



## North America Product Line Changes: Effective March 18, 2013

### Software changes:

- Name:
  - MDS 2 (and MDS 2+) will change to MDS
  - MDS 2 Trial will change to MDS Trial
- The MDS software includes the same digital content (over \$500 us/\$650 CAN) as MDS 2+ and the item numbers are the same.
  - Disc (item 130647) The discs will say MDS 2+ on them until the current inventory is depleted. Remind your customers to update their software after they install it.
  - Download (item130646)
- Price:
  - US: reduction from \$79.95 to \$19.95
  - Canada: reduction from \$99.95 to \$24.95
- Discontinuation of MDS 2 disc (item 130645) and download (item 130644)
- Discontinuation of MDS 2 Upgrade (item 130650)
  - Coming soon: free automatic upgrade from original software to MDS (free upgrade will include software features only, not additional content)
- Original My Digital Studio Software (MDS 1) no longer supported
- MDS 2.3.0.494 update enhancements and fixes
  - Automatic software updating
  - Professional Print Services login will automatically detect the user's country with the option to manually change it.
  - Metric measurements (millimeter and centimeter) options added to rulers
  - Simplified top toolbar
  - Removal of multimedia features
  - Larger (1/8" more) bleed area for swatchbooks, postcards, greeting cards, and trifold cards
  - Default image import changed to All Image Types instead of JPEG images
  - Recolor embellishment dialog box does not shift based on the canvas zoom level
  - SVG stamp object reset error
  - Various other minor bug fixes

### Other items to note:

- Due to new market research, Canadian *content* download pricing will be lowered—starting with the new downloads on March 19.
- For customers and demonstrators who purchased the software at full price from March 1 to March 17, the following will be added to their Download Manager by Wednesday, March 20:
  - MDS 2+ or MDS 2
    - Up To Date Planner Template (item133271, retail value \$14.95 us/\$18.50 CAN)
    - Hello There Kit (item 133374, retail value \$9.95 us/\$12.50 CAN)
    - Everyday Woodcuts Embellishments (item 132191, retail value \$5.95 us/\$7.95 CAN)
  - MDS Upgrade
    - Hello There Kit (item 133374, retail value \$9.95 us/\$12.50 CAN)

## Q&A

**Q: Why is Stampin' Up! making these changes now?**

A: In preparation to launch My Digital Studio in our South Pacific market, we feel like now was the perfect time to simplify the product offering and lower the price.

**Q: Why is the name of the software changing?**

A: This is one of the ways that we decided to simplify the software offering and position ourselves for future growth. Using the previous naming convention would have made it difficult to grow the product line in the way that we plan.

**Q: Why is the price lower for the software?**

A: It's simple! We want to help you get the software out to your customers and feel that at this lower price point more customers will join in all the digital fun.

**Q: Did Stampin' Up! consider that the lower software price also lowers the commissionable amount for demonstrators?**

A: Yes, we did take this into consideration, but felt that the lower price will help you sell the software which ultimately helps you grow your business more. We also hope that for demonstrators who have not yet jumped into the My Digital Studio product line will see this as a great opportunity to get started.

**Q: What is included with the MDS software?**

A: It includes over \$500 US/\$650 CAN worth of digital content. It is the same content that was previously included with MDS 2+. You will notice that we are not promoting the value of the content as much as we have in the past. We feel as though the software is an incredible value, especially at this new, lower price and do not feel it is as necessary to promote the value of the content.

**Q: Can I still buy the software on a disc and as a download?**

A: Yes, you (and your customers) can buy the software as a disc (item 130647) or a download (item 130646). Keep in mind that the disc will say MDS 2+ and will need to be updated after installed in order to get the latest version of the software.

**Q: Will the trial software still be available?**

A: Yes, we will continue to offer the 30-day free MDS Trial. Your customers can download it (item 130910) or you may buy the MDS Trial Disc 10 Packs (item 132919) as a supply item. Keep in mind that the Trial Discs will say MDS 2 Trial until the current inventory is depleted. Remind your customers to check for updates when they install the software.

**Q: Why are you removing the multimedia feature?**

A: We found that this feature was underutilized and it was the cause of many issues for users. Some of the benefits for removing it include:

- Reduction of installation and startup errors.
- Increased software stability with improved technology.
- Better compatibility with current and future operating systems.
- Makes the software ready for future feature enhancements.
- Allows for automatic software updates.
- No longer need QuickTime to run the software.

**Q: In Canada, the prices will now be lower for digital content downloads, does that mean all current prices will be lowered on March 18?**

A: In an effort to maintain competitive pricing in the Canadian market, we have lowered the prices for content downloads. This price change is for all downloads, going forward. We will not offer refunds for previously purchased content at the higher prices.

**Q: If I have the original My Digital Studio software, how can I get the free upgrade to the new MDS software?**

A: We will post information about how to get the upgrade for free as soon as it is available.

**Q: What if I recently purchased the software at the old price?**

A: For customers and demonstrators who purchased the software at full price from March 1 to March 17, we will add previously selected downloads (see above) to their Download Manager in their customer accounts by Wednesday, March 20.

**Q: Can I still get support for the original My Digital Studio software?**

A: Since we are providing a free upgrade to the new software, we no longer feel it is necessary to provide support for the original software. Please be sure to let your customers know that they should get the upgrade for free.

**Q: Can I still get the MDS 2 software?**

A: In an effort to simplify the software options, we will no longer offer the MDS 2 software disc (item 130645) and download (item 130644).