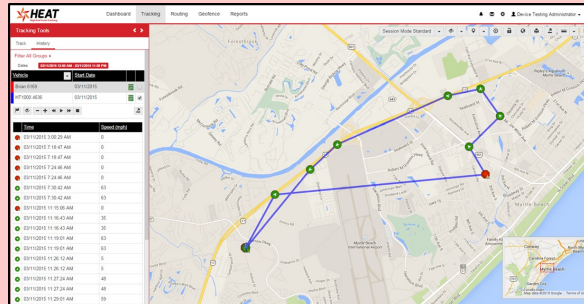


Monetizing the HEAT Solution for Rental Equipment Businesses

What is HEAT?

HEAT is a **High End Asset Tracking** solution focused on loss prevention, asset management and material handling compliance. Using long-life battery powered GPS devices, HEAT can tell you where your items are *now*.

Our solution provides the rental equipment company and its customer near-real time location information and alerts in the event of equipment theft or tampering.



How can HEAT help rental equipment business make money?



4WD Mid-Size Backhoe 10' Dig Depth			
\$245	\$245	\$615	\$1,840
4 Hour	Daily	Weekly	4 Week

Daily service fee cost per HEAT device:	\$.66
Daily Rental Rate for Backhoe	\$ 245
Daily fee for HEAT rental protection:	\$ 10
Gross profit per day for rental protection:	\$ 9,34
Potential per tag (70% annual utilization):	\$ 2,318
Potential annual earnings with 50 tags	\$ 115,927

In just 26 deployed days, the tag's service fees for the year are paid off!

The potential for an additional \$115,927 of earnings!!

The HEAT solution provides your business an opportunity to offer additional rental protection services to your customer. Advantages of offering this solution are:

- A service offering that protects your valuable rental inventory
- Customers get peace of mind for the high value equipment they are renting
- A way to provide protection and recovery for theft
- A way to increase profits per rental

See reverse side for calculator

HEAT Earnings Calculator

		Annual Utilization				
		10%	30%	50%	70%	90%
Tag Quantity	1	\$ 341	\$ 1,023	\$ 1,705	\$ 2,387	\$ 3,070
	5	\$ 1,705	\$ 5,116	\$ 8,527	\$ 11,937	\$ 15,348
	10	\$ 3,411	\$ 10,232	\$ 17,053	\$ 23,874	\$ 30,695
	25	\$ 8,527	\$ 25,580	\$ 42,633	\$ 59,686	\$ 76,739
	50	\$ 17,053	\$ 51,159	\$ 85,265	\$ 119,371	\$ 153,477
	100	\$ 34,106	\$102,318	\$170,530	\$ 238,742	\$ 306,954
	200	\$ 68,212	\$204,636	\$341,060	\$ 477,484	\$ 613,908
	400	\$136,424	\$409,272	\$682,120	\$ 954,968	\$1,227,816

All revenue represented is *after* monthly service fees to HEAT (gold subscription level)

Initial purchase of equipment not included—see reference chart below

HEAT Hardware One-Time Investment

QTY	1	5	10	25	50	100	200	400
Price	\$150	\$750	\$1,500	\$3,750	\$7,500	\$15,000	\$30,000	\$60,000



- Pricing based on HT1000

“Heavy Equipment theft is a growing problem throughout North America. As with vehicle theft, organized crime rings are the primary driving force behind heavy equipment theft. They know the types of equipment they want and where to find it, and frequently target construction sites rather than secured dealer lots.” - NICB

