# CytonE & Acton Ordering & Selling

# Adi Shmorak – Product Manager

## **PRODUCT & BUNDLES**

**ROBOT ARM:** CytonE 300 and CytonE 1500 are 7-axis robotics arms built specifically for R&D and education applications. Please note, the manufacturers’ warranty is ONLY 6 months but we can sell extended warranty contracts in six month increments – as already noted on the price list. CytonE 300 and CytonE 1500 will be exclusive versions to Intelitek and the differences from Robai’s current product offering is:

* All the Intelitek Cyton’s will be Red & Black (Intelitek colors).
* Special pricing and licensing for education.
* The ‘non-education’ version is a Cyton, not a CytonE
* Extended warranty of SIX months that can be sold to our customers

As result, the CytonE will be sold ONLY in bundles together with the software!

Coming Soon: Kinect hardware and application.

**WARRANTY:** Included Warranty 6 Month**;** extended warranty (recommended) available for purchase as a line item. ALL WARRANTY & SUPPORT CLAIMS ARE PROCESSED THROUGH INTELITEK TECHNICAL SUPPORT TEAM.

Warranty Covers:normal use and exclusive of use with plug-ins perform as described in its associated user documentation for a period of 6 months from the date of purchase, and makes no warranty of any kind with respect to any plug-ins. Damage to servos or cosmetic damage is not covered by this warranty. EXCEPT AS SET FORTH ABOVE, THE PRODUCT IS PROVIDED WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF NONINFRINGEMENT AND MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE ENTIRE RISK AS TO THE QUALITY AND PERFORMANCE OF THE PRODUCT IS WITH YOU. ROBAI’s entire liability and your exclusive remedy shall be the repair or replacement of the Product when it is returned to ROBAI within six (6) months of the date of purchase. If ROBAI is unable to deliver a replacement Product that so performs, you may terminate this End User License Agreement by returning the Product and your money will be refunded; replacement Products are warranted as above for the remainder of the original 3-month warranty period. IN NO EVENT WILL ROBAI BE LIABLE TO YOU FOR ANY DAMAGES, INCLUDING LOST PROFITS, LOST SAVINGS, OR OTHER INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING FROM THE USE OR INABILITY TO USE THE PRODUCT EVEN IF IT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, OR FOR ANY CLAIM BY ANY OTHER PARTY.

**SOFTWARE:** that is sold with robot in the bundles is called Actin, it is an industry-based robotics software with three methods of programming, including manual manipulation of the CytonE arm (replacing a teach pendant). The software will manage up to 7(seven), 7-axis robots, working together. And, once you learn Actin – it can be applied to industry standard robots that are also available as a separate 3rd party license. The 3rd party license is available for Kuka, Motoman, Fanuc, ABB and others with the exception of Universal Robots. We are also able to sell the 3rd party licenses.

The following licenses are available:

* 5 Seat License (minimum that can be sold with CytonE 300; CANNOT be sold with 1500)
* 10 seat License (minimum that can be sold with Cyton 1500)
* 25 seat Classroom License
* Single seat ADD-ON (already have to have the minimum bundle)
* 3rd Party Robot (ABB; FANUC; Yaskawa; etc)...SINGLE seat license.

**CURRICULUM:** there are plans for us to create curriculum 1st for the CytonE 300 targeted at 7th and 8th grade emerging STEM students that is PBL, and will include 15 hours of curriculum. We plan to translate to Spanish as soon as English is completed. Target Release: September 2015.

Today, you can offer the CytonE and Actin software bundles according to the price list.

The product is listed on the website & there is a brochure available for download as well: <http://www.intelitek.com/pdf/35-1010-0009-A_BR01_Robai-Cyton-e.pdf>

## **PRICING** A few things that are important for you to know about pricing:

1. Cyton can ONLY be sold in bundles with Actin software, and the minimum quantities are in the basic bundle (5 seats for CytonE 300 and 10 seats for CytonE 1500).
2. Upgrades to more seats are available within the same bundle number, you just choose use the upgraded license choice from the ‘substitution’ list in priority when quoting.
3. Currently bundle pricing does not include the curriculum (because it is not available). It will never include the LMS add on.
4. The bundles includes ONLY the 6 month warranty (to keep costs down on main bundle).
5. The *only* single items you can purchase are/will be:
	1. Extended warranties
	2. License ADD-ONS (single seats)
	3. Curriculum (when available)
	4. Plug-in applications (when available)

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## **Selling territories**

We have secured EXCLUSIVE territories with Robai where we are the ONLY dealer allowed to distribute to education and Robai will refer all leads and sales to us in those territories. There are also Prohibited Territories – where Robai already has an exclusive dealer and we are NOT allowed to engage in sales there. If you have an opportunity or a dealer in that territory that you would like to discuss please see Elizabeth. ALL TERRITORIES and POLITICAL ENTITIES NOT on either of these lists we are allowed to sell in that territory, but we need to register the deal. Please see below for specifics.EXCLUSIVE TERRITORIES:

## United States, Israel, Colombia, Mexico, Chile

### PROHIBITED TERRITORIES:

## Australia, Japan, China, UAE, Egypt, Iran, Iraq, Jordan, Syria, Qatar, Kuwait, Libya, Turkey, Oman, Bahrain, Yemen, Pakistan, Greece, Cyprus, Romania, Bulgaria, Serbia, Albania, Croatia, Slovenia, and Bosnia

### ALL OTHER TERRITORIES:

## If you have a sales opportunity in any country or territory NOT mentioned above, it is best to **register the deal** as you are quoting it. What does it take to register a deal? Send an email with subject “Cyton Deal Registration” to Elizabeth Klingseisen containing the following information:

* Customer Contact Name:
* Customer Complete Address:
* Products you are Quoting (Cyton & Actin only):
* Expected date for the deal to Close.

## **ORDERING & DELIVER EXPECTATIONS**

We will **STOCK** the **CytonE 300** in New Hampshire, in small quantities.

We will **NOT STOCK** the **CytonE 1500**, so all orders will be processed as received. The manufacturers expected delivery is 45 days from receipt of order – to INTELITEK in New Hampshire, so please account for additional shipping time when discussing with international customers. In the US, we will ship orders directly to the end customer and not handle the product at all.

## **SUPPORT FOR DEALERS**

In addition to the collateral noted above & website information, there is special pricing for our dealers who wish to purchase a DEMO robot. The product numbers & prices are:

00-0300-DEMO (including CytonE 300 Robot Arm & 1 seat of Actin Software): $4465

00-1500-DEMO (including CytonE 1500 Robot Arm & 1 seat of Actin Software): $9330

There are videos of the product (available from our You Tube Channel & the Collaterals section of our website): <https://www.youtube.com/watch?v=Ncjja-BJcp0>

As soon as the curriculum outline and firm dates of availability are ready we will hold a dealer webinar to ‘push’ the entire bundle. This webinar will be recorded.