



### **Channel Partner Program:**

VitalSigns provides best in class digital signage, interactive media and mobile products and services through channel Partners that are in similar or complimentary markets. There are a number of ways that a VitalSigns partner program can be tailored to fit the specific needs of both the business model and market in which a Partner is currently involved.

### **VitalSigns is dedicated to providing:**

- Expert Sales & Marketing Support
- Design and Solutions Engineering
- Deployment and Installation Expertise
- Content Design and Production
- Interactive and Mobile Applications
- Enclosure Design and Engineering
- State of the Art Content Management System and Software
- Hardware Purchasing, Assembly and Quality Assurance
- System Training
- First and Second Level Support and Service
- Networking, IT and Digital Distribution Expertise

### **VitalSigns Background:**

VitalSigns brings together more than 150 people of enormous talent and creativity to cover all the disciplines needed for successful Digital Signage and Interactive Media applications. When it comes to creative content, interactive media, place-based media and mobile applications – anything to do with digital displays – the VitalSigns team has the creative insight, expertise and experience needed to design, engineer and implement the latest in technology.

We value our relationships with major suppliers like LG, NEC, Intel, Microsoft and many others. But many projects demand much more than off-the-shelf equipment and software, so our expertise doesn't end with these industry giants. Utilizing our custom shop, our experienced designers, engineers and fabricators “bridge the gap” between what is commercially available and what you can dream of.

Our project approach is at the core of every solution that is introduced at VitalSigns. It is a proven process that developed over many years of working with various clients on a variety of integrated digital media projects. The approach we follow is a milestone-driven process that promotes our definition of structure in a project. It gets you, and us, from A-to-Z together.

The journey that a project takes does not end with the successful system inauguration. The continued operation to us is as important as the planning and implementation. Once a system is up and running, VitalSigns has qualified engineers and technicians on call for your ongoing support.



Few companies nationwide have the depth of experience and resources available that VitalSigns offers. Together we strive for excellence in planning, execution and support and are not satisfied with anything short of flawless in all that we do.

### Roles, Products and Services

The following chart shows the major roles, products and services involved in most projects. Most VitalSigns Partners have complementary products and services that allow them to supplement these areas in different ways.

Role/Product/Service	Description	Typically Provided by
Sales and Account Management	Client relationship and sales.	Partner
Overall Project Management	Manage and oversee the overall development and implementation of the project.	Partner and/or VitalSigns
System Design/Engineering	Conceptually design the hardware and software technology elements.	VitalSigns
Content Design/Creation	Conceptually design and produce any graphics, motion graphics or video elements.	Partner and/or VitalSigns
Intearactive Programming	Design and program interactive content.	Partner and/or VitalSigns
Environmental Design/Engineering	Design, engineer and provide any enclosures, branding or signage elements.	Partner and/or VitalSigns
Display Associated Hardware	Provide the display associated system hardware.	Partner and/or VitalSigns
Media Players	Provide the media players.	VitalSigns
Content Management System & Software	Provide the software and hosting needed for the Content Management System (CMS).	VitalSigns
Training	Provide training to the client for operation and maintenance of the system.	Partner and/or VitalSigns
Ongoing Content Support	Creating new content and/or updating/scheduling the content for playback on displays.	Partner and/or VitalSigns
First Line of Technical Support	The first point of contact for a clients technical support?	Partner and/or VitalSigns
Second Line of Technical Support	More involved technical support for Partner or Client.	VitalSigns
Onsite Service	Provide onsite service and repair if needed.	Partner and/or VitalSigns and/or Manufacture

### Commissions and Discounts:

VitalSigns can structure your partner program on a reseller basis, a referral basis, or a hybrid basis. In fact, we realize with projects of different sizes and scopes it may be desirable to structure our involvement differently on a project by project basis. We are ready and willing to step in and play the role you want us to in order to make your business a success.

- Reseller: VitalSigns provides a discount on all products and services and invoices the Partner. The Partner can mark-up the products and services as they wish and resell to the client.
- Referral: VitalSigns provides products and services directly to the client and provides a commission back to the Partner.
- Hybrid: VitalSigns and the Partner work together on a project. The Partner would invoice the client directly for their portion of the sale. VitalSigns would



also invoice the client directly for their portion of the sale and provide a commission back to the Partner.

**Getting Started:**

VitalSigns is looking for a small number of complimentary companies that can market and sell Digital Signage, Interactive Media, and related Mobile Applications. If you believe you would like to consider becoming one of these select Partners, please contact:

Dale McClintock, CTS  
President, VitalSigns  
[dalemclintock@vitalsignsdigital.com](mailto:dalemclintock@vitalsignsdigital.com)  
614.581.8821