

# THE LYNX ODM CHANNEL PROGRAM SIMPLIFYING PARTNERSHIP

In today's competitive environment, partnering isn't just nice to have, it's a necessity. Lynx is committed to partnering and that's why we offer the Lynx ODM (Original Design Manufacturer) Channel Program. The ODM Channel Program helps our ODM Partners maximize their success in selling smart home solutions to Branded Product Manufacturers and Service Providers.

If you are a gateway, NAS, wireless router or STB ODM, the Lynx ODM Channel Program will make it easier, faster, and more cost-effective for you to enter the smart home market with our smart home solution, Lynx MiND™ (an acronym for Managing Intelligent Networked Devices).

Lynx MiND is an OCF-compliant smart home solution, which includes a rules engine, that will enable a gateway, NAS, wireless router or STB to be transformed into a central smart home hub.



# Go To Market Easier, Faster and More Cost-Effectively

## EASIER

» Lynx MiND is a smart home solution that includes a mobile app, cloud service and embedded engine. This means you don't have to develop this capability in-house through a major investment and a dedicated team.

» Our reliable implementation eliminates the typical headaches and performance problems that are common with smart home solutions today. Lynx Technology is without peer globally, when it comes to embedded software solutions for consumer electronic devices.

## FASTER

» The wide interoperability of Lynx MiND, with support for multiple standards and devices, will increase the speed and scope of your market penetration. The more OCF-compliant smart devices enter the market, the more valuable your Lynx MiND embedded product will become.

» Our team will provide Lynx MiND Engine integration support for your devices for prototype development.

## MORE COST-EFFECTIVELY

» ODM Channel Program pricing is discounted for Lynx MiND, leaving more margin for you.

» Our subscription-based agreement ensures you keep pace with the latest technology advances and standards. Lynx MiND upgrades and technical support are automatically included in our subscription-based agreement.

# Benefits of the Lynx ODM Channel Program

The Lynx ODM Channel Program offers benefits to ODMs to help you market our smart home solution, Lynx MiND, worldwide. Benefits include: special ODM pricing, OCF device certification support, prototype development support, Lynx MiND licenses and maintenance & support.



## Special ODM Pricing

We offer discounted pricing to ODMs in the program, thereby increasing your margins.



## OCF Device Certification Support

Our smart home product, Lynx MiND, is OCF-compliant. We'll support you through the OCF certification process for your device.



## Prototype Development Support

Our team will provide Lynx MiND Engine integration support for your devices for prototype development.



## Lynx MiND Licenses

Lynx will license the entire Lynx MiND solution to you, including the embedded Lynx MiND Engine package, the Lynx MiND Reference Application with APIs, and the Lynx Cloud Service



## Maintenance & Support

Lynx MiND upgrades and technical support are included for the term of the agreement.



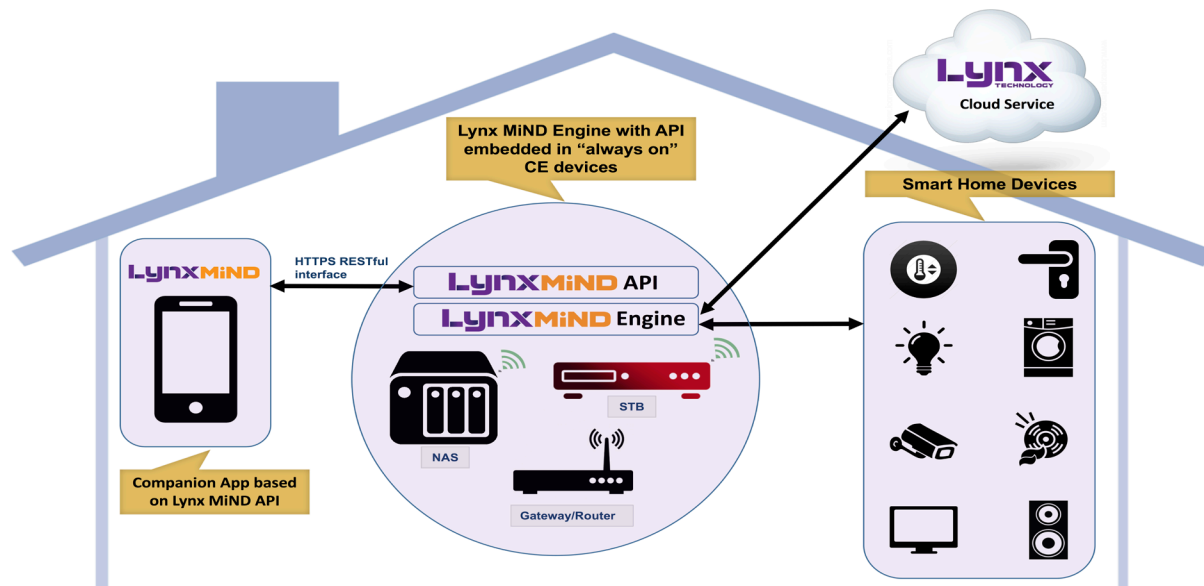
## Listing in Lynx Partner Directory

Your company will be promoted on our website as a Lynx ODM Partner, certified to resell the Lynx MiND smart home solution.

## Take Lynx MiND to Market with the ODM Channel Program

Because Lynx MiND is OCF-compliant, it is protocol agnostic, which allows end users to discover Zigbee, Z-Wave, Thread, DLNA and other smart devices\* in their home, and to ensure interoperability with these devices from one central hub using a companion app. It does this reliably without the typical headaches and performance problems that are common with smart home solutions today.

\* Control of some smart home devices may require hardware-based and software-based bridges.



Lynx MiND transforms your gateway, NAS, wireless router or STB into a central smart home hub.

### Why Partner With Lynx?

- » More than 13 years of experience delivering embedded solutions
  - » Our market leading product Twonky has been cross compiled with more than 150 tool chains and has been embedded in tens of millions of consumer devices
- » Experience developing apps and software development kits for app development
  - » Lynx branded Android and iOS apps
  - » Software development kits used by customers to develop Android and iOS apps
- » Experience developing and extending standards
  - » Lynx is a member of OCF (the Open Connectivity Foundation)
  - » Lynx is a member of the IoTivity Steering Group and is the Planning Function Leader for IoTivity
  - » Over 13 years of experience driving industry standards including DLNA and UPnP
  - » Support for all major operating systems

- » Established customers in the CE space with devices that are available 24/7 in the home
  - » We serve Forbes Global 2000 customers across North America, Europe, Asia and Japan

### Ready to Get Started?

If you are ready to join the Lynx ODM Channel Program and maximize your success in selling smart home solutions, please contact us at: [sales@lynxtechnology.com](mailto:sales@lynxtechnology.com) or +1 (855) 596 9832 ext 1.



Lynx is a member of OCF

