

Guidelines To The MOBOTIX Partner Program

1. Introduction

MOBOTIX AG from Kaiserslautern, Germany, is a pioneer in the field of IP video surveillance, and one of the market leaders in network camera technology.

The MOBOTIX partner program is aimed at all MOBOTIX distributors' dealers, solution providers, and integrators in the field of video monitoring, industrial surveillance and in professional web cam applications. The MOBOTIX partner program qualifies the sales partners and gives them the needed support to promote MOBOTIX products and to improve the quality of the service provided by the partner to its customers.

2. Benefits of MOBOTIX Partnership

MOBOTIX AG provides you as the partner with the best possible support for ensuring the successful sale of MOBOTIX network-camera products, whether an "out-of-the-box" merchandise or as part of a technical solution. This support is made up of the following areas:

Up-to-date information: As a partner, you will be the first to receive information about MOBOTIX product innovations.

Training: MOBOTIX offers monthly training courses at the Kaiserslautern Headquarters in order to qualify the partners. The three-day training courses vary from basic to advanced seminars and are modular in structure, providing "newcomers" with the expertise they will need and more experienced technicians the advanced product information and features. As a partner, you will be able to take part in these technical seminars at no cost.

Sales support: As a MOBOTIX partner, you will receive sales support from us in the form of pre-sales services via our telephone hotline and, depending on the size of the project, on-the-spot assistance from our sales professionals as well. We will also provide you with marketing and sales material, including data sheets, concept brochures, demo CDs and case studies. For MOBOTIX partners attending exhibitions where MOBOTIX products will be displayed, where previously agreed, our sales professionals will be able to help as stand personnel.

Technical support: As a MOBOTIX partner, you will receive support via our telephone hotline. By prior agreement you will also be able to make use of our engineers on site for particularly challenging projects.

Publicity and generation of enquiries: As a certified partner, we will pass you any enquiries from interested parties in your area, and you will be recommended to end customers by our Sales department. MOBOTIX partnership will entitle you to mention your MOBOTIX partner status on your website and in your correspondence. As a MOBOTIX partner, your contact details will also be added to MOBOTIX website.

3. The Partnership Groups

The MOBOTIX partner program distinguishes between three levels of partners: Registered MOBOTIX Partner, Certified MOBOTIX Partner and Advanced MOBOTIX Partner. These can be IT companies, System Integrators, Installers or companies with relevant technical knowledge in the field of video surveillance, industrial monitoring and professional web cam applications. MOBOTIX makes this classification on the basis of demonstrated qualifications. There is no legal right to be included in any particular group.

4. Commitments and Benefits For Partners

MOBOTIX provides the individual groups with the following services:

4.1 Registered MOBOTIX Partner:

Commitments:

- Target sales of less than 50,000 £ in the first 12 months
- Attend 1 day MOBOTIX Introductory Seminar in UK (mandatory)
- Annual participation in the three-day technical training course at MOBOTIX in UK (optional)
- Monthly reporting to MOBOTIX (optional)
- Participation in MOBOTIX National Partner Conference in UK (optional)

Benefits:

- Preferred Partner discount structure Level C
- Access to MOBOTIX on-line Training program
- MOBOTIX demo equipment at special prices at product launch
- MOBOTIX issued certificate
- Product launch information
- Advance information about product innovations
- Joint visits with distributor
- Participation in an exhibition with MOBOTIX (optional)
- Marketing CD with product pictures, logos, text, etc.
- Free MOBOTIX marketing material
- Free pre-sales support by telephone
- Free technical support for partners by MOBOTIX



4.2 Certified MOBOTIX Partner:

Commitments:

- Target sales between 50,000-100,000 £ in the first 12 months
- Attend 1 day MOBOTIX Introductory Seminar in UK (optional)
- Annual participation in the three-day technical training course at MOBOTIX in UK (mandatory)
- Annual participation in the MOBOTIX Advanced Seminar in Germany (optional)
- Monthly reporting to MOBOTIX (mandatory)
- Participation in MOBOTIX National Partner Conference in UK (mandatory)
- Participation in MOBOTIX annual International Partner Conference in Germany

Benefits:

- Preferred Partner discount structure Level B
- Access to MOBOTIX on-line Training program
- MOBOTIX demo equipment at special prices at product launch
- MOBOTIX issued certificate
- Product launch information
- Advance information about product innovations
- Joint visits with distributor
- Participation in an exhibition with MOBOTIX (optional)
- Marketing CD with product pictures, logos, text, etc.
- Free MOBOTIX marketing material
- Free pre-sales support by telephone
- Free technical support for partners by MOBOTIX
- Listing on MOBOTIX website under Partners
- Marketing support
- Free technical support for partners by MOBOTIX



4.3 Advanced MOBOTIX Partner:

Commitments:

- Target sales over 100,000 £ in the first 12 months
- Attend 1 day MOBOTIX Introductory Seminar in UK (optional)
- Annual participation in the three-day technical training course at MOBOTIX in UK (mandatory)
- Annual participation in the MOBOTIX Advanced Seminar in Germany (mandatory)
- Monthly reporting to MOBOTIX (mandatory)
- Participation in MOBOTIX National Partner Conference in UK (mandatory)
- Participation in MOBOTIX annual International Partner Conference in Germany (mandatory)



Benefits:

- Preferred Partner discount structure Level A
- Access to MOBOTIX on-line Training program
- MOBOTIX demo equipment at special prices at product launch
- MOBOTIX issued certificate
- Product launch information
- Advance information about product innovations
- Joint visits with distributor
- Participation in an exhibition with MOBOTIX (mandatory)
- Forwarding of sales leads by MOBOTIX
- Marketing CD with product pictures, logos, text, etc.
- Free MOBOTIX marketing material
- Free pre-sales support by telephone
- Free technical support for partners by MOBOTIX
- Listing on MOBOTIX website under Partners
- Marketing support
- A subsidy to cover the cost of marketing activities, amounting to 2% of sales carried out with MX (minimum annual sales of 100,000 £)
- Project support and tender completion assistance by MOBOTIX
- Project registration and protection
- Joint visits to customers in very challenging projects
- Free technical support for partners by MOBOTIX

5. MOBOTIX AG Products

The MOBOTIX cameras do not need software to be installed, and they can be operated directly over Ethernet or ISDN. Without the need for an additional housing, they are suitable for use in industry (IP65), and are also weather-proof (from -30 to +60° Celsius). As the MOBOTIX cameras have an anti-fog feature and do not require heating, they can be easily powered by networks with the PoE standard.

The MOBOTIX technology makes it possible to have live video streams on a standard PC, with a frame rate of up to 30 fps and continuous recording of around 30 cameras each at 30 fps, including sound, even at high image resolutions.

The cameras in the SECURE, IT, WEB, and BASIC models differ in terms of the software functionality. There are a variety of functions in the camera software in addition to the pure camera functions. These include motion detection, long-term storage, and alarm signaling over video IP telephony.

6. MOBOTIX AG Application Examples From Around The World

Mobotix cameras are suitable for a wide variety of applications ranging from building security through production monitoring to use as a webcam thanks to their versatile range of functions. In the meantime, major projects such as surveillance of the World Cup stadium in Kaiserslautern can be regarded as daily business for this medium-sized company. New opportunities for using Mobotix cameras are also opening up in view of the proposed expansion of video surveillance for monitoring public spaces such as stations and airports etc. Mobotix cameras are also increasingly being used in the private sector for purposes such as monitoring (holiday) homes.

An overview of possible applications:

- **Monitoring public spaces** such as train stations, airports and sports stadiums
- **Plant and building security**, e.g. in businesses, hotels and banks
- **Remote maintenance and automation** in industry and at environmental hotspots such as dams, waste dumps and sewage plants
- **Professional webcam use** for monitoring weather conditions, online display of tourist attractions and live transmission of sports and music events
- **Home security**, e.g. protecting holiday homes, private residences and boats
- **Traffic monitoring**, e.g. in tunnels, on bridges and at traffic intersections

References

Mobotix cameras are used by the following companies, to name only a few:

Automotive Industry

DaimlerChrysler
Porsche
Keiper-Recaro
Škoda
Fendt
Schreyer group

Local Authorities

TWK Kaiserslautern
Traffic monitoring, Kaiserslautern
City of Dillingham, Alaska
Passavant sewage treatment plants
South Florida Water Management
District

Stations and Airports

Coventry Airport
Magdeburg Central Station

Ports

Port of Lübeck
Port of Bremerhaven

Food

Nestlé Food
Weiherstephan Brewery

Industry

ODS Optical Disc Service
Rheinkalk
Siemens VDO
Hitachi Zosen Information Systems
Zellstoff Stendal
Dickel-Holz

Transport and Logistics

Deutsche Bahn (German Railways)
Honeywell Airport Systems
Lufthansa Cargo
VMZ Berlin
trans-o-flex

Banks

Landesbank Hamburg
Stadtsparkasse Kaiserslautern

Research and Education

German Meteorological Office
Munich Meteorological Institute
Max-Planck-Institut Jena

Other Sectors

Fritz-Walter Stadium Kaiserslautern
Maria Hilf Clinics, Mönchengladbach
Tropical Island Resort
Völklinger Hütte World Cultural Heritage Site

7. MOBOTIX AG Company Profile

Mobotix AG develops and manufactures all-in-one high-resolution IP camera systems for video security and web attraction solutions via networks. The company is regarded as one of the pioneers in this field thanks to its innovative technology. The cameras are suitable for a variety of applications due to their versatile functions: they can be used for building and plant security, for monitoring public areas such as airports and stations, for remote maintenance and automation in industry, for transmitting live images over the Internet and for monitoring holiday homes.

In these camera systems, video and audio data are no longer transferred via analog signals and cables, but by digital means via computer networks. The high-quality and weatherproof Mobotix cameras are particularly attractive thanks to their high image quality and performance along with ease of operation: the cameras do not require any additional software, since they have computer-grade intelligence and are the only network cameras anywhere in the world to include all the necessary functions for video surveillance as an integral part of the camera itself. The cameras are a very good investment since they have no maintenance-intensive mechanical parts and include free camera software updates. Mobotix cameras are operated via a web browser and PC monitor or alternatively by ISDN connection or PDA.

The Kaiserslautern-based company, Mobotix, was established in 1999 as a private limited company and sells worldwide via distributors and qualified sales partners. Mobotix AG has installed approximately 100,000 cameras to date, with all development and production work taking place in Kaiserslautern. Mobotix has been represented in the USA since 2003 with its own branch office, located in Manhattan, New York since mid-2006. The network camera manufacturer recorded sales of £ 15.5 million in the 2005/2006 fiscal year. This corresponds to a growth of 30% compared to the previous year. The export ratio is currently around 50%.

8. MOBOTIX AG Contact Details

If you are interested in taking part in our partner program, please complete the form attached and return it to your preferred MOBOTIX distributor:

MOBOTIX Headquarter

MOBOTIX AG

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For additional information, please contact us. Visit our website at www.mobotix.com.