



SmartStart 1.0

Creating the Category

Start your car from virtually
anywhere with your iPhone

- Unlimited range
- Ultimate user interface
- Keychain consolidation



Building Awareness

- 500 million impressions from PR efforts
- 500,000 consumers have SmartStart on their phone
- Top-10 Lifestyle app
- “Coolest thing at CES”
- *But...over 30% of active dealers still have not bought*



New year. New resolutions. New apps.

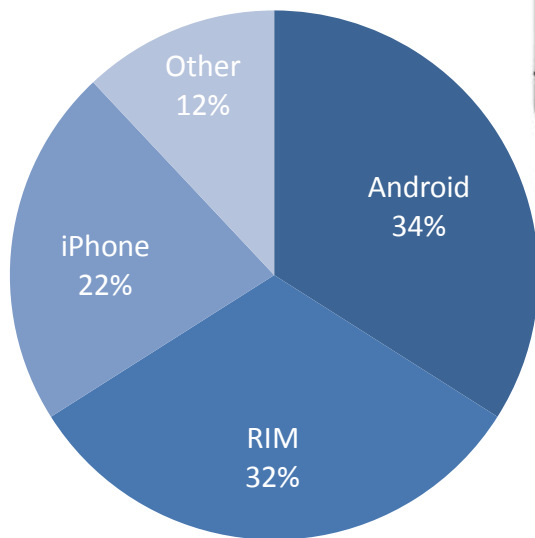
<p>Weight Watchers Free • Resolved to stay fit? Now you can get healthy tips and free recipes from one of the top names in weight loss - all year long. And if you're a Weight Watchers member, you can also track and calculate your points.</p>	<p>Dragon Dictation Free • Send messages easier and faster without typing a single word. Dragon Dictation recognizes and transcribes what you say and lets you paste it directly into an email or text.</p>	<p>Yelp Monocle Free • Find a new place to eat in a whole new way. Just point your iPhone camera down any street and Yelp Monocle will overlay restaurant ratings, pricing info and even how many miles away they are, right on your screen.</p>	<p>Ustream Free • Use your iPhone to stream live videos to your family and friends, as you shoot it. Through your Ustream channel, you can also share your videos on Twitter, Facebook and YouTube.</p>
<p>e-Secure Free • Manage your Protection One home alarm system wirelessly from your iPhone. Turn your alarm on or off, receive text alerts, and more - even when you're away from the house.</p>	<p>RedEye Free • Too many remotes cluttering your home? Turn your iPhone into a handy universal remote that can control your DVR, DVD player and stereo through your RedEye system.</p>	<p>Green Outlet \$2.99 • Run a more eco-friendly home in 2010. Just enter in what appliances you use and how often each day and Green Outlet will help you identify where you can save energy - and money.</p>	<p>Jibbigo \$24.99 • Carry a personal Spanish translator in your pocket. Just tap to record any phrase and Jibbigo will play it back in Spanish - or any Spanish phrase back into English.</p>
<p>Master Control Free • Looking to improve your soccer skills this year? This elite Nike training app features instructional videos from FC Barcelona coaches. Get tips on ball control, see drills in the pros use and even learn some of their signature moves.</p>	<p>ecobee Free • Control your home's ecobee Smart Thermostat even when you're away. Adjust the temperature right from your iPhone so you can make sure you conserve energy costs but still come back to a cozy house.</p>	<p>Viper SmartStart Free • Turn your iPhone into the ultimate keyless remote. With SmartStart installed in your vehicle, all you need is your iPhone to lock, unlock, or even start your car from just about anywhere.</p>	<p>New York Subway \$0.99 • There's an amazing new way to find the nearest New York subway station. Just aim your iPhone's camera in any direction and NY Subway will superimpose station information and distances right on your screen.</p>

It's a new year with new amazing apps. From live streaming video to augmented reality, there are over 100,000 apps for just about anything. Only on the iPhone and the nation's fastest 3G network.

at&t iPhone 3GS

© 2010 Apple Inc. All rights reserved. 1-800-MY-APPLE or www.apple.com. 3G not available in all areas. Wireless service plan required. App availability and pricing subject to change.

Covering More Smartphones



Cover nearly 90% of smartphones sold in Q2

Researching the Market

- Performed market research throughout the year
 - Conducted consumer research with app downloaders
 - Reviewed iTunes consumer feedback
 - Salesforce worked retail to sell SmartStart
- Key learnings
 - Hardware price point is #1 objection
 - Service price point not an objection
 - Many customers want security - driving package price higher
 - SmartStart driving non-traditional customers into the store with different price expectations

SmartStart 2.0

2.0 – The Strategy

- **Lower Price**
 - Expands market
 - Trumps competition
- **New Systems**
 - Affordable remote start systems
 - New hybrid systems
- **More Compatibility**
 - More DEI hardware
 - More smartphones
- **More Features**
 - Expanding value proposition
 - New feature releases each month in 4Q

Lower Price

System

2009

2010

\$500+
(includes 1 year service free)



\$299
(\$49 per year service fee)

Complete Remote Start System under \$300

Module

2009

2010

\$299
(includes 1 year service free)



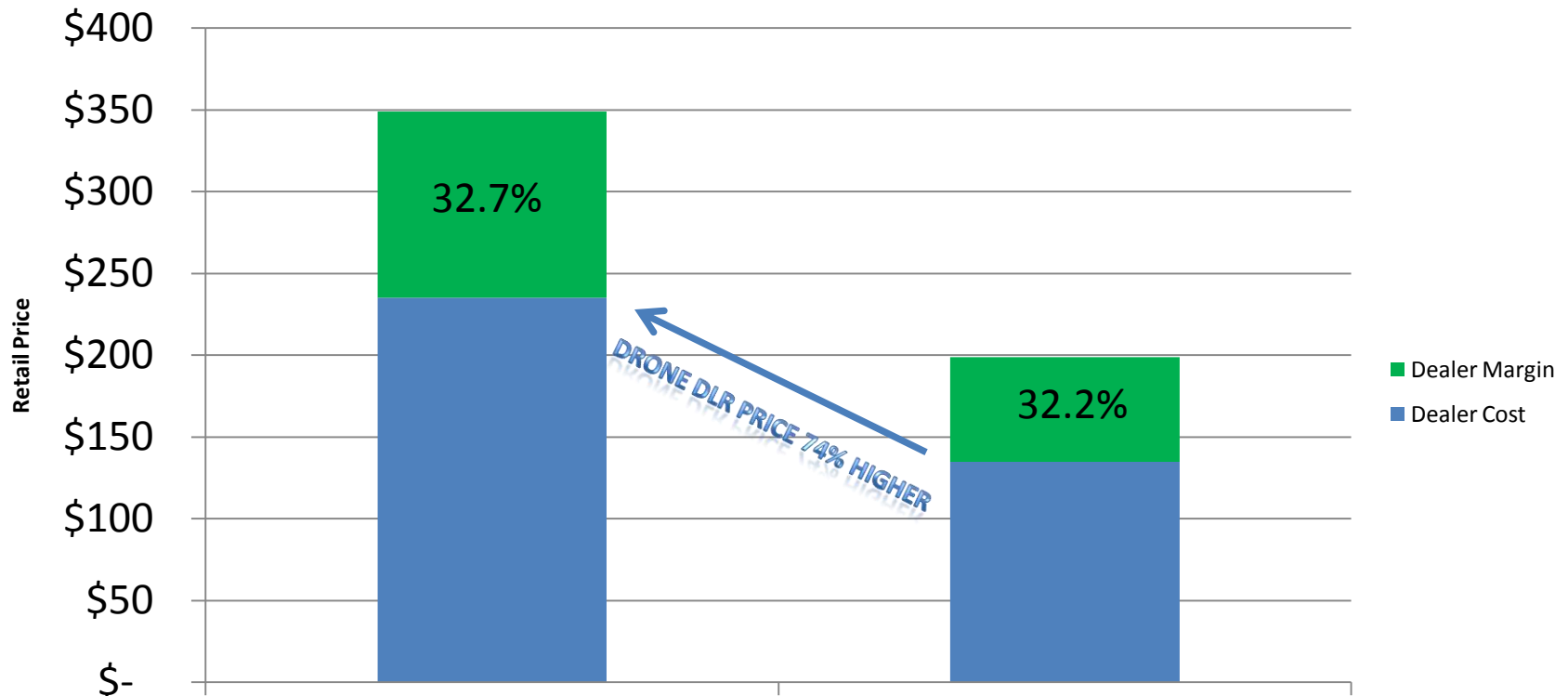
\$199
(\$49 per year service fee)

Plug in a whole new customer base for \$199

Note: All prices are MAP

Lower Price

Module-Only Comparison



SmartStart Dealer Price \$100 Less!

New Systems

SmartStart 1.0

SmartStart 2.0

(V/P/X)SS5000 – Hybrid Package

MAP \$499.99 + \$49.99 / year

- Remote start plus security system
- SmartStart module
- Transmitter & antenna control center

(V/P/X)SS3000 – Remote Start Package

MAP \$299.99 + \$49.99 / year

- Remote start system
- SmartStart module
- No transmitter or antenna control center

(V/D)SM100 – Add-On Module

MAP \$299.99 + \$29.99 / year (1st year included)

- SmartStart module
- Compatible with 4x/5x systems only

(V/D)SM200 – Add-On Module

MAP \$199.99 + \$49.99 / year

- SmartStart module
- Compatible with all ESP2 – Premium and Promo

New Systems

SmartStart pricing/margin model - 2009 > 2010

2009 models	Description	Dealer *	MAP	DLR GP
DSM100	Directed SmartStart Module	197.00	299.99	34%
VSM100	Viper SmartStart Module	197.00	299.99	34%

2010 models	Description	Dealer *	MAP	DLR GP
DSM200	Directed SmartStart Module	135.00	199.99	32%
VSM200	Viper SmartStart Module	135.00	199.99	32%
> (bundled w/4102V/P/X)	Viper SmartStart RS System *	196.20	399.99	51%

* assumes 15% volume pricing plus 10% additional

VSS3000 (CS3000, PS3000)	Viper SmartStart RS System	165.00	299.99	45%
VSS5000 (CS5000, PS5000)	Viper SmartStart Security/RS System	200.00	499.99	60%

Accessories

9474T	SmartStart Remote Kit	40.00	99.99	60%
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Net Dealer Price*

No further discounts apply. Excluded from Volume discounts, Quarterly Co-op Program, monthly quarterly or yearly promotions.

More Compatibility

- **More Smartphones**
 - iPhone, Android and BlackBerry
 - 90% of all new smartphones sold are covered and available NOW
- **More Hardware**
 - Premium and promotional systems (all ESP2)
 - Autostart and Astrostart
 - 90% of all DEI systems

More Features

- Smart Alerts via text message (SMS)
- Launching a new feature each month
- Starting with...



Viper Motor Club


- **Included as part of new service plans**
- **\$79 Value for no additional cost**
- **Benefits include:**
 - Locked out? Dead Battery? Need a Tow? We've got your back
 - 24/7/365 roadside assistance throughout the US and Canada
 - Licensed, insured fleet of 30,000 service providers
 - All available at the push of a button in the SmartStart App




New Service Plans

- **\$29.99/Year *Basic* Service Plan**
 - Continues for early adopters (activated before 9/15/10)
 - Doesn't include Motor Club
- **\$49.99/Year *Secure* Service Plan**
 - For activations after 9/15/10
 - Includes Motor Club membership
- **\$99.98 3-Year *Secure* Service Plan**
 - 3 years for price of 2 (or *"first year free"*)
 - Includes Motor Club membership
 - Less than \$3/month
- **New plans effective 9/15**
 - Customers activate through new self-serve portal after install

Customer Activation

[>>](#)[ShareThis](#)[Viper on](#)[t](#)[f](#)[y](#)

MY SMARTSTART


 Secure Login

Email Address


Password [Forgot Password?](#)

If this is your first time visiting the site, log in using your email address and the password sent to you in the SmartStart welcome email.


Viper SmartStart for iPhone™



Viper SmartStart for BlackBerry™



Viper SmartStart for Android™ Smartphones



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Customer Activation

The screenshot shows the Viper My SmartStart web interface. At the top, there is a navigation bar with the Viper logo, a search box for SmartStart updates, and social media links. Below this is a header with the 'MY SMARTSTART' logo, a user greeting 'Welcome, Jon Babad', and links for Help, Contact Us, and Logout. The main content area is titled 'Manage SmartStart Devices' and contains a table of installed devices. A sidebar on the left has buttons for 'SmartStart Devices' and 'Account Information'. The footer includes copyright information, legal links, and the Directed logo.

VIPER Enter Email for SmartStart Updates >> ShareThis Viper on Twitter Facebook YouTube

MY SMARTSTART Welcome, Jon Babad Help | Contact Us | Logout

Manage SmartStart Devices

Below you will find your installed SmartStart device(s). Click the appropriate button below to Activate, Renew or Reactivate your SmartStart subscription for that device (if applicable). You can also click the View/Edit link to see device details and update your vehicle information.

Action	Vehicle Name	Air ID	Brand	Service Plan	Status	Details
Activate	dei test device 2	DEI-TEST5	Clifford	n/a	Inactive	View/Edit
Activate	Jon's Mustang	DEI-TEST4	Clifford	n/a	Inactive	View/Edit

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Customer Activation

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MY SMARTSTART Welcome, Jon Babad [Help](#) | [Contact Us](#) | [Logout](#)

Manage SmartStart Devices

SmartStart Devices

Account Information

Select a Service Plan > Billing Address > Payment Information > Terms & Conditions > Review & Submit > Purchase Complete!

Select a Service Plan

Below are the SmartStart service plans available for your vehicle Jon's Mustang (Air ID: DEI-TEST4):

- SECURE SERVICE PLAN (3-YEAR) - \$99.98**
3-year activation
Limited time offer!
Includes the first year for free!
Includes membership in the Viper Motor Club roadside assistance program
- SECURE SERVICE PLAN (1-YEAR) - \$49.99**
1-year activation
Includes membership in the Viper Motor Club roadside assistance program

* For your convenience, all service plans will be automatically renewed. [Click here for more details.](#)

[Start Over](#) [Continue](#)

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VIPER

Enter Email for SmartStart Updates

ShareThis

Viper on

MY SMARTSTART

Welcome, Jon Babad

Help | Contact Us | Logout

Manage SmartStart Devices

Select a Service Plan ✓ Billing Address ✓ **Payment Information** > Terms & Conditions > Review & Submit > Purchase Complete!

Payment Information

Enter your credit card details below. You will be able to review your order before it is submitted.

* Indicates required field

VISA MasterCard AMERICAN EXPRESS

* Card Number

* Exp. Month 1 * Exp. Year 2010

* Card ID

Visa, MasterCard: Last 3 digits on the back of the card
American Express: Last 4 digits on the front of the card

Start Over Continue

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Customer Activation

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VIPER Enter Email for SmartStart Updates >> ShareThis Viper on

MY SMARTSTART Welcome, Jon Babad Help | Contact Us | Logout

SmartStart Devices

Account Information

Manage SmartStart Devices

Select a Service Plan ✓ Billing Address ✓ Payment Information ✓ **Terms & Conditions** > Review & Submit > Purchase Complete!

Terms and Conditions

By purchasing a service plan, you agree to the following terms and conditions. You must review and agree to them before continuing to the next page where you will finalize and submit your order.

SMARTSTART TERMS AND CONDITIONS

THIS IS JUST A PLACEHOLDER

THIS SERVICE IS PROVIDED TO YOU AS AN AUTHORIZED DIRECTED ELECTRONICS DEALER OR DISTRIBUTOR AND IS INTENDED FOR THE SUPPORT OF INSTALLING AND TROUBLESHOOTING DIRECTED ELECTRONICS PRODUCTS.

TERMS OF SERVICE

Don't Agree Agree

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New Merchandising

