



Business Partnership

Whitepaper

We are pleased to know you are interested in becoming a Partner and appreciate your reviewing of this document. Thus, we want to provide you with sufficient information on all partnership opportunities with metaio.

The purpose of this paper is to give a clear overview of our software tools / licensing models for partners and to identify some possible business cooperation schemes. The paper highlights:

- what we offer to our partners;
- ways of cooperating with the Partner's primary business and technical background;
- mutual expectations of metaio & Partner;
- how to enter into a partnership.

You may also find the list of AR products/solutions and the procedure of their delivery to your customer in Appendix 1.

Finally, we offer you the possibility to discuss specific partner conditions with one of our partner account managers. The information on appointed contacts within metaio is available at the end of the paper.

Hope you will find this document helpful!

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1. What does metaio offer its Partners

metaio has a strong technical background in the AR-technology and we develop our own platform targeting professional users and consumers. Our unique knowledge is collected in Unifeye® - commercial software platform for professional Augmented Reality applications.

Augmented Reality describes the fusion of 3D and real-life imagery, achieved via the use of modern image-processing technology. This results in numerous new opportunities not only for visualization but also for the interaction between virtual/real environments, which are useful in marketing, industry and consumer applications. This makes Augmented Reality one of the most useful contemporary cross-application technologies.

Developed as a modular, comprehensive technology platform, Unifeye® makes it possible for users in many different fields to utilize our innovative Augmented Reality applications. Since it is based on established software and hardware technologies, the result is a portfolio of innovative products for both commercial and industrial customers.

Our record with partners & customers shows that AR is a very promising and useful technology. Thousands of users, end-consumers and application developers rely upon Unifeye® products. Our company is a trusted resource for innovative augmented reality solutions around the world.

metaio wishes to further develop its worldwide sales through an established partner network. We select new partners based on market presence, proven competency in selling and supporting products, and strategic alignment with our mutually targeted markets. Therefore our key interest is:

- Attract partners with successful commercial background, technical expertise, and necessary resources, motivated by AR-creativity and interested in Unifeye®.
- Grow internationally with our partners.
- Offer the clients innovative solutions based on partner's creative concepts.



Unifeye® Platform

Software solutions:

Unifeye SDK	Professional interface for software engineers to implement own custom Augmented Reality applications.
Unifeye Design	Professional tool for 3D designers to create customized augmented reality-concepts.
Unifeye Mobile	Mobile client. Enables 3D content to be visualized in context within live video as recorded by a cell phone's built-in camera.


Use-case solutions:

Unifeye Viewer	Browser plug-in for Web clients. This software is capable to display 3D products on the Web for end-consumers to enjoy.
Unifeye Presenter	Photo based presentation tool for Sales and field staff. Able to visualize industrial products in a digital photo of the real-world environment.
Unifeye Experience	Allows your products come to life and be truly "handled" interactively at Events, POI and Fairs. Within an almost unlimited range of media and scenarios.
Unifeye Planner	Industrial planning. This photo-based software enables 3D CAD planning data to be rendered directly into the existing manufacturing setup.
Unifeye Prototyping	Industrial prototyping. Software for prototype development and design evaluation
Unifeye Print	Enhances print content by integrating interactive 3D information into traditional print media.

2. Ways of business cooperation

There are two types of partnerships we offer. According to its technical background and professional interests, we qualify companies into **Value-added Reseller** and **OEM-integrator**.

	Direct sales to customers by:	Existing Software	Customization & Development	Development Integration	Initial training at metaio	Initial possession of software	Customer Services & Support
Value-added Reseller	Partner	X	X		X	Unifeye SDK SDK Mobile	X
OEM-integrator	Partner	X		X		Unifeye SDK	X

Introduction to metaio's Software for Partners 

Based on the Unifeye Platform metaio offers the following software tools:

Unifeye Design	<p>Designer Software-Tool for Augmented Reality</p> <ul style="list-style-type: none"> > Create your individual AR-Scenario > Present your individual AR-Scenario
Unifeye SDK	<p>Software Developer Suite for Augmented Reality</p> <ul style="list-style-type: none"> > Develop your individual AR-applications > Deploy your individual AR-applications
Unifeye SDK Mobile	<p>Software Developer Suite for Augmented Reality</p> <ul style="list-style-type: none"> > Develop and deploy your individual AR- applications > Platforms: Windows Mobile, Symbian S60 3rd edition and the iPhone OS.
RUNTIME-Software	<p>Runtime Viewer Software for Augmented Reality</p> <ul style="list-style-type: none"> > Distribute AR-application to end-users / consumers > Install AR-application at fixed locations

VALUE-ADDED RESELLER

A Value-added Reseller operates in its own name and is an independent legal entity, authorized to make it publicly known that it is metaio's partner.

Value-added Reseller is capable to:

- resell existing AR solutions/products from metaio, developed on Unifeye® platform
- provide customized software solutions to customers
- customize software solutions by its own efforts and then resell them to customers
- provide services to its customers, incl. support, development, customization

For this kind of dealership we offer the VAR to promote and market:

- Unifeye® SDK as a (customized) solution to third party /OEM
- Unifeye® Mobile as a (customized) solution to third party /OEM
- Unifeye® Design as a (customized) solution to third party /OEM
- Unifeye® Industrial solutions (Prototyping; Planner)
- Unifeye® Consumer solutions (ready-to-use applications for end-users)

On VAR's request metaio will provide services on tailored application development. Deployment and delivery of customized AR-solutions to third parties/customers is possible in combination with supplemental run-time (viewer) licenses.

Additional actions to be done by Value-added Reseller are:

- prepare marketing material based on the provided basic material by metaio
- arrange meetings and presentations
- support training and installation of the software if required by customers
- consult customers on software features
- provide technical on-site support to customers directly
- translate documents if necessary

TECHNICAL BACKGROUND:

- Value-added Reseller should have experience in VR or/and AR technologies
- the IT staff should be able to operate Unifeye® and provide support to customers

INITIAL POSSESSION OF THE SOFTWARE AND TRAINING:

- For preparation of concepts for new customer solutions and for direct solution demonstrations the Value-added Reseller is required to acquire initial license of **Unifeye® SDK** or **Unifeye® SDK Mobile** software tool (please refer to appendix 1).
- Value-added Reseller can receive an initial training at metaio in order to:
 - (a) to be able to use all functionalities of the products and be capable to explain them to customers
 - (b) direct customer support if required.



OEM-PARTNER (OEM)

OEM operates in its own name and is an independent legal entity, authorized to make it publicly known that it is metaio's partner.

OEM is capable to:

- integrate Unifeye® software or its parts into their own software and then resell it
- provide services to its customers, incl. support, development, customization

Deployment and delivery of OEM-integrated AR-solutions to third parties/customers is possible in combination with supplemental run-time (viewer) licenses.

Additional actions to be done by OEM are:

- promote in the market the modified and OEM-integrated solutions
- prepare marketing material for the OEM-integrated solutions
- arrange meetings and demonstrations,
- provide training and technical on-site support on OEM-integrated solutions directly to customers
- do translations of documents if necessary

TECHNICAL BACKGROUND:

- OEM should have experience in VR or/and AR technologies
- the IT staff should be able to operate Unifeye® and provide support to customers

INITIAL POSSESSION OF THE SOFTWARE AND TRAINING:

- For development and deployment of individual AR solutions OEM is required to acquire an initial license of Unifeye® SDK software (please refer to appendix 1).
 - (a) OEM is highly recommended to receive an initial training at metaio in order to be able to use all functionalities of the products, for instance when it comes to modifying, customizing or integrating software
 - (b) direct customer support



CONTACT US

Your questions and requests on the partnership with metaio will be gladly responded by:

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FAQ (Frequently asked questions)

- **What kind of partnerships metaio offers?**

There are two types of partnerships: Value-added Reseller (VAR) and OEM-Partner (OEM)

- **What is the main difference between the two types of partnerships?**

The Value-added Reseller can resell existing AR solutions/products from metaio, developed on Unifeye platform or provide customized software solutions to customers. The OEM-Partner has the previous possibilities, but additionally can integrate their own development. This means, they can integrate Unifeye software or its part into their own software and resell it.

- **What are the benefits of becoming a partner?**

metaio has a strong technical background in AR- technology. Our unique knowledge is collected in Unifeye -commercial software platform for professional Augmented Reality applications which presents many new opportunities and advantages in marketing, industry and consumer applications. Therefore, making it one the most useful contemporary cross-application technologies.

- **What is some of the criteria metaio uses to select partners?**

Metaio selection is based on market presence, proven competency in selling and supporting products and strategic alignment with our mutually targeted markets.

- **Is it necessary to meet in person to discuss the partnership?**

It would be good if you can visit our headquarters in Munich in order to discuss partnership in person and to see all project demonstrations live. If it's not possible, we can start the communication on the phone first.



APPENDIX: metaio's software tools for Partners

