, quantity discounts are applied to high-volume orders. To review the pricing structure, please contact press@livescribe.com.

5. **Q:** Does education pricing apply to universities, colleges and other institutions of higher learning?

A: Not at this time. However, discounts apply on orders of 10 or more Echo smartpens. To make a purchase of 10 or more smartpens, email groupsales@livescribe.com.

6. **Q:** Does education pricing extend to the Pulse smartpen?

A: At this time, education pricing only applies to the Echo smartpen. Given its rubberized grip and sleek, ergonomic design, Echo is ideal for students (both young and old), as well as teachers and administrators who take copious notes.

7. **Q:** Can replacement smartpen supplies (notebooks, ink, etc.) be ordered through the education sales team?

A: Yes, replacement items are available a la carte. To review pricing in detail, please contact press@livescribe.com.

8. **Q:** Is training available for educators and administrators?

A: Yes, both virtual and on-site training is available for an additional fee.

Virtual training (via webinar) costs U.S. \$50 per participant. On-site training (for up to 20 attendees) costs U.S. \$2,700. On-site training includes two half-day sessions led by a certified staff trainer, all training materials and travel fees. Multi-day discounts are available.