

COVER LETTER

Proposer Information

Company Name	HootBoard LLC
Address	116 Research Drive
City, State, Zip	Bethlehem, PA 18015
Main Phone	(215) 696-8882

Contact Person Information

Name	Satyajeet Shahade
Job Title	Founder & CEO
Phone	(215) 696-8882
Alt. Phone	
Email	sshahade@hootboard.com

Signature 

Date: 10/28/2020

PRICE QUOTE

Required

Per Unit – Include Installation

Interior Display Unit - Maps	\$ <u>HootBoard Based Screens are inclusive of all applications. The estimate below is total for 2 Indoor Kiosks (1 doublesided) & 5 Outdoor Kiosks.</u>
Interior Display Unit – General Information	\$ _____
Interior Display Unit – Arrival/Departure	\$ _____
Exterior Display Unit – Maps	\$ <u>65,893.00</u> Includes estimated shipping & installation. 1 year warranty.
Exterior Display Unit – General Information	\$ <u>Financing at estimated \$1,622 Per Month. Price after discount.</u>
Exterior Display Unit – Arrival/Departure	\$ _____
Content Management System	\$ <u>15,360 Yearly / \$1,472 Monthly - After Discounts</u>
Technical Support Cost	\$ <u>\$150 Per Hour for Onsite Support, Training Webinars.</u>
Warranty Cost	\$ <u>\$300 Per kiosk per year - Upto 2 additional years.</u> Slight difference based on models.

Additional Costs (list):

No additional Costs. Revenue generation max. estimate over \$130,000 per year.

List all additional costs below. Any cost other than those listed on this price quote will not be paid.

_____ \$ _____
_____ \$ _____

Total Cost \$ 65,893 + \$15,360 Yearly

Estimated Start Date Nov 30, 2020 Estimated Complete Date Jan 15, 2021

Warranty

Warranty Length	<u>1 Year Standard + upto 2 Years Optional Extended</u>
Warranty Coverage	<u>See Warranty Appendix.</u>
Extended Warranty Cost (per year)	\$ <u>\$300 Per kiosk per year - Upto 2 additional years.</u>

Topeka Metro is tax exempt. Do not include sales tax in your proposed price.

DISADVANTAGED BUSINESS ENTERPRISES (DBE) CERTIFICATION

This contract is subject to the requirements of Title 49, Code of Federal Regulations, Part 26, *Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs*. The national goal for participation of Disadvantaged Business Enterprises (DBE) is 10%. Metro's overall 2019-2021 goal for DBE participation is 2.00%; the race neutral goal is 1.12%, and the race conscious goal is 0.88%. There is no contract goal for this procurement.

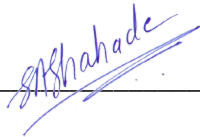
The contractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of this DOT-assisted contract. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as Metro deems appropriate. Each subcontract the contractor signs with a subcontractor must include the assurance in this paragraph (see 49 CFR 26.13(b)).

The contractor is required to pay its subcontractors performing work related to this contract for satisfactory performance of that work no later than 30 days after the contractor's receipt of payment for that work from Metro.

The contractor may not hold retainage from its subcontractors.

The contractor must promptly notify Metro, whenever a DBE subcontractor performing work related to this contract is terminated or fails to complete its work, and must make good faith efforts to engage another DBE subcontractor to perform at least the same amount of work. The contractor may not terminate any DBE subcontractor and perform that work through its own forces or those of an affiliate without prior written consent of Metro.

Signature: _____



Name and Title: Satyajeet Shahade, Founder & CEO

Company Name: HootBoard LLC

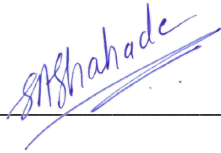
Date: 10/28/2020

NON-COLLUSION CERTIFICATION

This is my sworn statement to certify that this proposal was not made in the interest of or on behalf of any undisclosed entity. This proposal is not collusive.

This proposer has not been a party to any agreement or collusion in restraint of freedom of competition by agreement to bid a fixed price, to refrain from bidding, or otherwise. This proposer has not, directly or indirectly, by agreement, communication or conference with anyone, attempted to induce action prejudicial to the interest of Topeka Metropolitan Transit Authority, or of any proposer, or anyone else interested in the proposed contract.

Signature: _____



Name and Title: Satyajee Shahade, Founder & CEO

Company Name: HootBoard LLC

Date: 10/28/2020

SUSPENSION / DEBARMENT CERTIFICATION

In regard to 2 CFR Parts 180 and 1200

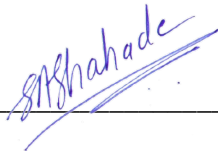
In accordance with 2 CFR Parts 180 and 1200, the contractor is required to verify that none of its principals or affiliates:

- 1) is included on the federal government's suspended and debarred list;
- 2) is proposed for debarment, declared ineligible, voluntarily excluded or disqualified;
- 3) within three years preceding this proposal, has been convicted of or had a civil judgment rendered against them for (a) commission of fraud or criminal offense pertaining to performing a public transaction, (b) violation of any federal or state antitrust statute, or (c) embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements or receiving stolen property;
- 4) is indicted or charged by a governmental entity for any of the charges in 3) above; and
- 5) has had any public transaction terminated for cause or default within three years preceding this proposal.

The contractor is required to include this requirement in any subcontracts related to this contract.

By signing and submitting its proposal, the proposer certifies that the certification in this clause is a material representation of fact relied upon by Metro. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to remedies available to Metro, the Federal Government may pursue available remedies, including but not limited to suspension and/or debarment. The proposer agrees to verify that none of its principals or affiliates is included on the federal government's suspended and debarred list at any time throughout the period of this contract. The proposer further agrees to include a provision requiring the same compliance in its subcontracts related to this contract.

Signature: _____



Name and Title: Satyajeet Shahade, Founder & CEO

Company Name: HootBoard LLC

Date: 10/28/2020



Topeka Metro

Quincy Street Station Digital Signage

Richard Appelhanz | Topeka Metro
Satya Shahade, Founder & CEO | HootBoard
Bill Mott, Sales | Grandwell Industries

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Confidentiality

CONFIDENTIALITY NOTICE:

The contents of this proposal and any attachments are intended solely for Topeka Metro and may contain confidential and/or privileged information and may be legally protected from disclosure. If you are not the intended recipient of this message or their agent, or if this message has been addressed to you in error, please immediately alert the sender by reply email and then delete this document. If you are not the intended recipient, you are hereby notified that any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited.

Executive Summary

The City of Topeka - Metro Authority is looking to secure a technological partner to provide and install digital technology to help engage visitors and residents of the city of Topeka, specifically at Quincy Street Station.

Visitor-facing kiosks combine the best worlds of digital signage and interactivity in one package and offer a unique opportunity to engage visitors and residents where they are and provide information at the location but many can be difficult to deploy and manage.

This proposal will outline how HootBoard's state-of-the-art kiosk operating system and cloud technology will allow the city of Topeka to create a unique, extensible, and future-proof digital management solution that provides **the following major benefits**:

1. Engage visitors and residents alike through a highly intuitive and engaging information experience
2. Unique ability for administrators to keep information up-to-date with **minimal** effort as well as the option to expand information updating ability to multiple stakeholders
3. Ability to **showcase area businesses** through a partner program or optional functionality to drive additional revenue through promotional capabilities
4. Ability to **make future updates** and extend the functionality of the kiosks without custom development
5. Low total cost of ownership and recurring subscription cost
6. Allows Topeka area visitors to easily access all kiosk information on their mobile phone and get future notifications about activities in the region

Topeka Metro - Quincy Street Station Key Numbers

INVESTMENTS:

Metro Hardware Purchase & Installation: \$ 65,893.00

This includes 7 kiosks (1 double-sided), shipping, installation, and a standard 1-year warranty. Additional years of warranty are available for purchase.

Estimated 48-Month Hardware Lease Monthly: \$ 1,622

Software Subscription: \$ 15,360 Yearly / \$1472 Monthly

Includes an additional 20% bulk purchase discount for over 6 screens.

OOH REVENUE POTENTIAL ESTIMATE:

Optional to work with HootBoard. Below is the max-potential as per our estimates. The actual may be lower. See the advertisements section for more.

Monthly: \$ 11,544

Yearly: \$ 138,540

Solution Overview & Partners:

The HootBoard Kiosks & People Engagement Platform-based solution consists of the following components by the following partners.

Software by HootBoard



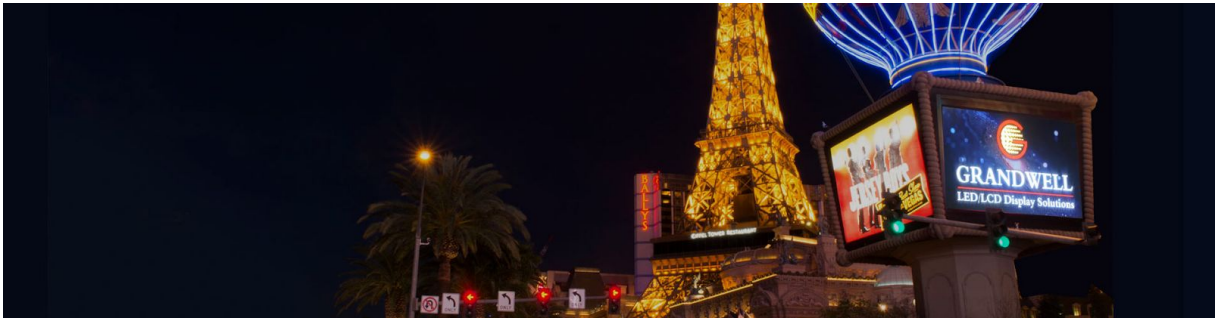
HootBoard is a suite of Kiosk, Signage software, and people engagement solutions for employee engagement, citizen & visitor engagement, tourism information, and Out-Of-Home (OOH) Ads.

HootBoard is a premier creator of such solutions trusted by fortune 500 companies like **GE Healthcare, DHL**; and government outfits like the **Wyoming Army National Guard, Schenectady County NY, Richmond County North Carolina**, and many others.

HootBoard powered kiosks are installed in hundreds of locations across 14 countries for various applications from employee engagement to visitor information and management.

HootBoard is headquartered in Bethlehem, PA with offices in Philadelphia and India. HootBoard is a minority-owned and operated business. Learn more at www.hootboard.com

Hardware by Grandwell Industries Inc.



Based in Fuquay-Varina, NC; Grandwell industries is a premier supplier of high-quality digital-signage and touchscreen hardware solutions. Grandwell Kiosk products have recently been installed at **Microsoft in Seattle, Caesar's Palace in Las Vegas, and at NC State University.**

Grandwell's manufacturing facility in China has the capacity to manufacture several thousand kiosks each month. Grandwell maintains the technical-support and distribution facility in Fuquay-Varina, NC, and is able to serve nationwide. Grandwell is a minority-owned and operated business. Learn more at www.grandwell.com

Optional Financing by Taycor Financial

Taycor (Licensed Lender 60DBO-64573) is one of the leading equipment finance companies in the United States. Over 25,000 businesses, institutions, and partners work with Taycor and has been in the market for the last 30 Years. Learn more at www.taycor.com

HootBoard Communications Software Platform

HootBoard combines the **engaging ability of social media** along with multi-use capabilities of an **apps-platform** on one easy to use **people communications platform**.

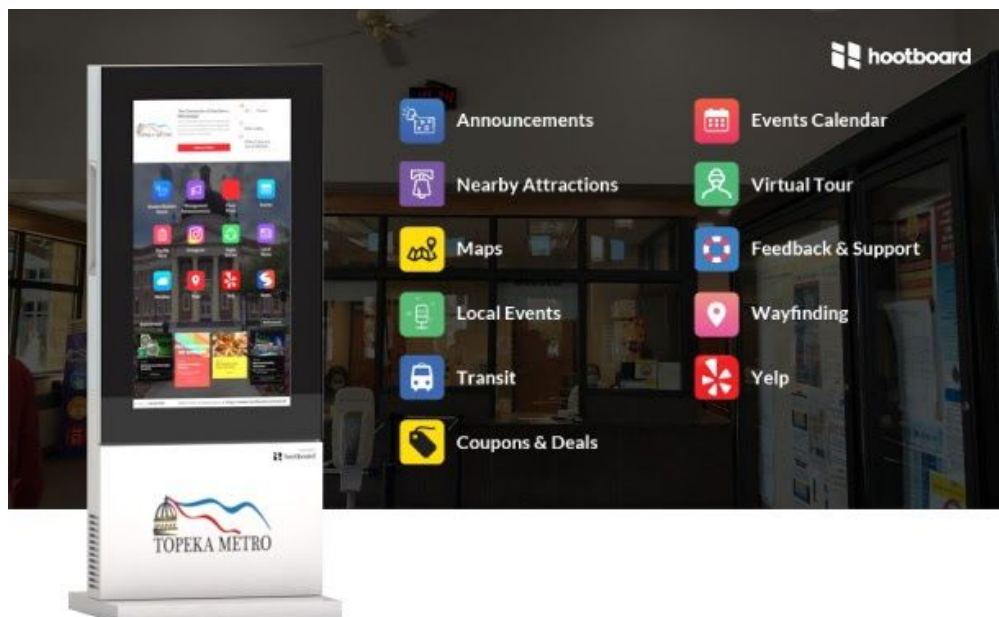
HootBoard works seamlessly across web, mobile, kiosks, digital signage, and other digital platforms.

HootBoard is trusted across hundreds of customers in over 10 countries. Our customers range from Tourism Bureaus and cities using it for citizen and visitor information to fortune 500 companies using it for employee communication.

HootBoard Building Blocks

HootBoard is architected smartly to use only a few key building blocks to drive people's engagement. This makes HootBoard extremely powerful yet super easy to manage and actively drive people engagement. HootBoard's CMS can be managed remotely and via web or mobile to increase flexibility and versatility on the part of your team.

Best in Class Apps:

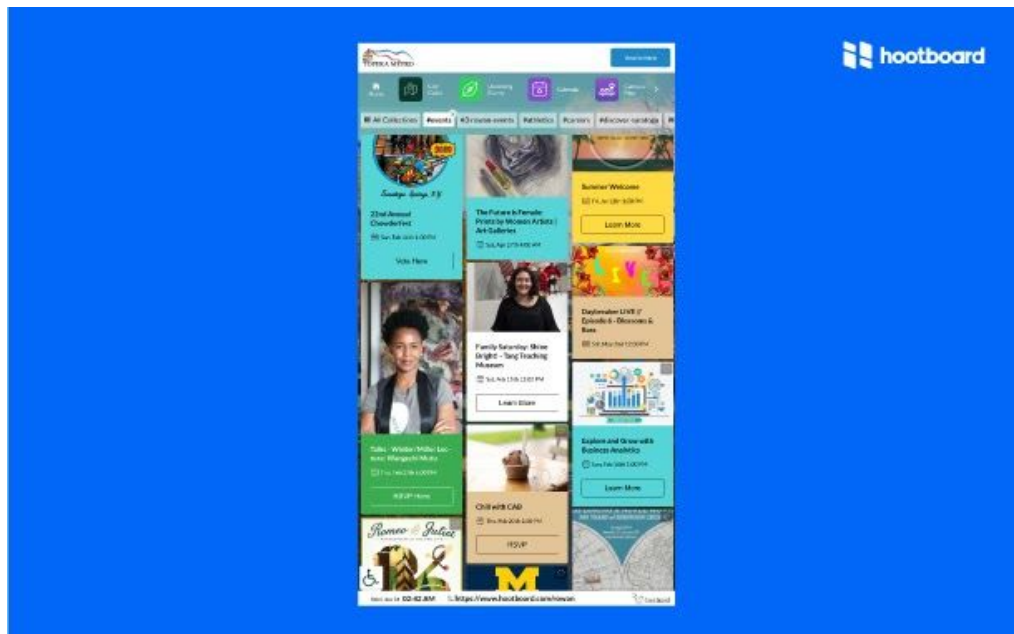


Apps on HootBoard provide a way to add a variety of online services under one application which can then be distributed on HootBoard Kiosks, HootBoard Mobile app or Web. Some examples of apps:

- Interactive or static maps that can be used to help users navigate a specific location or space
- Survey tools to survey visitors or users
- Transit information tools to help users engage with local transit option
- Collection applications that showcase local information and activities (e.g. restaurants, things to go, places to stay, etc.)
- Local itinerary tools allowing users to engage with activities and mark as favorite
- Photo booth style engagement activities
- Customer service applications to submit questions or requests for help
- Integration with social media feeds or tools
- Direct links to any unique URL
- Many more based on your needs

Apps on HootBoard can be essentially any cloud service on open web that can simply be added to the platform.

Visual Bulletin Board Service:



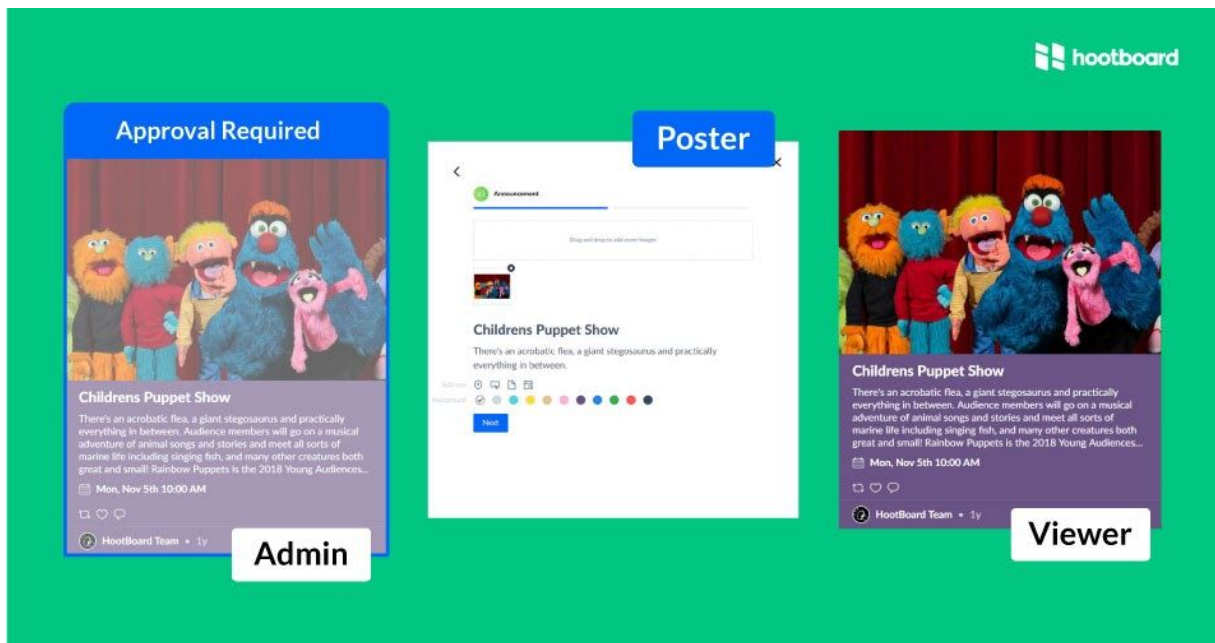
The visual Bulletin Board service mimics the traditional cork board and forms the main content system for the HootBoard platform. Bulletins on HootBoard (Called hoots) are organized by using

#hashtag based collections and can be accessed again across a variety of HootBoard platforms like Kiosks, Digital Signage.

Hoots also can incorporate any media type like images, videos, pdfs, and can have other properties like event information, location, call-to-actions, etc.

Hoots are also like social media posts. Meaning they could be shared across kiosks, or across departmental HootBoard accounts. For example; In a government situation, an announcement from the Mayor's office can be shared across HootBoard kiosks even when they are owned and managed by let's say the sanitation department.

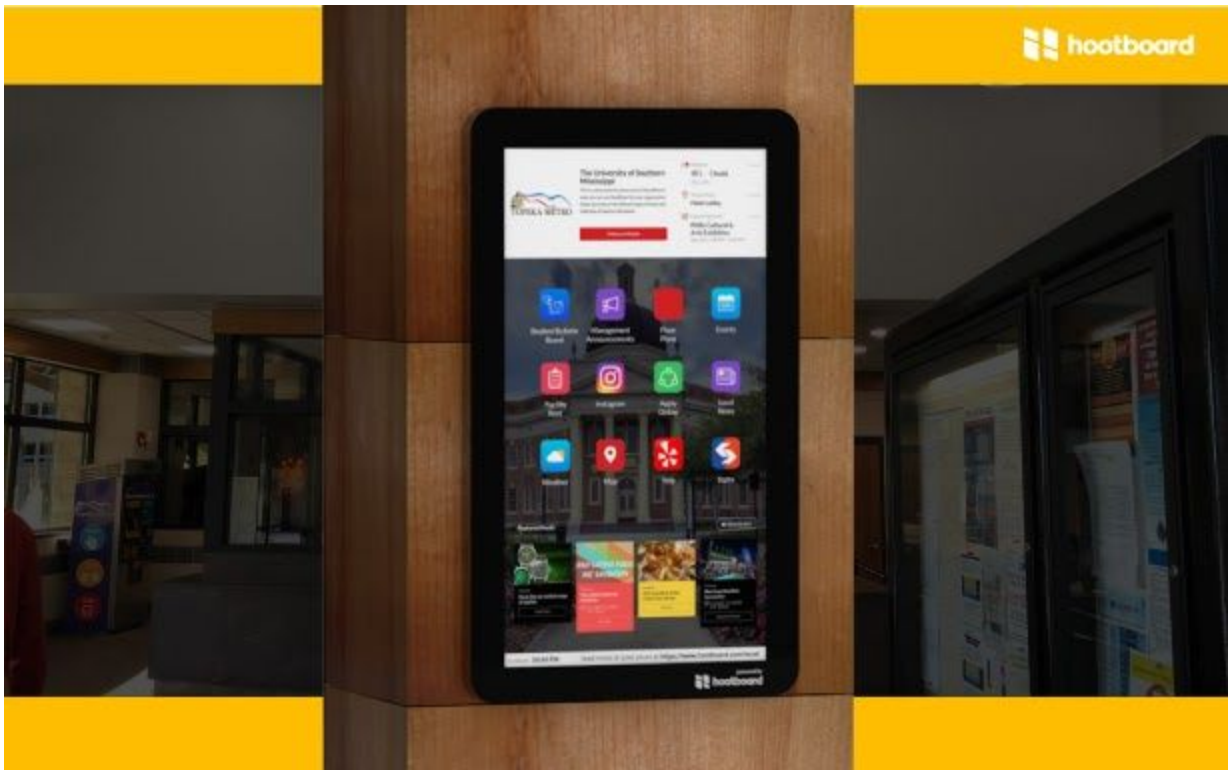
People Management:



Given that HootBoards are like Social Media Groups, administrators can allow multiple members of staff to update content. Appropriate approvals can be setup and admins can even approve hoots posted from their mobile phones.

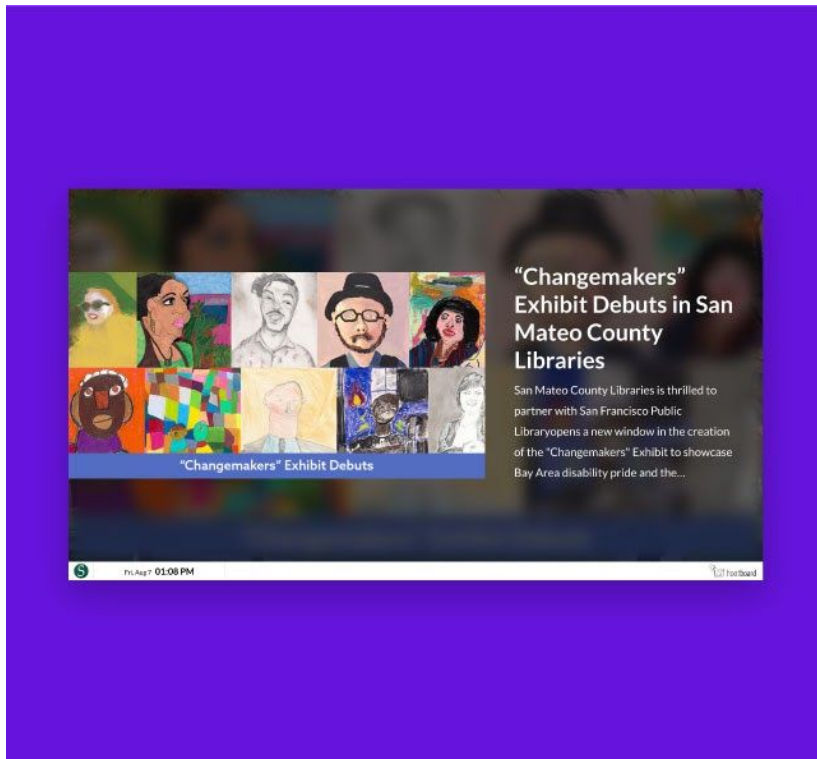
In the same vein, citizens and visitors can view contactless via. Mobile OR even **follow** public-facing HootBoard kiosks using their own HootBoard app so they can get updates going forward.

Out-of-Home (OOH) Advertising:



All of the above is layered with a smart OOH advertising platform so that businesses and agencies can simply push their hoots as advertisements to HootBoard powered Kiosks, Digital Signage and revenue is shared across concerned parties. Additionally, advertisements can be accessed from external OOH ads networks to maximize the ad inventory utilization.

HootBoard Kiosk OS & Signage Platform:



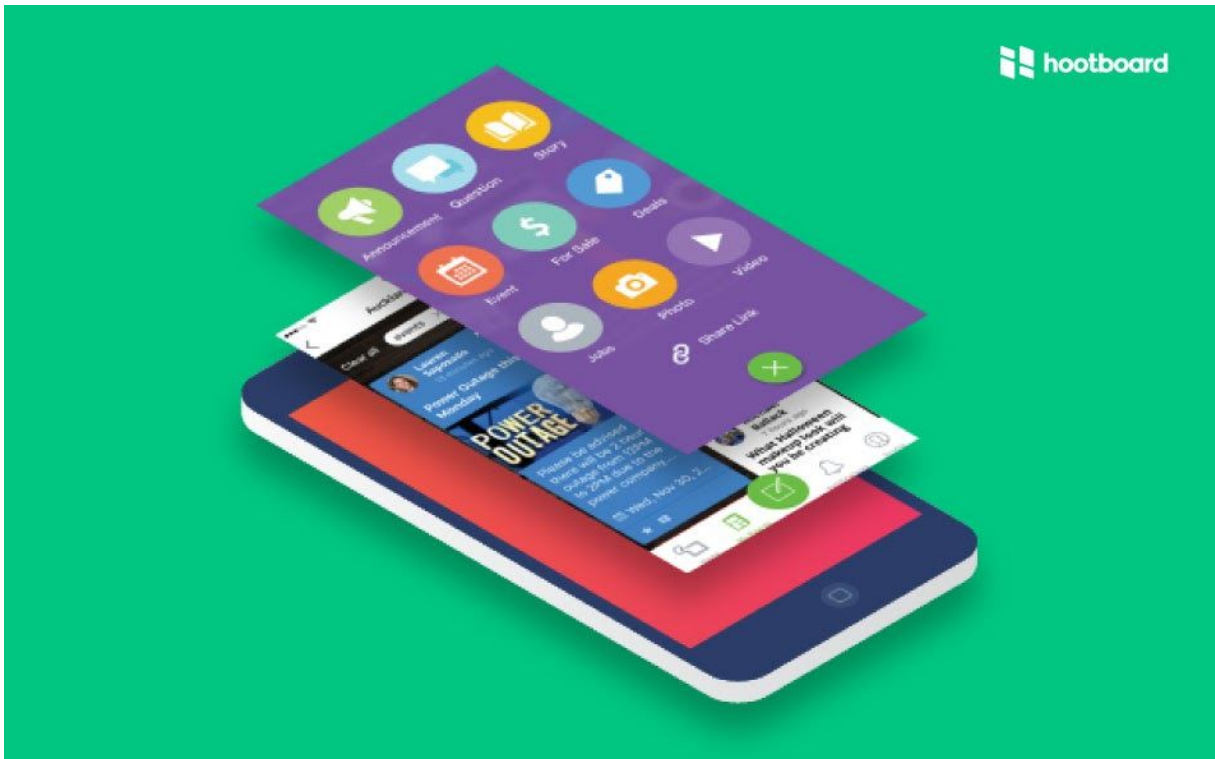
Linux



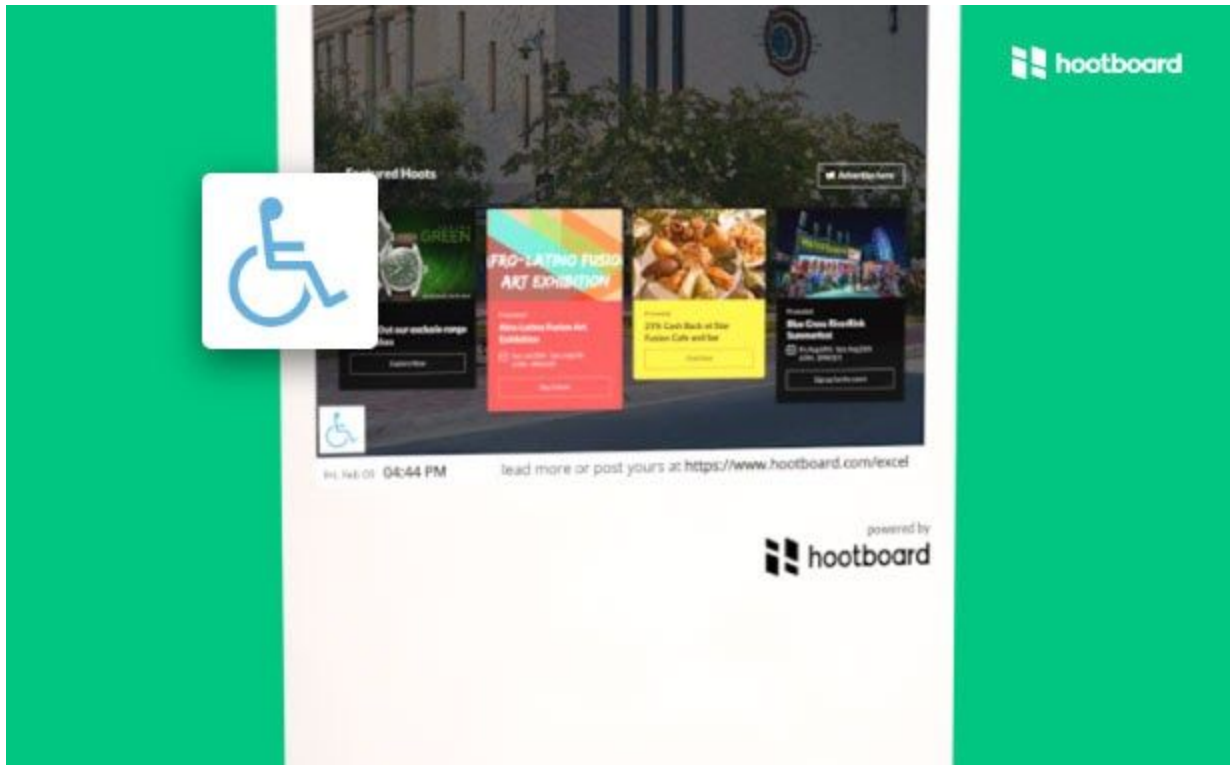
Windows

HootBoard OS is a Linux and Windows based OS level component that brings together the HootBoard experience using all of the above components to kiosks (and digital signage). This enables that seamless big iPhone like experience that HootBoard is so well known for.

HootBoard on Mobile:



HootBoard mobile apps and mobile web components achieve the same result as the Kiosk component to bring together all the various HootBoard services under one seamless UI for the users to use.



Accessibility:

HootBoard kiosks offer a wide range of hardware options to suit customer's placement and accessibility needs. We have worked with our customers to ensure that kiosks are ADA-compliant in terms of access, consumption, and translation. Our kiosks offer options to allow wheelchair access as well as audible translation for deaf accessibility.

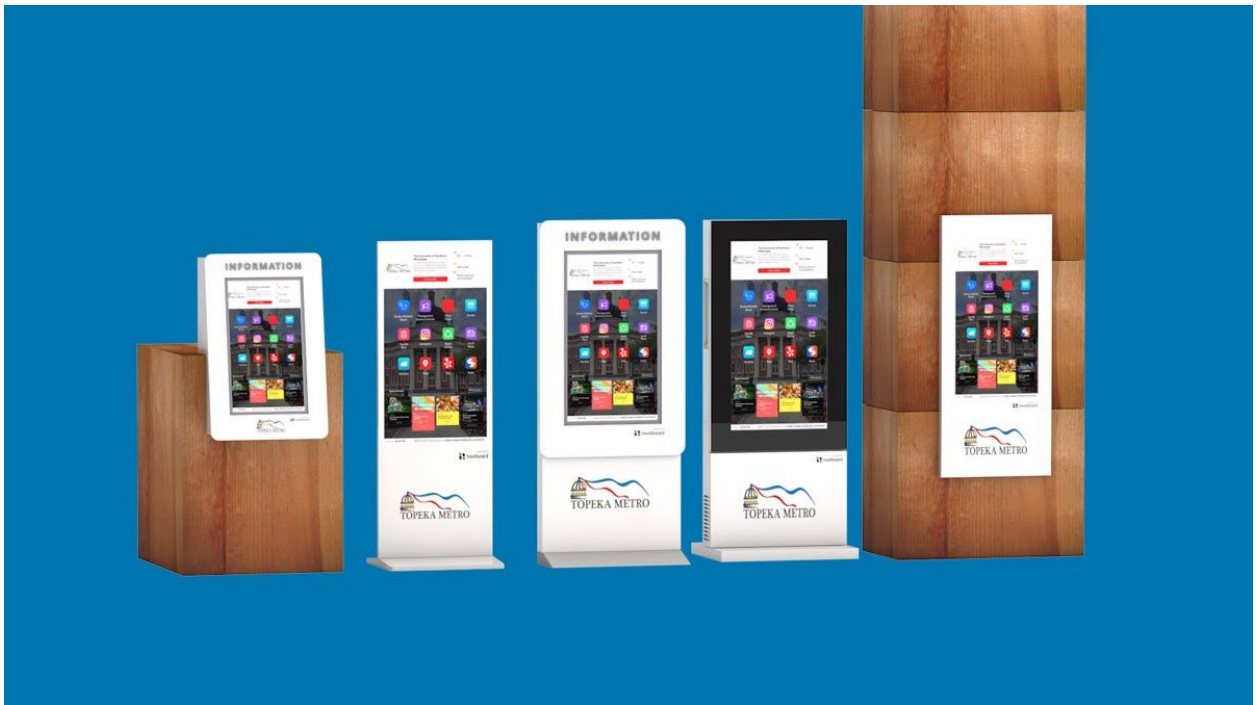
In terms of language translation, HootBoard offers add-on translation services that enable some content to be translated from English to Spanish utilizing Google Translate. If additional language options are needed, our technical team will work to ensure that these are added as well.

Software Video:

Please see a quick overview video of a HootBoard powered kiosk in action.

<https://youtu.be/8jg2SSRR4EA>

Why HootBoard?



HootBoard is a visitor engagement platform that has been in business since 2014 and has a wide variety of experience serving customers for visitor engagement.

HootBoard's **people engagement features** will be extremely critical for citizen & visitor information at the Topeka Metro locations.

Along with people engagement, HootBoard has **built-in monetization** capabilities that allow it to provide information and services in a sustainable manner. Additionally, it will provide a reliable platform for businesses and organizations within the city to use consequently helping the local economy.

Here are the solutions that HootBoard can provide that will prove to be indispensable to the City of Topeka.

Visitor & Tourist Information:

HootBoard kiosks can be configured to pull invaluable destination information from multiple sources including, but not limited to information from your local destination marketing organization (DMO or Tourism Bureau) in order to serve visitors and tourists. Your local DMO can help to population your kiosk(s) with relevant, timely, and engaging updates that will benefit both

visitors and residents alike and help to take the onus off of admins to keep information updates. Additionally, partnership with DMOs adds a note of local respectability to content. HootBoard has worked with various DMOs in the past to pull in local information through our City Guides: Amazing Alpharetta, Discover Schenectady, and Concord, CA to name a few.

Citizen Communication and Services:

Many cities and towns are looking for easier and faster ways to communicate with their citizens, especially in today's connected world. Strategically placed digital kiosks provide a unique opportunity to share both informational and celebratory announcements with citizens and visitors alike. Through HootBoards easy content management system, Topeka will have the ability to share access with multiple departments and incorporate a number of important updates like invitations to upcoming events, notifications about important services updates (from the department of public works), or celebrations about important city milestones. Because HootBoard offers customization by kiosk or throughout the networks, Topeka will have the ability to target specific neighborhoods, locations, or audiences with their communications.

Promoting City Organizations & Activities:

By utilizing HootBoard kiosks, Topeka will activate the ability to promote citywide events and activities, as previously mentioned through a partnership with local DMOs or by uploading directly into our social media like content management system, and to promote local city partners. Topeka can highlight CVB or bureau partners to visitors and residents, share services from local businesses, and promote city services as well. Topeka leadership can enact a tiered system to determine what services are shared on a gratis basis and which might be promoted for a fee by the business (see OOH Advertising section below). Because of HootBoard's flexible advertising model, the settings of your kiosk can be customized to fit your partnership model.

Promote Safety and Emergency:

Because of their placement in high traffic areas, interactive kiosks provide a crucial means of communicating with both visitors and residents in times of emergency. HootBoard can partner with city officials and safety departments such as police, fire, and health and safety to provide access for emergency updates, evacuation routes, and triage information when necessary in addition to more day to day vital information like weather and storm updates. Because our kiosks and signs are weather-proof, highly visible, and can offer visuals, video, and audio they offer a timely, up-to-the-minute means of communicating with the populace on the ground.

Revenue Generation:

The HootBoard OOH system will enable city businesses to promote services. We expect the city to start generating revenue more-or-less the first quarter after significant deployment. Please see the financial projections section for more information.

Employee Engagement:

Keeping employees engaged can be difficult - especially in today's ever-connected world. HootBoard kiosks give workplaces an exciting new option for sharing updates with employees using both technologically-forward solutions as well as in-real-life engagement. Employers love our kiosk infrastructure for the ability to combine HR-friendly updates around benefits, training, and anonymous surveys with morale-boosting welcome messages, photo galleries, and team milestones. You really can get the best of both worlds when it comes to employee engagement and join the ranks of many other HootBoard customers like **GE Healthcare, Lindt Chocolates, DHL**, and hundreds of others across 13 countries.

Deployment Options

The deployment options below are recommended based on the use (internal/external) and by HootBoard's recommendation vs. standard as requested. We have tried to reuse existing hardware where possible.

Quincy Street Station - Internal Kiosks

The Rotunda area is perfect for engaging your passengers while they are coming into the city OR waiting for their ride out of the city. We recommend **two initial indoor locations** where we can install a HootBoard powered kiosk.

Location A: Rotunda wall between two windows.

For this location, we recommend putting a HootBoard Air X which is a sleek wall mount kiosk in portrait orientation. Please see the image below with the rendering of the kiosk.



Location B: The existing bulletin board

For this location, we recommend repurposing or replacing the existing bulletin board frame to add a double-sided kiosk or two wall-mount kiosks. We believe that all bulletins on the current board can be posted on the kiosk in a digital format. This will make the current bulletin board redundant after the kiosk is installed.

There are two options when it comes to this spot and Topeka Metro might be able to choose the one they like. For estimation purposes, we will be using Option 1 below which is our recommended option.

Location B - Option 1: Replace the bulletin board with a double-sided floor standing kiosk.

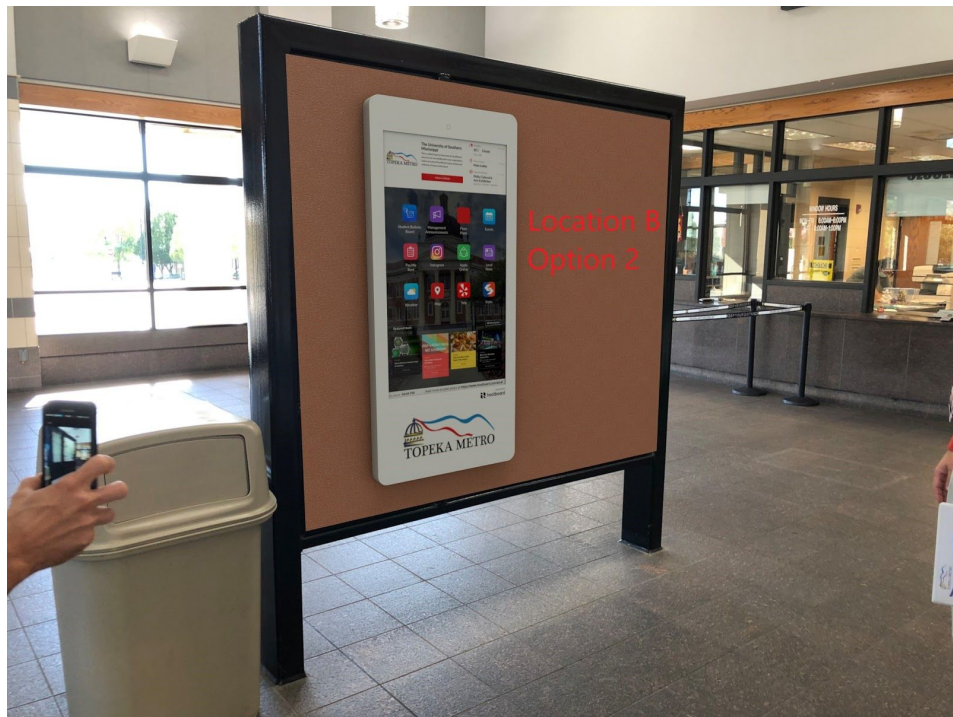
For this purpose, we recommend the double-sided indoor Glide XT that will spice up the entire area with its gorgeous looks. Please see the rendering below to get a visual.



Location B -
Option 1

Location B - Option 2: Repurpose the bulletin board with two single-sided screens that will go on one side of the board.

In this option, we'll use the HootBoard Air X to create an experience to have both the kiosks and the bulletin board available to passengers. See below.



Quincy Street Station - Outdoor Kiosks

Outdoor kiosks will be an important way for Topeka Metro to reach passengers who prefer to be out near the bus pickup area for fear of missing their bus or otherwise. The Quincy street station happens to work well for outdoor kiosks given the semi-covered walkway to bus bays. The walkway and the corresponding resting benches provide a good opportunity for passengers to engage with the kiosks.

As with indoor kiosks, we have a few locations where kiosks can be comfortably installed. The location designations used below are a continuation of the ones used for indoor kiosks. So you will notice that the first location below is Location C.

Location C & F: Covered Walkway Sitting Areas (Floorstanding)

We recommend that these sitting areas under the covered walkways could have a floor standing outdoor kiosk each. Since there will be the glass partition behind these kiosks will be single-sided. Please see below for a visual representation.



Locations D & E: Outdoor Maintenance Room Walls

The center section of the outdoor area seems to house a maintenance/mechanical room. This area has a couple of bus-bays on either side and we suspect a good amount of foot at this location. However, given the narrow walkway, we recommend installing wall mount outdoor screens which will provide a sleek modern look to the entire area.



Location G: Front Entrance Outdoor

While most of the locations discussed above are relevant for Topeka Metro passengers, they are all very inside the transit area and not visible to citizens that are on the street side. It could be good to provide information and highlight services here. For now, we recommend putting one screen in this outdoor area right at the entrance to the metro.



Customer Success Package

\$10,000 value is free with your HootBoard purchase + annual subscription.

- **Personalized Onboarding** - Discuss content strategy, define your kiosk branding experience, map integrations, and develop success criteria + deployment timeline.
- **Training Session** - One training session that will be recorded and shared with your team so that it can be used in the future.
- **Employee Training Webinars**- Free training webinars for employees and partners.
- **Launch & Optimization Check-Ins & Customer** - Periodic check-ins to discuss deployment, review data, get feedback, provide tips, etc.
- **Business Partner Program** - Strategy session with HootBoard to develop a plan to offer HootBoard based listings, advertising to business in the region with our partner program.

Out-of-Home Advertising Estimates

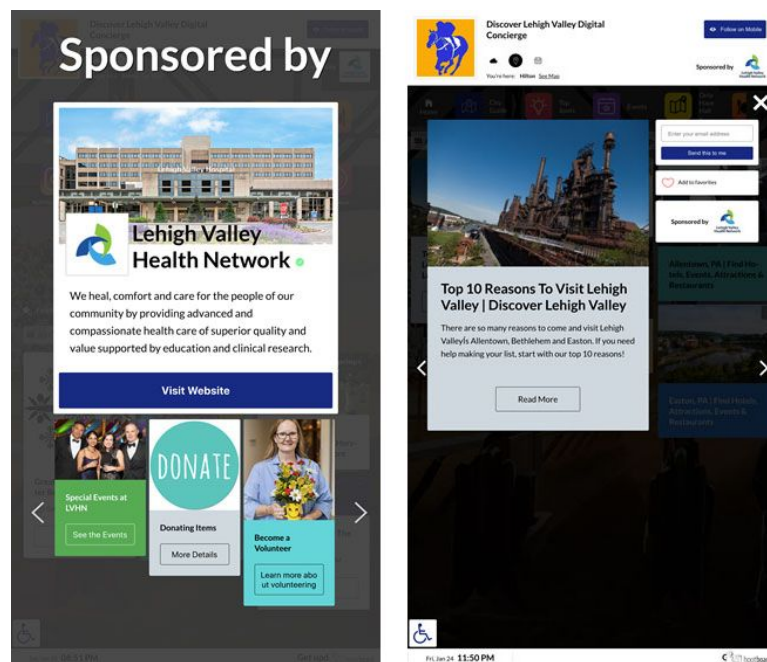
The officials from Topeka will have the option to enable OOH advertising via HootBoard's OOH network and integrations. In such a case, HootBoard will work with local partners like your Convention & Visitors Bureau, the chamber, etc. and together with these organizations, create mechanisms that allow business, tourist attractions, and other entities to advertise their services and promote your region.

Additionally, we have the ability to tap into national OOH Ad-networks to bring in advertising to monetize your investments.

Ways to monetize

There are a couple of different ways HootBoard based screens can generate revenue as listed below.

1. Kiosk Sponsorships



This mechanism works on kiosks only where a local organization can sponsor a kiosks for a full month in return for their logo and business being highlighted in key areas of the kiosk user experience. We expect each kiosk screen sponsorship be made available

2. Out-of-Home (OOH) Ad Slots



OOH Ads can be published on both HootBoard Kiosks and Digital Signage Screens. Since HootBoard screens are typically used for communications or as a visitor concierge, about 5 Full Ad Slots can be available for OOH ads compared to the typical 8 Slots. While rates may vary based on each location, it's safe to assume an average of \$500 per available ad-slot on average for typical high traffic screens.

Jumbotrons can command a much higher rate upwards for \$1200 for a full slot ad per month.

Apart from the above, additional monetization options like business listings, classifieds can be added to HootBoard based applications at a later date.

1

¹ Reporting add-on is useful in case a 3rd-Party advertising partner is involved and they want to confirm that the ad-impressions were made so they could report to their clients.

OOH Revenue Estimates for Quincy Street Station Screen

The estimates below are based on the HootBoard OOH Platform. The airport does not have to work with HootBoard if they already have existing contracts. Additionally, HootBoard can also be a secondary OOH partner in case the primary partner cannot fill the entire available inventory.

Key assumptions are as follows:

- The total number of Full Ad-Slots available for ad inventory = 5 out of typical 8. We assume 3 will be required for the Topeka Metro's own communications.
- The average rate of each monthly full-slot ad to the end buyer is around \$600 per month, per screen.
- We expect to appoint local re-sellers for ad-slots and total sales and transaction costs are about 20%
- HootBoard will be responsible for support activities related to advertisers and will take 25% of the revenue after the above costs.

Quincy Street Station Revenue Estimates

Below are the estimates of revenues that could be made by Topeka Metro - Quincy Street Station Screens after Infrastructure, software, sales costs, and HootBoard's 25% RevShare are accounted for.

To be reasonable, Topeka Metro shall expect about 50 -70% utilization.

	30% Utilization	100% Utilization
Monthly Expected Ad-Revenue	\$1,041	\$11,545
Annual Expected Ad-Revenue	\$12,489	\$138,540

More detailed calculations on costs and revenue potential are available upon request.

Important Note: We encourage discussion about a full-partnership option with OOH Ads so the software subscription can be completely waived starting year 2 of the deployment.

Investment & Financing Estimate

The below estimate is divided into hardware and software. Hardware is estimated for outright purchase with an estimate for 48 Month Financing for illustrative purposes.

Hardware Investment Estimate

Product Info	Location	Quantity	Price Per Unit	Est. Shipping & Installation	Total
Indoor wall mount 49' Kiosk with Custom Logo	A	1	\$5,199 (Discount -\$700)	\$600	\$5,099
Indoor double sided floorstanding 49'	B	1	\$10,599 (Discount -\$2,500)	\$1,200	\$9,299
Outdoor Single Sided Kiosk - 55'	C, F, G	3	\$13,999 (Discount -\$4,500 Per Screen)	\$1,200	\$32,097
Outdoor Wall Mount - 49'	D, E	2	\$12,599 (Addl. Discount -\$4,000 Per Screen)	\$1,100	\$19,398
Outright Purchase Total					\$65,893
Est. Financing (48 Months) via. Taycor Financial Subject to underwriting					\$1,622 /Month

Please see the next page for software investment.

Software Investment Estimate

Monthly Subscription:

While most customers will go for the **annual** subscription plan (see next paragraph), these plans help clients who plan to split costs on a monthly level (along with financing of the hardware).

Product Info	Location	Quantity	Price Per Unit/Monthly	Total Monthly
HootBoard Interactive Screen Licenses	A thru G	8	\$230	\$1,840
Monthly Screen Licenses Subscription				\$1,840
Bulk Discount 20% - Min 6 Screen Licenses				\$1,472

Yearly Subscription:

Yearly plans are offered at roughly a 15% discount over the monthly plans.

Product Info	Location	Quantity	Price Per Unit/Yearly	Total Yearly
HootBoard Interactive Screen Licenses	A thru G	8	\$2400	\$19,200
Monthly Screen Licenses Subscription				\$19,200
Bulk Discount 20% - Min 6 Screen Licenses				\$15,360

Appendix - References

Discover Schenectady:

Kristina Ranalli

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Visit Richmond County NC:

Meghann Lambert

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MANUFACTURER LIMITED WARRANTY (LCD DISPLAY)

Grandwell Industries (hereafter referred to as "Grandwell") stands behind its products. Grandwell warrants all new products delivered to the original purchaser against defects in materials and workmanship for a period of one year from the date of invoice of the product.

Grandwell's warranty obligations are limited to the terms set forth below. In the event of experiencing problems with any of our products, please follow these guidelines:

During the warranty period, Grandwell will, at its sole discretion, (a) repair the product at no charge with new or reconditioned parts, or (b) replace the product with a functionally equivalent product. Grandwell will repair or replace defective parts that are returned to Grandwell head-office, in Fuquay Varina, North Carolina, United States.

A replacement part or product assumes the remaining warranty of the original part or product, or NINETY (90) DAYS from the date of replacement or repair, whichever provides a longer coverage. When a part or product is replaced, any replacement item becomes your property and the replaced item becomes Grandwell's property.

USING WARRANTY SERVICE

Please contact Grandwell and let us know the product by its model number, serial number, and date of purchase, and provide a brief description of the problem. You may be required to provide a proof-of-purchase, such as a copy of the invoice.

Grandwell will assist you in resolving minor issues over the telephone or via email. If unresolved, Grandwell will issue a Return Merchandize Authorization number (RMA).

WARRANTY EXCLUSIONS

This limited warranty does not cover any damage to this product that results from:

- Damage caused by natural disaster, accident, abuse, misuse, misapplication, neglect, improper ventilation, water, electric power fluctuations and/or spikes, and operating the product outside its recommended parameters and/or environment.
- Damage caused by service, including upgrades and expansions.
- A product or a part that has been tampered with or modified without Grandwell's approval.
- Damage to the product due to shipment.
- Normal wear and tear.

Grandwell is not responsible for direct or consequential damages resulting from any breach of warranty or condition, including but not limited to lost profits, downtime, goodwill, damage to or replacement of equipment and property, any costs of recovering or reproducing any program or data stored in or used with Grandwell products, and any failure to maintain the confidentiality of data stored on the product. Grandwell does not represent that it will be able to repair any product under this warranty or make a product exchange without risk to or loss of programs or data.

SHIPPING CHARGES

You will be responsible for sending the defective part or product at your own cost, and Grandwell will send you the replacement item at our cost.

The warranty is return to base only and does not include: On-site repair charges such as labor, travel, shipping, and other expenses associated with the repair or installation of replacement parts.

*Warranty is subject to change without notice.