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Bluelon Partner Definitions

Bluelon is always looking for partners of various types. The following describes our partner categories and definitions. Should your organization be interested in becoming a partner then please contact Bluelon at partner@bluelon.com with a brief description of your organization and how it could benefit from becoming a Bluelon partner.

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ORIGINAL EQUIPMENT MANUFACTURER (OEM):

Original Equipment Manufacturers (OEM) embed or bundle Bluelon's technology in specialized turnkey systems that include the OEM's own hardware intellectual property (IP), resulting in substantially different functional characteristics. OEM partners maintain their own sales, marketing, service and logistics functions, and their solutions are distributed under the OEM label and branding, with a "Powered by Bluelon" logo. An OEM is normally not assigned an exclusive sales region.

INTEGRATOR:

A company that resells another vendor's products combined with consulting services of its own. An integrator typically provide generic Bluelon "out-of-the-box" solutions for the end user including installation, configuration and maintenance services. The original product name is always used. Integrators do not have an exclusive sales region.

VALUE ADDED RESELLER (VAR):

A company that resells another vendor's product together with additional software, hardware or consulting services of its own, thus adding substantial value. A VAR typically provide complete end-to-end custom integrated solutions for the end purchaser. The original product's name is usually used. VAR's normally does not have an exclusive sales region.

DISTRIBUTOR:

Distributor resells Bluelon's products to 1st tier partners and provides a suite of defined services to partners including market coverage, sales, support, finance, technical pre- and post-sales training, support and partner recruitment. Some distributors also provide aggregation, inventory and logistics services. The distributor normally *does not* sell directly to the end user customer. Essentially, a wholesaler - these companies fulfill Bluelon's products (especially, "volume products") in a timely fashion and may assist partners with integration services. Distributors normally have an exclusive sales region where the distributor represents Bluelon "in country" or "in region".