

SMART Ecosystem Network

Accreditation Guide

Extraordinary made simple™



In nature, an ecosystem is a network of codependent relationships that exist among living organisms. At SMART Technologies, we have created the SMART Ecosystem Network to nurture companies that want to benefit from our global customer reach. We are building an environment where ecosystem members can thrive and prosper while helping provide customers with more value.

SMART Technologies is the industry pioneer and global interactive whiteboard category leader. By working closely with individuals and companies that provide complementary interactive solutions, we offer SMART Ecosystem Network members increased market potential while further enhancing the experience of our customers.

When making purchasing decisions, customers who are looking to leverage their existing investment in SMART will want to complement their SMART products with a range of resources specifically designed for and integrated with the products they own. They need to know which content and software will work best, and they will have increased confidence in their purchase if they see a SMART accreditation logo on your content and software.

For these reasons, we developed the SMART Ecosystem Network. We welcome working relationships with a wide range of organizations to help us deliver enhanced interactive experiences for collaborative learning, training and team productivity.

Whether you are a publisher, software developer, designer, researcher or solution integrator, we invite you to join us. You'll be helping to create a thriving ecosystem of digital content and software applications for our hardware platforms while growing your own business in the process.

This guide outlines the types of accreditation available within the SMART Ecosystem Network. We hope that after seeing the value of our programs, you will be eager to join.

Contents

- Overview4
- Company Accreditation Program (CAP)6
- Software and Content Accreditation Program (SCAP).....8
- Developer Accreditation Program (DAP)..... 10
- Leveraging Your Accreditation 11
- Terms of Accreditation..... 11
- Applying for Accreditation..... 11
- Find Out More..... 12

Overview

What is the SMART Ecosystem Network?

The SMART Ecosystem Network is a community designed to nurture the growth of companies and individuals by providing technical resources, accreditation programs and marketing support to its members. This network ensures members are given the resources they need to develop and market engaging interactive products that work well with award-winning SMART products, such as the SMART Board™ interactive whiteboard, SMART Table™ interactive learning center and SMART Response™ interactive response system.

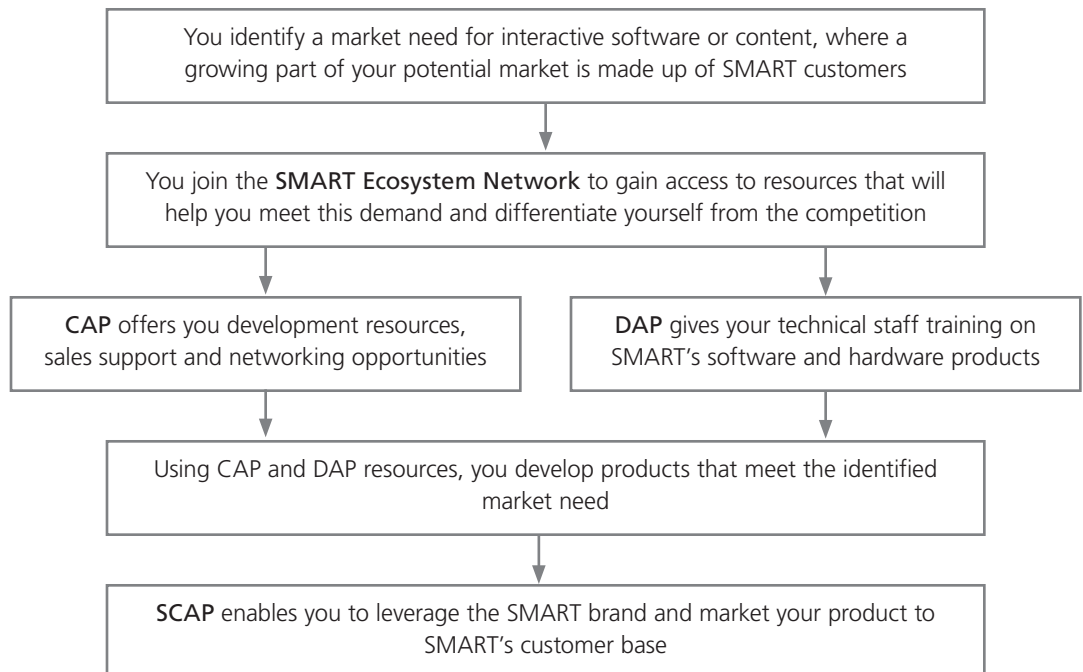
What SMART Ecosystem Network programs are available?

The SMART Ecosystem Network offers the following programs:

- **Company Accreditation Program (CAP)** – offers formal accreditation to organizations engaged in a strategic relationship with SMART
- **Software and Content Accreditation Program (SCAP)** – grants accreditation to content and software products that are compatible with SMART products
- **Developer Accreditation Program (DAP)** – grants certification to individuals who have technical proficiency in one or more SMART products

In addition to the standard privileges that individual programs provide, companies can use the programs collectively to gain added privileges. For example, as your company receives accreditations for software and content through the SCAP, or adds more certified developers through the DAP, you will be given access to an increasing number of benefits within the CAP.

How can SMART Ecosystem Network programs help you?



Who should join?

We have created the SMART Ecosystem Network to support the following groups:

- Publishers
- Software developers
- Multimedia designers
- Hardware providers
- Solution integrators

Why work with SMART?

By gaining accreditation through one or more of the SMART Ecosystem Network programs, you'll be working with an innovative company that is the industry pioneer and global interactive whiteboard category leader. SMART provides easy-to-use, integrated hardware, software and services that improve the way the world collaborates and learns.

When you work with SMART, you'll benefit from our global customer reach. SMART products include award-winning interactive whiteboards, interactive pen displays, interactive learning centers, wireless slates and software. Here are some quick facts about our company:

- To date, more than 1.6 million SMART Board interactive whiteboards have been installed around the world
- SMART has product sales in more than 175 countries
- In 2009, SMART had an interactive whiteboard category share of over 62 percent in North America and over 48 percent worldwide, according to Futuresource Consulting, an independent global research company that tracks interactive whiteboard shipments
- The SMART Notebook Express™ web application enables your content to be delivered to any interactive whiteboard or computer in the world at no cost to you or your customers
- The SMART Table interactive learning center is the world's first multitouch, multiuser interactive table for early childhood education, presenting strong growth opportunities

Benefits to you

As a member of the SMART Ecosystem Network, you can do the following:

- Create a new revenue stream for your organization by gaining access to the rapidly growing interactive whiteboard market
- Enable your customers to purchase your products with confidence when they see the accreditation logo on your product packaging and marketing materials
- Increase your marketing exposure by having your products and services listed on SMART's website
- Accelerate product development by accessing the latest SMART software development kits (SDK) and content development tools
- Acquire SMART products for development purposes at a discount
- Access training materials, tutorials and webinars to ensure your developers' skills keep pace with technological updates

Benefits to your customers

Your customers directly benefit from the SMART Ecosystem Network. When they purchase SMART-accredited software and content titles, they know SMART has ensured that the titles

- Work well with the SMART Board interactive whiteboard and other SMART products
- Are of high quality
- Are more interactive and easier to use with a SMART Board interactive whiteboard than with a standard projector and computer setup

Benefits to SMART

A thriving business ecosystem results in an abundance of high-quality digital content and software applications that can be used with SMART products. This increases the value our customers receive from our products and solidifies our position as the premium provider of easy-to-use, interactive technology.

Company Accreditation Program (CAP)

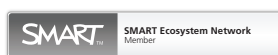
The Company Accreditation Program supports organizations in their efforts to create interactive content and applications that work best with SMART products. By registering your company in the SMART Ecosystem Network, you gain access to valuable resources such as content and software development tools, webinars, forums and training materials.

Once you join the network, you can earn accreditation for products through the Software and Content Accreditation Program and for staff through the Developer Accreditation Program.

Your organization will then unlock additional benefits that give you

- Assistance with marketing your software and content titles
- Discounts on SMART products and training
- Access to SMART's product loaner program to help you develop your products or market them at trade shows
- Connections with other SMART Ecosystem Network members who might be looking to partner or employ your services

The Company Accreditation Program has three levels of accreditation:



Level one: Member – Companies at this level have created an account and accepted the SMART Ecosystem Network agreement.



Level two: Accredited Member – Companies at this level have earned a specified number of software and content title accreditations and employ one or more people who have completed specific components of the Developer Accreditation Program.



Level three: Elite Accredited Member – Companies at this level have earned a specified number of software and content title accreditations and employ individuals who have completed a greater number of training modules within the Developer Accreditation Program.

CAP accreditation level requirements and benefits

	Member	Accredited Member	Elite Accredited Member
Requirements	• Create a company account • Accept the SMART Ecosystem Network agreement	• Create a company account • Accept the SMART Ecosystem Network agreement • Obtain one of the following: • 15 Software and Content Standard Accreditation certifications • 10 Software and Content Premium Accreditation certifications • 5 Software and Content Elite Accreditation certifications • Obtain two accreditations through the DAP	• Create a company account • Accept the SMART Ecosystem Network agreement • Obtain one of the following: • 30 Software and Content Standard Accreditation certifications • 20 Software and Content Premium Accreditation certifications • 10 Software and Content Elite Accreditation certifications • Obtain five accreditations through the DAP
Benefits	SMART will provide the following: • Company listing in our searchable directory • Member logo for use on collateral • Access to SDKs and content creation tools • Access to forums, videos and webinars • Listing of your SCAP titles on a searchable directory • Free development license for SMART Notebook™ collaborative learning software • Technical support on a SMART online forum	SMART will provide the basic member benefits, plus the following: • Access to SMART's trade show hardware loaner program • Access to SMART's development hardware loaner program • Discount on selected SMART products	SMART will provide the accredited member benefits, plus the following: • Enhanced discount on selected SMART products • Access to focus groups • Access to SMART's product road maps. This is done by invitation only and at the discretion of SMART. • Increased access to information on the ecosystem member website to aid in the development of content and applications • Consideration for inclusion in SMART content creation Request for Proposals and Request for Quotes

Software and Content Accreditation Program (SCAP)

The Software and Content Accreditation Program gives organizations accreditation for a product, such as digital content or a software application, indicating it is certified for use with SMART products. When your product earns accreditation, you'll be awarded a SCAP logo to use on that product's packaging and marketing materials.

There are several tracks within the program, each designating alignment with a specific SMART product. Within each track, you can earn one of three levels of accreditation based on how well your product integrates with the SMART product. As SMART's portfolio of products continues to grow, new tracks will be added to ensure your products can expand into additional markets.

The Software and Content Accreditation Program has three levels of accreditation:



Level one: Standard Accreditation – These products are given basic accreditation, indicating that SMART has approved the software application or digital content for use with one or more SMART products. They enhance the SMART platform and are easy to use.



Level two: Premium Accreditation – These products meet the requirements of the Standard level. They also provide a deeper level of integration by taking advantage of key SMART product functionality and maintaining the ease of use integral to all SMART products.



Level three: Elite Accreditation – These products meet the requirements of the Premium level and have unique content or feature integration designed specifically for a SMART product. They easily integrate with SMART solutions and encourage the use of multiple SMART products to create a more interactive, yet simple, user experience.

Members are expected to renew their titles annually. This will help ensure that the collection of titles is always current and titles that are no longer available are removed from the searchable directory.

SCAP accreditation tracks and level requirements

	Standard Accreditation	Premium Accreditation	Elite Accreditation
SMART Board application	The software meets the following criteria: - Is easy to use, intuitive and interactive - Allows the SMART Board interactive whiteboard's On-Screen Keyboard to be used for all keyboard controls - Is not dependent on hover capability for key functions - Has interface buttons and text that are large enough to work on an interactive whiteboard	The software meets the Standard level criteria and uses the SMART Board SDK to implement one of the following: - SMART Board interactive whiteboard Ink Aware tools - Gestures - Multiwrite functionality - Multiuser functionality	The software meets the Premium level criteria and is dependent on, or heavily leverages, the use of large interactive displays.

SMART Board compatible content	Content not in SMART Notebook software can be viewed or manipulated through an application displayed on the SMART Board interactive whiteboard.	Not available	Not available
SMART Notebook content	The content meets one of the following criteria: • Uses HTML to include an <i>Add to SMART Notebook</i> option • Includes Galleries created using Gallery Publisher for SMART Notebook software	The content meets the following criteria: • Includes interactive, multipage .notebook files	The content meets the Premium criteria and seamlessly integrates with at least one of the following: • SMART Response interactive response system • SMART Document Camera • SMART Sync™ classroom management software • SMART Slate™ wireless slate • SMART Table interactive learning center • Dual-touch SMART Board interactive whiteboard
SMART Response content	The content makes use of the SMART Response SDK outside of SMART Notebook software.	The content meets the following criteria: • Is distributed in .notebook file format • Only contains assessment questions	The content meets the Premium criteria and seamlessly integrates with at least one of the following: • SMART Document Camera • SMART Sync • SMART Slate • SMART Table • Dual-touch SMART Board interactive whiteboard
SMART Table content	Not available	The content meets the following criteria: • Was developed using the SMART Table Toolkit • Uses a minimum of four activities	The content meets the Premium criteria and seamlessly integrates with at least one of the following: • SMART Response • SMART Document Camera • SMART Sync • SMART Slate • Dual-touch SMART Board interactive whiteboard
SMART Table application	The software meets the following criteria: • Was developed using the SMART Table SDK • Has multitouch functionality	The software meets the Standard criteria and the following criteria: • Has multiuser functionality • Has a 360 degree user interface • Requires minimal preparation time to launch application	The software meets the Premium criteria and seamlessly integrates with at least one of the following: • SMART Response • SMART Document Camera • SMART Sync • SMART Slate • Dual-touch SMART Board interactive whiteboard

This is a general guideline only, and a more detailed testing document is available in the SEN portal.

Developer Accreditation Program (DAP)

The Developer Accreditation Program is designed for individuals working with SMART software and hardware. Through this program, SMART provides training modules for you to earn accreditation credentials. The level one training modules are delivered online, in a self-paced environment. To receive level two accreditation, you may be required to participate in an in-person training session.

DAP certifications are applied to your individual account within the SMART Ecosystem Network. This means that if your employment situation changes, your credentials stay with you.

If your company is also a member of the SMART Ecosystem Network, you can bring it additional value by aligning your certification. By giving your associated company recognition for employing an accredited developer, you help it unlock additional benefits within the Company Accreditation Program.

The following certifications are available within the Developer Accreditation Program:



SMART Ecosystem Network
SMART Notebook content 1
Developer



SMART Ecosystem Network
SMART Notebook content 2
Developer



SMART Ecosystem Network
Adobe® Flash® for SMART Notebook
Developer



SMART Ecosystem Network
SMART Table application
Developer



SMART Ecosystem Network
SMART Board integration
Developer



SMART Ecosystem Network
SMART Response integration
Developer

Leveraging Your Accreditation

By participating in one or more SMART Ecosystem Network programs, you'll benefit from a range of marketing support from SMART. As a member, you can

- Use SMART Ecosystem Network accreditation logos on your website, product packaging and other marketing materials
- Have your accredited software and content titles listed in an online catalog in a high-traffic area of SMART's website
- Take advantage of loaned SMART Board interactive whiteboards for national trade shows and events that SMART is also attending, when SMART has demonstration products available to accommodate requests
- Work with SMART to identify and explore comarketing opportunities that meet the goals of both organizations, in specific markets

Terms of Accreditation

Before you are granted permission to use a logo associated with any of our SMART Ecosystem Network programs, you will be asked to accept a logo license agreement. Please note the following policies for your use of accreditation logos:

- Accreditation logos can only be used in marketing activities that promote the accredited title
- Logos can be used on packaging, within the software interface and on marketing materials specific to the title
- Logos cannot be used in conjunction with non-accredited software and content from the same company
- New versions of products must be reaccruited before the logo can be used with them
- Logo graphics are supplied by SMART and cannot be altered in color or design

For complete terms, please refer to the logo license agreement found on the SMART Ecosystem Network member website. Approval to use accreditation logos is at the discretion of SMART Technologies and can be withdrawn at any time.

Applying for Accreditation

To become a member of the SMART Ecosystem Network or apply for accreditation in one of our programs, visit smarttech.com/ecosystem, click on the Join the SMART Ecosystem Network button, and complete the online application form.

Once your application has been approved, you will become a member of the SMART Ecosystem Network. At that time, you will be granted access to the network's member portal, where you can apply for the Company Accreditation Program, Software and Content Accreditation Program and Developer Accreditation Program.

Find Out More

We look forward to working together to create a thriving ecosystem of mutually beneficial business relationships.

To learn more, visit smarttech.com/ecosystem.

Contact SMART Technologies

General inquiries – ecosystem@smarttech.com

Company Accreditation Program inquiries – cap@smarttech.com

Software and Content Accreditation Program inquiries – scap@smarttech.com

Developer Accreditation Program inquiries – dap@smarttech.com

SMART Technologies
3636 Research Road NW
Calgary, AB T2L 1Y1
CANADA
Phone +1.403.228.5940
Toll Free 1.866.518.6791 (U.S./Canada)
Fax +1.403.228.2500

smarttech.com/ecosystem