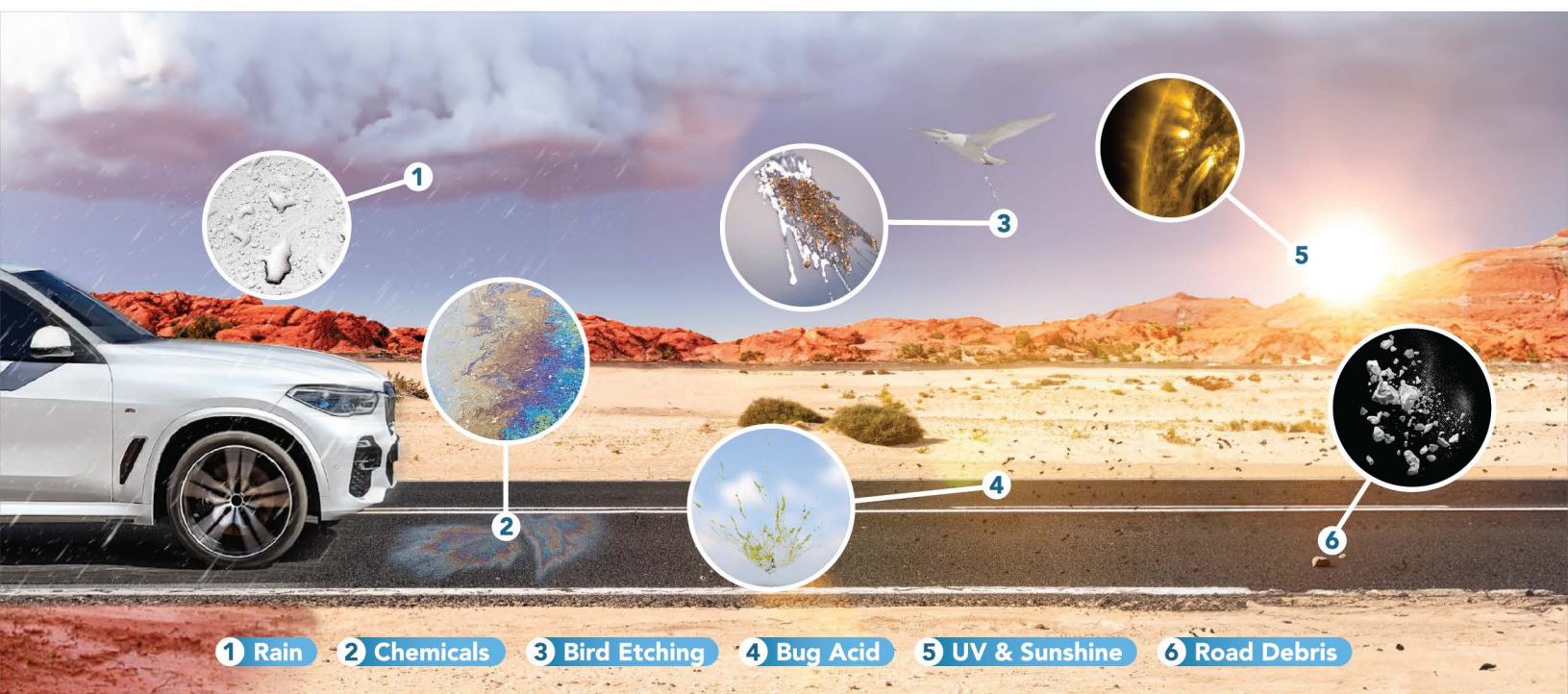




DEALER INSTRUCTIONS



To ensure a smooth and great customer experience, follow the instructions below:

SELL with the Value Proposition:

- Show the customer the value of what the product can provide
- Average dealer cost of camera replacement and programming is well over \$1,000 per camera.
- Show customer trifold and give examples of what can happen if not protected
- Show all protected scenarios
- Reference Visual Below
- Guaranteed Protection provides a 3 year Damage Protection Plan on film installed by an authorized dealer up to a maximum of \$5,000.*

INSTALL & REGISTER (DO NOT SKIP THIS STEP):

- Go to www.opticam.com/Dealerregistration to register the customer. This will ensure they are in the system and will receive their warranty certificate.
- Once all information is entered and submitted on the website, a warranty receipt will be available to print and send with the customer.
- Quickly inform the customer about how to do a warranty claim.
- Once install is complete, tech should hang included hangtag over mirror for the customer and check all installed products. This will let the customer know that the product is installed as the product is not easily detected to the untrained eye.