

Channel Partner Certification Program

Megapixel- The easy way to design, price, and win against your competition

Updated: 2013.10.01

Purpose:

Educate customers on technology trends in the surveillance marketplace. Learn about Arecont Vision's value proposition. Investigate vertical market examples of the megapixel value proposition in action. Review Arecont Vision's overall product offering and features of our newest model releases.

Content:

- 00:00 Megapixel camera marketplace
 - Market verticals that are deploying megapixel technology
- 00:15 Resolution benefit and use cases Education:
 - Surveillance concerns and surveillance applications of educational institutions
 - Benefits and solutions offered by megapixel technology
 - Reducing camera count to increase cost efficiency (with Use Cases)
 - Increasing pixel count for better image quality (with Use Cases)
 - Maximize ROI by reducing camera count and increasing pixel count (with Use Cases)
 - Product applications for education
 - Customer testimonials
- 00:50 Resolution benefit and use cases Retail:
 - Surveillance concerns and surveillance applications of retailers
 - Benefits and solutions offered by megapixel technology
 - Reducing camera count to increase cost efficiency (with Use Cases)
 - Increasing pixel count for better image quality (with Use Cases)
 - Maximize ROI by reducing camera count and increasing pixel count (with Use Cases)
 - Product applications for retail
 - Customer testimonials
- 01:25 Arecont Vision's product line
 - Product family overview
 - Key features of each product family
 - Deeper look at new products and features (12MP WDR, MegaBall, MicroDome)
 - Product roadmap to the future
- 01:50 Tools for success
 - Marketing support
 - Sales incentive and organization
 - Project registration
 - Resources online
 - Bottom line – winning with megapixel

- 02:00 Adjourn

Course Material:

- PowerPoint Presentation

Target Audience:

- Systems Integrator
- Installers
- End Users
- Distributors

Logistics:

- Locations:

- o At local distribution partners' offices, if classroom style room is available
- o At local hotels or other local venues with classroom style setting
- o At Arecont Vision's headquarters in Los Angeles, CA

Additional Resources:

- Website & Upcoming classes: <http://www.arecontvision.com/certificationcourses.php>