



Intuitive Devices, Inc.
266 N. Santa Cruz Ave.
Los Gatos, CA 95030
www.budclipz.com

BudClipz™ Talking Points January 2008

BudClipz™

Target Audiences

(Primary)

BudClipz™ offers practical earbud management for iPod® and iPhone® users. Helps solve the frustration of “falling, dangling, and uncontrolled” earbuds. Appeals to enthusiasts who are active, sports minded Joggers, Walkers, Bikers, Campers, Hikers, Skiers, etc. Offers ‘year-round’ and ‘day or night’ usability across wide demographics. Also helps prevent premature earbud failure.

(Secondary)

Wherever iPod® and iPhone® enthusiasts use their factory included earbuds. BudClipz™ go wherever your iPod® or iPhone® earbuds go.

Coolness Factor

First to market, BudClipz™ offers a cool and unique earbud management system. It features a simple design and is made just for the iPod® and iPhone® earbuds. It's a natural accessory that is sleek in form, and very small in size.

Practical Use

BudClipz™ is a no-brainer. They just snap right onto your existing Apple earbuds and are very easy to use. They give the user a choice of 5 different colored leashes. The product can be easily used by anyone on a daily basis in many different environments.

“0” Learning Curve

Customer will “get it” right away... Snap them on, Throw on the leash, and just Go! And the simple clip design works with the earbuds customers already own (included in their original retail packaging). A simple “ball and socket” design let's you pick and attach your favorite colored leash.

Compatibility

Amazingly, BudClipz™ work with every set of earbuds (old or new) that Apple has shipped to date. They are specifically compatible with all earbuds included with original iPod® or iPhone® retail packaging.

Pricing

Impulse purchase at \$9.95 MSRP, customer cost is small compared to original iPod® or iPhone® cost. The product has high perceived value for managing the common “falling, dangling, and out of control” earbud problem and is helpful in preventing premature earbud failure.

Reliability

1 year limited warranty against defects

Intuitive Devices, Inc. 266 N. Santa Cruz Avenue Los Gatos, CA 95030 www.budclipz.com

iPod® and iPhone® are trademarks of Apple, Inc., registered in the U.S. and other countries.

BudClipz™ and The Earbud Tamer™ are trademarks of Intuitive Devices, Inc., registered in the U.S.

CONTACT:

Intuitive Devices, Inc.
ID Communications
budclipz@intuivedevices.com
(408) 399-0104