



How To Sell FlashPoint ShareDrives

This Application Note is to assist our representatives and distributors to explain to retailers and potential customers the pricing of FlashPoint ShareDrives compared to normal existing thumbdrives on the market today. The key issue to explain pricing is to look at all the devices FlashPoint ShareDrives provide in one compact product. The value to customers provides a revolutionary product at a very good price. FlashPoint ShareDrives are an exciting product and when people realize what our product doesthey will want one. As a representative or distributor this is such a new product that companies will have lots of questions. We are providing Application Notes and White Papers to help answer many of these questions. Please review the list of these documents in the section below.

FlashPoint ShareDrives pricing and features verses standard Thumbdrives

The FlashPoint ShareDrives can not be compared to a normal standard thumbdrive because they do so much more and provide an incredible feature to a user.....remote copy capability. To understand the pricing you have to look at "What a FlashPoint ShareDrive has built into it. The Flashpoint ShareDrive is a thumbdrive, a USB bridge and a Sharing-On-The-Go device. This product is three items in one product. It is truly a revolutionary device to copy files and folders no matter where a user is..... indoors or outdoors when away from their computer.

Need to copy at a restaurant table? Need to copy data in your car? Need to copy data with friends at an outdoor barbeque? Need to copy data on an airplane? Wherever you are ShareDrives make this remote copying function possible.....anywhere. No need to find a power outlet or a computer. The ShareDrives are a unique one of a kind device which now gives users the freedom to copy files and folders anywhere and at anytime.

Compare FlashPoint ShareDrive pricing with normal standard Thumbdrives – There are major differences because, the FlashPoint ShareDrive is not one product and does the tasks of multiple devices.

The pricing of normal standard thumbdrives are now as low as \$59.99 for a 1 Gigabit thumbdrive. The pricing for a USB Bridge is as low as \$39.99. With these two devices together your cost approximately is \$100 to combine them. Combining these

two items still does not provide the important features of ShareDrives. The key software to provide thumbdrive to thumbdrive software is missing. So what components and parts do ShareDrives have which are not a part of a flash drive? First, the Sharing-On-The-Go chip is the core component of the ShareDrives. The pricing of FlashPoint ShareDrive is not expensive when you consider what Sharing-On-The-Go technology provides a user. The Sharing-On-The-Go (SOTG) is integrated in every unit. What is Sharing-On-The-Go? This is software which allows what no other software provides. The software allows two thumbdrives (ShareDrives to ShareDrive or ShareDrive to standard thumbdrive) to connect together. The male USB connector of one attaches to the female USB connector of the other ShareDrive. Once connected the SOTG software uploads and downloads data. Users can exchange their personal records, digital photos, music and more with just the push of a button and without connecting to computers or bridging devices. SOTG is thumbdrive to thumbdrive software provided only on a FlashPoint ShareDrive.

So.....FlashPoint ShareDrives have SOTG technology which is only approximately an additional \$50 for a user to have a device in their pocket or around their neck on a strap which performs three functions including: 1. Thumbdrive, 2. USB Bridge, and 3. SOTG Technology allowing thumbdrive to thumbdrive without the use of an external USB Bridge. As you can see, the features and benefits of FlashPoint ShareDrives easily compare in retail pricing if you were to combine all of the items into one product like FlashPoint ShareDrives.

FlashPoint ShareDrives is thumbdrive size and convenient to carry compared to needing a Thumbdrive and USB Bridge in your Pocket

To have copy capability with a standard USB Bridge, a user has to carry a USB Bridge in their pocket everywhere they go. These bridges are compact but not that compact. They are the size of a paperback book or larger. This is not exactly small enough to put in your pocket. These devices are made at this \$38 price usually only when designed to plug into an electrical outlet. They do not usually have a battery at the \$39.99 price. The USB Bridges which have a built in battery are in the \$100 range. It is also important to keep in mind that USB bridges do not store data which is a main function of FlashPoint ShareDrives.

FlashPoint ShareDrives Battery

The FlashPoint ShareDrives also have a small replaceable, removable, rechargeable battery. The battery is very comparable to a cellphone battery and as most people know these cellphone batteries are \$35 to \$50 dollars per battery. In addition, our battery cannot be compared to MP3 batteries which you find in these devices. The FlashPoint ShareDrive battery must be more powerful than batteries required for MP3 players to operate properly. Batteries in MP3 players are not powerful enough in most cases to perform the voltage requirements required to copy data which is required in a FlashPoint ShareDrive. The ShareDrives have batteries with the strength to do this function. In addition, the FlashPoint ShareDrives have been developed to provide users with the capability to carry more than one backup battery which can easily be inserted when users are mobile.

Summary

ShareDrives function as a USB Flash Memory Drive, USB Bridging devices and most importantly -- the worlds first SOTG product. ShareDrives supplement and enhance the variety of applications associated with standard USB Flash Memory Drives but ShareDrives are a product which gives a user capability far beyond flash drives or bridging products.

Features Summary

- Computerless Copying Capability anytime and anywhere
- Copy from one drive to another - just push a button to copy
- Bridging a thumbdrive capability
- Connection of camera's with USB cables for downloading & uploading photographs
- Removable/Rechargeable Battery
- Simple - just plug-and-play into a USB port
- Fast Copy - uses the USB 2.0 Interface
- Compatible - works with Windows® 98†, Me, 2000 & XP; Mac OS 9.x, 10.x
- Shielded - protective plug-in cap
- Customizable - customized logo program available
- Fashionable - sleek profile and high tech design
- Many Accessories

List of Application Notes and White Papers available on our www.sharedrives.com website

White Paper – “ShareDrive Big Impact”

Application Note 320 – FlashPoint ShareDrive is a USB Bridge/Thumbdrive and SOTG device.

Application Note 324 – FlashPoint ShareDrives/Differentiates

Application Note 325 – Compatibility USB HD, PDA, SmartPhone

Application Note 350 – FlashPoint ShareDrive Battery

Comparison Chart – FlashPoint ShareDrives, USB Bridges and Thumbdrives

	FlashPoint ShareDrives	Thumbdrives	Bridges (USB)
General Features			
Device type Solid State USB Memory Drive -	✓	✓	✓
Compatibility- PC, Mac	✓	✓	✓
Integrated Male USB Connector- Male USB	✓	✓	✓
Interface type- USB 1.1and USB 2.0	✓	✓	✓
Hot Plug – Plug and Play via USB Port	✓	✓	
Voltage- 4.5V to 5.5V	✓	✓	✓
Memory Capacity- 128MB to 4 Gigabits	✓	✓	
Storage Temperature- -20C to 80C	✓		
Data Transfer Rate- - Data Reading Speed: 700 KB/sec Data Writing Speed: 350 KB/sec	✓	✓	
Drivers- -No drivers required	✓	✓	
Computer Transfer- transfer large files between computers	✓	✓	✓
ThumbDrive Transfer- transfer large files between Thumbdrives	✓		
Sharing –On-The-Go (SOTG) Technology- Intergrated SOTG Chip	✓		
ComputerLess Copying – Computer with No Computer	✓		
Intergrated Female USB Connector– Integrated Female USB and male USB	✓		
Bridge Thumbdrives – SOTG Bridging Software	✓		
Upload and Download Capability – Share/Load	✓		
Self Powered - No power outlet required	✓		
Rechargeable Battery- Intergrated Battery	✓		
Removeable Battery- Battery	✓		



can easily be removed			
LED Status Indicators- LED identification for data download and upload copying	✓		
Performance Specifications	FlashPoint ShareDrives	Standard Thumbdrives	Bridges USB
Operating Humidity- 20%-80%- PC, Mac	✓	✓	✓
Non-Operating Humidity- 5%-95%	✓	✓	✓
Interface type- USB 1.1and USB 2.0	✓	✓	✓
Voltage- 4.5V to 5.5V	✓		
Operating Temperature- 0C to 50C	✓	✓	
Storage Temperature- -20C to 80C	✓	✓	
Vibration - G	✓		
Shock Tolerance- G	✓		
Battery – Removeable/Rechargeable	✓		
Integrated Female USB Connector- Female USB	✓		
Enclosure type- New Wave Concept - Plastic	✓		

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