



Dynasign Authorized Value-Added Reseller (VAR) Program

Introduction

Dynasign Authorized Value-Added Reseller Program is designed for digital signage system integrators and resellers to take full advantage of Dynasign's digital signage online service platform to provide value-added digital signage solutions and services to their customers. As a reseller, you can choose from a list of Dynasign products and services and combine them with your own value-added products and services to resell to your customers.

Benefits of becoming a Dynasign Authorized VAR

- Discount from list price on Dynasign products and services
- Free Dynasign Player software demo licenses
- Free quick-start Dynasign publishing training
- Free Dynasign white papers and presentations

Requirements for Dynasign Authorized VAR

To participate in the Dynasign Authorized VAR Program, the reseller must meet the requirements listed below and agree to them at the time of enrollment or contract renewal.

- Have general knowledge of digital signage market and technology
- Have general knowledge of PC hardware and software setup
- Have general knowledge of display screens including LCD, Plasma, LED, etc.
- Capable of installing, troubleshooting, and maintaining Windows XP based computers, networking and Internet connection.
- Capable of providing customer service and technical support
- Conduct business in a professional and ethical manner.
- Must not misrepresent Dynasign or Dynasign products and services.
- Provide and maintain a seller's permit.

Compliance must be maintained throughout the term of the contract or the Reseller status will be forfeited.

How can you become a Dynasign Authorized Reseller?

- You need to submit a Dynasign Authorized Reseller Application.
- You will be notified whether you will be accepted as a Dynasign Authorized Reseller.
- You must sign the Dynasign Authorized Reseller Agreement.
- You must schedule and attend a Dynasign training class.

Please contact info@dynasign.net for questions.



Dynasign VAR Application

1. Applicant Information

Your Name: _____ Title: _____

Your Company Name: _____

Tax ID: _____

Type of Business: _____

Address: _____

City: _____ State/Prov.: _____ Zip code: _____

Country _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

2. List 2 business references and their contact information

	Reference 1	Reference 2
Contact Name		
Contact Business Name		
Contact Address		
Contact Phone		
Contact Email		

3. Describe your perceived market, intended sales territory and projected sales volume:

Your Perceived vertical markets _____

Your Intended sales territory _____

Your minimum projected number of player licenses to sell quarterly _____



4. Check all fields below that apply to your domain of expertise

Years of Experience

- Display screens and equipment sales and marketing
- Software and service sales and marketing
- Multimedia content design including graphics, Flash animation and video.....
- Installing and troubleshooting Windows computers, routers and Internet connection
- Installation of AV systems including cable, mounting
- Advertising sales
- Customer support and services
- Digital signage network deployment and project management
- Use of other digital signage software or online services
If so, list the name of software vendors below:

5. Do you plan to resell other digital signage software and services if you become a Dynasign reseller? If yes, list the name of all other software products and services.

6. Select all value-added services you intend to provide to your customers if you become a Dynasign reseller:

- Bundling Dynasign software with your player PC
- Digital signage network installation and deployment
- Digital signage network on-going management
- Content scheduling and publishing service
- Others (Please describe)
- Digital signage project consulting
- Content design service
- Customer service and training



By signing and submitting this application, I certify that the business I am representing will meet the requirements listed for being a Dynasign Reseller.

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- Provide and maintain a seller's permit.

Applicant's Signature: _____ Date: _____

Applicant's Name: _____

Fax or mail your completed application to:

DYNASIGN
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Tel: 510-405-5988
Fax: 510-405-5999
Email: info@dynasign.net