



## 7 years FREE Support & Updates. Why? Because we truly believe its the right thing to do.

### Introducing our remarkable Crispin4Life Support Plan.

Organizations invest in Crispin solutions because they work. Crispin's business-critical applications help streamline operations, improve on-air presentation and enhance a facility's brand. The solutions are effective from the beginning - and remain that way, in part because of Crispin's devoted, unsurpassed support services.

Now, Crispin has enhanced its service and support offerings with flexibility that keeps an organization on the cutting edge as products and services improve. Crispin 4 Life offers a new option for extended technical support. Instead of an annual-based policy that covers current Crispin software applications, the new policy provides an additional option that supports future capital investments. Customers have the ability to plan their deployments of Crispin technology with increased predictability and dependable technical support. So, by us eliminating costly (5-15%) annual support contracts, could you use those capital expenditures more wisely?

Throughout the past year, Crispin has been involved with measuring the effectiveness of our service and support department, our current support plans and the frequency and depth of issues we respond to on a daily basis. Through solid research, including information garnered from our customer base, we've identified that most support incidents occur in the first few months post-installation. With this in mind, we've decided to fashion this unique support plan that makes more sense for our customer base. We asked ourselves, "Why are our customers paying for a high-level of support every year?"

Under Crispin 4 Life, customers will be eligible for up to seven years of technical support for their Crispin solution. The plan covers all Crispin software products, including "legacy" and future releases. Best of all, our new service and support plan is included! It costs nothing. We've spent a great deal of time addressing software concerns and improving the reliability of our product line. We stand by our products and we don't think you need to pay for a high level of support.

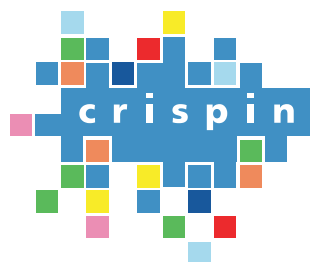
#### What's included?

- 24/7/365 resolution of Crispin issues
- Corrective releases for the software

We created a new email address, [welisten@crispincorp.com](mailto:welisten@crispincorp.com) to allow our customers to share their comments, feedback and operational suggestions.

We are committed to personal attention and working closely with you to develop a trusting, long-lasting relationship.

Crispin.



Automation with a Human Touch



## Frequently Asked Questions: **Crispin4Life** Support Plan.

### **Why are you offering this support plan?**

We continue to listen to our customers and EVERY customer has expressed to us the pain they face in having an on-going fee requirement. We believe that it is our responsibility to provide you with software that performs as advertised and you should not have to pay extra to get it after the sale.

### **What is the cost of the Crispin 4 Life support plan?**

It's free. Under the new support policy, customers will be eligible for up to seven years of technical support for their Crispin solution upon completion of their initial installation. You must be a current (up-to-date) support customer to be eligible for this policy.

### **What does it cover?**

Crispin 4 Life covers all Crispin software products for seven years at its initial location of installation.

### **What doesn't it cover?**

This new policy will not cover any elective changes a customer makes to their system (e.g., new traffic system) nor does it extend to hardware. In order to facilitate lower costs for PEG customers, the Crispin COMMUNITY package is NOT ELIGIBLE for this program.

### **What's your hardware warranty?**

Hardware is still covered under our standard three year warranty. The three year warranty covers equipment failure for all Crispin manufactured equipment.

### **What happens if my equipment fails after three years?**

Crispin customers can choose to purchase a hardware replacement policy at the time of the original purchase. Upon completion of the three year term, Crispin will replace any equipment (exclusive of options) no longer covered by the hardware warranty for a basic swap out fee per workstation.

### **Will this plan entitle me to new upgrades?**

This plan will not include any upgrades which qualify as new products or which add significant new functionality to existing products. Crispin will provide maintenance releases as necessary, during the 7-year period.

### **What happens to my support plan after 7 years?**

We are offering seven years of support from the date of activation for the initial installation. We chose that time period based on the observed times of replacement cycles among our customers. Most customers replace equipment and software on cycles of less than seven years, so we thought that time period was fair and reasonable. We are constantly developing new ways to service this on-going commitment.

The other question that comes into play here is whether a previous version of software is still being supported by Crispin. As you probably know, software companies do not support software versions indefinitely. Accordingly, it might be that a particular software module would no longer be supported once the seven year period has expired. It is our intention to consider any request for support past seven years individually. We will provide options and you will be able to select the plan that will best fit your service and support needs.

### **Does the plan include revised device drivers as well?**

Industry standard drivers as defined by Crispin are included as are fixes to these drivers.

### **Does the plan include NEW device drivers?**

Crispin has never charged a device interface fee. However, this would be an elective change that requires new implementation support. The cost of this has been \$600 under most circumstances.

### **Does the plan include traffic file revisions?**

Because these are elective changes, traffic file revisions are not included in the new plan.

### **What would traffic rules conversion files cost me?**

The cost of this has been \$150 - \$600 under most circumstances.

### **What will be the estimates for future work?**

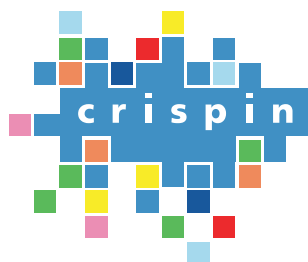
We can provide a cost estimate on any work you may need, provided we have a clear definition of your requirements.

### **How do I find out more about the Crispin 4Life support plan?**

Please contact:

Kelli Smith at 919-433-9522 or via email at :

kelli@crispincorp.com.



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