

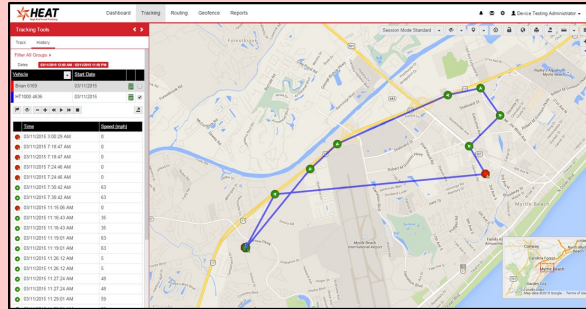
# Monetizing the HEAT Solution for Trailer Dealers



## 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 trailer dealers a service that they can resell to their customers for protection and peace of mind for their trailers and cargo, as well as a way for the dealer to monitor service intervals to *increase service revenues* and customer engagement.



GPS Locating

Theft

Handling

Motion

Geofencing

Environmental

Personnel Tracking



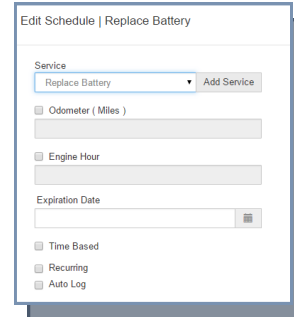
Motion Detect  
LM123 9836 - 11/20/2015 3:40:01 PM

Geofence  
LM123 9836 - 11/22/2015 4:22:21 PM

Notifications for your customers if the trailer is being moved out of an area as a potential theft. Aid in recovery of stolen trailer







Build service schedules based on time or mileage and receive automated alerts to contact your customer and book a service appointment!



Battery powered and waterproof—no complex install!

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

-  A service offering that protects your customers' valuable purchase
-  Growing *monthly annuity revenue* without any ongoing effort or support
-  *Increased service revenues* through automated alerts
-  Enhanced customer service and engagement

See reverse side for calculator

## HEAT Earnings Calculator

Month	Based on 15 Trailers Per Month				Based on 30 Trailers Per Month			
	New MRC per Month	Monthly Gross Profit	New Hardware per Month	Total Profit per Month	New MRC per Month	Monthly Gross Profit	New Hardware Per Month	Total Profit per Month
1	\$ 95.76	\$ 95.76	\$ 371.88	\$ 467.64	\$ 191.52	\$ 191.52	\$ 743.76	\$ 935.28
2	\$ 95.76	\$ 191.52	\$ 371.88	\$ 563.40	\$ 191.52	\$ 383.04	\$ 743.76	\$ 1,126.80
3	\$ 95.76	\$ 287.28	\$ 371.88	\$ 659.16	\$ 191.52	\$ 574.56	\$ 743.76	\$ 1,318.32
4	\$ 95.76	\$ 383.04	\$ 371.88	\$ 754.92	\$ 191.52	\$ 766.08	\$ 743.76	\$ 1,509.84
5	\$ 95.76	\$ 478.80	\$ 371.88	\$ 850.68	\$ 191.52	\$ 957.60	\$ 743.76	\$ 1,701.36
6	\$ 95.76	\$ 574.56	\$ 371.88	\$ 946.44	\$ 191.52	\$ 1,149.12	\$ 743.76	\$ 1,892.88
7	\$ 95.76	\$ 670.32	\$ 371.88	\$ 1,042.20	\$ 191.52	\$ 1,340.64	\$ 743.76	\$ 2,084.40
8	\$ 95.76	\$ 766.08	\$ 371.88	\$ 1,137.96	\$ 191.52	\$ 1,532.16	\$ 743.76	\$ 2,275.92
9	\$ 95.76	\$ 861.84	\$ 371.88	\$ 1,233.72	\$ 191.52	\$ 1,723.68	\$ 743.76	\$ 2,467.44
10	\$ 95.76	\$ 957.60	\$ 371.88	\$ 1,329.48	\$ 191.52	\$ 1,915.20	\$ 743.76	\$ 2,658.96
11	\$ 95.76	\$ 1,053.36	\$ 371.88	\$ 1,425.24	\$ 191.52	\$ 2,106.72	\$ 743.76	\$ 2,850.48
12	\$ 95.76	\$ 1,149.12	\$ 371.88	\$ 1,521.00	\$ 191.52	\$ 2,298.24	\$ 743.76	\$ 3,042.00
13	\$ 95.76	\$ 1,244.88	\$ 371.88	\$ 1,616.76	\$ 191.52	\$ 2,489.76	\$ 743.76	\$ 3,233.52
14	\$ 95.76	\$ 1,340.64	\$ 371.88	\$ 1,712.52	\$ 191.52	\$ 2,681.28	\$ 743.76	\$ 3,425.04
15	\$ 95.76	\$ 1,436.40	\$ 371.88	\$ 1,808.28	\$ 191.52	\$ 2,872.80	\$ 743.76	\$ 3,616.56
16	\$ 95.76	\$ 1,532.16	\$ 371.88	\$ 1,904.04	\$ 191.52	\$ 3,064.32	\$ 743.76	\$ 3,808.08
17	\$ 95.76	\$ 1,627.92	\$ 371.88	\$ 1,999.80	\$ 191.52	\$ 3,255.84	\$ 743.76	\$ 3,999.60
18	\$ 95.76	\$ 1,723.68	\$ 371.88	\$ 2,095.56	\$ 191.52	\$ 3,447.36	\$ 743.76	\$ 4,191.12
19	\$ 95.76	\$ 1,819.44	\$ 371.88	\$ 2,191.32	\$ 191.52	\$ 3,638.88	\$ 743.76	\$ 4,382.64
20	\$ 95.76	\$ 1,915.20	\$ 371.88	\$ 2,287.08	\$ 191.52	\$ 3,830.40	\$ 743.76	\$ 4,574.16
21	\$ 95.76	\$ 2,010.96	\$ 371.88	\$ 2,382.84	\$ 191.52	\$ 4,021.92	\$ 743.76	\$ 4,765.68
22	\$ 95.76	\$ 2,106.72	\$ 371.88	\$ 2,478.60	\$ 191.52	\$ 4,213.44	\$ 743.76	\$ 4,957.20
23	\$ 95.76	\$ 2,202.48	\$ 371.88	\$ 2,574.36	\$ 191.52	\$ 4,404.96	\$ 743.76	\$ 5,148.72
24	\$ 95.76	\$ 2,298.24	\$ 371.88	\$ 2,670.12	\$ 191.52	\$ 4,596.48	\$ 743.76	\$ 5,340.24

All gross profit represented is after hardware and monthly service fees to HEAT. One time dealer sign-up fee required and not included above  
MRC = Monthly Recurring Cost

**And it keeps growing!!!**

### How it Works

1. Dealer becomes a HEAT Authorized Reseller
2. Dealer sells HEAT tracking product to customer
3. HEAT supports end customer
4. Dealer receives automated notifications for service intervals
5. Dealer receives monthly commission payments for MRC's

