



## Drop! 7.1 Profile Sheet

**Product/Service:** Innovative, acronym-based communications platform; business-related advertising

**Primary Markets Served:** Individuals and businesses who prefer a cutting-edge way to communicate

**Purpose:** To make everyday messaging, texting, social-media posting, and talking easier, more personal, and more expressive

**Technical Specs:** 55 categories; 1,224 elements (acronyms); 87 pages (including cover page); distributed via pdf format; typically, the words **drop!** and **x-drop!** are written in lowercase letters

**Special Features:** Each **drop!** element may be personalized in 200 different ways by applying **x-drop!**, our free companion to **drop!**

**Advertising Features:** For a fee, approved businesses may obtain a **drop!** element for their respective business, sponsor one or more pre-existing element categories, have a unique element category created around their respective business or sponsor **drop!**-related portions of our website

**Hidden Features:** Visit the **Meet drop!** page of our website to learn how you can use **drop!** for purposes other than routine public communications

**Related Offering:** **dtg**, an innovative game built around **drop!**

**Web:** [www.blueperigee.com](http://www.blueperigee.com); [www.blueperigee.com/drop/meet-drop](http://www.blueperigee.com/drop/meet-drop); [www.blueperigee.com/drop/drop-the-game](http://www.blueperigee.com/drop/drop-the-game)

**Videos:** [www.blueperigee.com/videos](http://www.blueperigee.com/videos)

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