

# SMART Software Accreditation Program

Program Overview

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Thank you for your interest in the SMART Software Accreditation Program. We hope you will consider becoming a participant in the program.

As the industry pioneer and global education market segment leader in easy-to-use interactive whiteboards and other collaboration tools, SMART Technologies Inc. welcomes working relationships with companies to deliver enhanced interactive experiences for collaborative learning, training and team productivity. By working closely with developers that provide complementary interactive solutions, we will further enhance the SMART customer experience.

When making purchasing decisions, customers need to know which content and software works best with SMART products so they can buy with confidence. That's why we developed the SMART Software Accreditation Program. We also want to foster the development of resources specifically designed and integrated for use with SMART products.

The SMART Software Accreditation Program is the framework that SMART uses to establish marketing and technical relationships with commercial companies.

# Program Benefits

## Participant benefits

The SMART Software Accreditation Program provides business opportunities for companies through the formal association of their product(s) with SMART Board™ brand products.

As a participant, you benefit from being able to do the following:

- Differentiate yourself in the marketplace
- Leverage content and software sales in the interactive whiteboard market
- Use industry-recognized SMART accreditation logos
- Promote accredited software on the SMART website and in associated collateral materials
- Promote accredited software through content samples included in SMART Board software
- Use on-loan SMART products at major trade shows and events where SMART is exhibiting
- Receive participant pricing for SMART Board interactive whiteboards
- Enjoy a preferred status, including invitations from SMART to participate in large bid opportunities and special events
- Benefit from a marketing program that opens doors to future sales relationships
- Access SMART software development tools at higher accreditation levels

## Customer benefits

Customers directly benefit from the SMART Software Accreditation Program.

By purchasing SMART-accredited software titles, they are assured of the following:

- Software applications function with the SMART Board interactive whiteboard and other SMART products
- Software's content and interactive functionality is of high quality
- Accredited software is more interactive and easier to use on a SMART Board interactive whiteboard than on a standard projector and computer setup or on an interactive whiteboard not manufactured by SMART

# SMART Benefits

An abundance of high-quality content and software products can be used with SMART products. Through an affiliation with innovative content and software developers, SMART will further establish the SMART Board interactive whiteboard as the leading interactive whiteboard in the education market. This increases the potential for more sales and standardization on SMART Board interactive whiteboards and other SMART products.

# Accreditation Levels

Software that meets the criteria for a specific level will display an appropriate SMART Software Accreditation Program logo on its packaging so customers can easily select those products that can be used with SMART products.

There are three levels of the SMART Software Accreditation Program:

- Level one: SMART Board interactive whiteboard *Ready*
- Level two: SMART Board interactive whiteboard *Enabled*
- Level three: SMART Board interactive whiteboard *Select*



## Level one

### **SMART Board interactive whiteboard *Ready***

This is the basic accreditation level for an application or content product, indicating that SMART Technologies Inc. has approved the software title for use with SMART products.



## Level two

### **SMART Board interactive whiteboard *Enabled***

Products at this level meet the requirements of the *Ready* level and are integrated with SMART Board Tools, taking advantage of features like SMART Ink Aware.



## Level three

### **SMART Board interactive whiteboard *Select***

Products at this level meet the requirements of the *Enabled* level and contain content designed specifically for Notebook™ software.

# Accreditation Level Requirements

## **SMART Board interactive whiteboard *Ready***

Easy to use, intuitive and interactive

All keyboard controls can be implemented with the SMART Board software On-Screen Keyboard, and the software is not dependent on hover capability for key functions

Interface buttons and text are of sufficient size to be easily activated on a SMART Board interactive whiteboard

## **SMART Board interactive whiteboard *Enabled***

Easy to use, intuitive and interactive

All keyboard controls can be implemented with the SMART Board software On-Screen Keyboard, and the software is not dependent on hover capability for key functions

Interface buttons and text are of sufficient size to be easily activated on a SMART Board interactive whiteboard

Customized for use with SMART products through commercial license of software developer kits to make digital content SMART Ink Aware

Developer network membership fee of US\$3,000 paid to SMART. Fee must be renewed annually.

## **SMART Board interactive whiteboard *Select***

Easy to use, intuitive and interactive

All keyboard controls can be implemented with the SMART Board software On-Screen Keyboard, and the software is not dependent on hover capability for key functions

Interface buttons and text are of sufficient size to be easily activated on a SMART Board interactive whiteboard

Customized for use with SMART products through commercial license of software developer kits to make digital content SMART Ink Aware

Developer network membership fee of US\$3,000 paid to SMART. Fee must be renewed annually.

Commercial license to house content within SMART proprietary software formats (e.g., \*.notebook file or \*.gallery file formats)

Content takes advantage of Notebook software creator tools

Negotiation of a royalty or licensing agreement

# Accreditation Level Benefits

## **SMART Board interactive whiteboard *Ready***

Sample content of accredited software included with shipping version of Notebook software, which lets you promote your product directly to SMART's customers

Exclusive participant pricing for purchase of front-projection SMART Board interactive whiteboard (50 percent off list price. Maximum of five units.)

Provision of loaner SMART product at major trade shows and events at which SMART is also exhibiting (US\$500 value)

## **SMART Board interactive whiteboard *Enabled***

Sample content of accredited software included with shipping version of Notebook software, which lets you promote your product directly to SMART's customers

Exclusive participant pricing for purchase of front-projection SMART Board interactive whiteboard (50 percent off list price. Maximum of five units.)

Provision of loaner SMART product at major trade shows and events at which SMART is also exhibiting (US\$500 value)

Provision of one SMART Board interactive whiteboard for development (US\$1,999 value)

## **SMART Board interactive whiteboard *Select***

Sample content of accredited software included with shipping version of Notebook software, which lets you promote your product directly to SMART's customers

Exclusive participant pricing for purchase of front-projection SMART Board interactive whiteboard (50 percent off list price. Maximum of five units.)

Provision of loaner SMART product at major trade shows and events at which SMART is also exhibiting (US\$500 value)

Provision of two SMART Board interactive whiteboards for development (US\$3,998 value)

Consideration to be included in the Online Resources area of the Notebook software Gallery

# Terms of Accreditation

## How to use SMART accreditation logos

- SMART permits you to use its logo in marketing activities related to promotion of the accredited title
- We encourage you to use the logo on packaging, on the software interface and on marketing materials specific to the accredited product
- Do not use the logo in conjunction with non-accredited software from the same manufacturer
- New versions must be approved by SMART before the logo can be used in conjunction with it
- Logo graphics will be supplied by SMART and are not to be altered in color or design
- Refer to the Software Accreditation Agreement for complete terms

## Technical cooperation

- At the *Enabled* and *Select* accreditation levels, SMART will provide developer tools and technical expertise to assist accredited participants with the process of integrating software to take advantage of SMART's products and features
- As the program develops, SMART will support higher level accreditation through a private developer network website

## Co-marketing

- Companies will be included in SMART's list of accredited content and software, represented in SMART's website and collateral materials
- Use of on-loan SMART Board interactive whiteboards at national trade shows and events that SMART is also attending and where SMART has demonstration products available to accommodate requests
- Both parties will identify and explore co-marketing opportunities that meet market goals for both organizations in specific markets as they materialize

## Sales

- Appropriate help in commercial distribution of content and software products at each level of accreditation. This may entail directing SMART customers to an accredited software company's existing distribution channel, consideration of software for inclusion in a SMART solution where it is deemed advantageous to do so by both parties, and co-development of content and software products made exclusively for SMART's hardware and software platform.

## Terms of accreditation withdrawal

- Approval to bear the accreditation logos is completely at the discretion of SMART Technologies Inc. and can be withdrawn at any time. For further details, please refer to the SMART Software Accreditation Program agreement.