



4 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 automation and asset management solutions because they work. Crispin's business critical applications help streamline television 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.

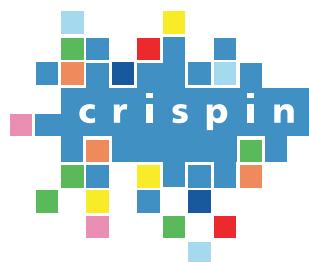
Now, Crispin has enhanced its service and support offerings with flexibility that keeps an organization on the cutting edge as products and services improve. Crispin4Life offers a new option for extended hardware and software support. Instead of a traditional 1 year hardware warranty and recurring annual software and support agreement, **Crispin4Life** extends both hardware and software support for a **Full 4 Years**.

The plan covers all Crispin manufactured hardware, Crispin software products, including "legacy" and future releases. Best of all, our new service and support plan is included! It costs nothing. We stand by our products and we don't think you need to pay extra for a high level of support.

What's included?

- 24/7/365 resolution of Crispin issues
- Corrective releases for the software
- Crispin hardware (parts & labor)

We are committed to personal attention and working closely with you to develop a trusting, long-lasting relationship. Call us 919-845-7744 or send an email to sales@crispincorp.com.



Automation with a Human Touch

Ask any of our competitors if they can match this remarkable support plan.



What's the catch?

There's no catch! We've offered Crispin4Life since 2006 and most of our customers are participating in this program. How can we afford to do this? Quite simply, our business model is based upon innovation and bringing new products of great value to our customers. And because we deliver quality products, we can back it up with a support plan and warranty that customers don't have to pay extra for. By relying on innovation to drive our business instead of upcharges or extra support fees, we believe we're putting our customers' needs first.

Frequently Asked Questions: Crispin4Life Support Plan.

Why are you offering this support plan?

We're so confident in the quality and reliability of our automation and asset management solutions that we can extend this support plan to our customers. Not only is a great value to our customers but it's a reflection of our deep conviction that we have a responsibility to provide you with great solutions that perform as advertised. We simply believe that you shouldn't have to pay extra after the sale to get that.

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

It's free for all eligible customers.

Who is eligible for the Crispin4Life support plan?

Customers need only meet a few simple requirements to be eligible for the plan:

- The customer must be purchasing a new system or large system upgrade
- The customer must allow remote access to the Crispin support team
- Customers must agree to standard payment terms and discounts
- Customers must be based in the U.S.
- Existing customers must be current (up-to-date) with support

What does it cover?

Crispin4Life covers all Crispin hardware and software products for four 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 or changes to controlled devices). It does not include any third party hardware that Crispin resells. The hardware warranty also excludes damage to the hardware that caused by power surges, vandalism or negligence, etc.

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 four 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 4-year period.

What happens to my support plan after 4 years?

We offer low cost annual support agreements for customers who elect this additional coverage. We also provide support on an as-needed basis at an hourly rate.

Does the plan include revised device drivers as well?

All interfaces and drivers that are included in Crispin's list of supported devices are included.

Does the plan include changing devices?

This is an elective change and the support labor to make the change will be quoted at our low hourly rate and can often be completed remotely in 2-4 hours. The license for changing a driver is free when you're covered by our Universal Device Support Plan. New devices count towards your numbered device port license total.

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?

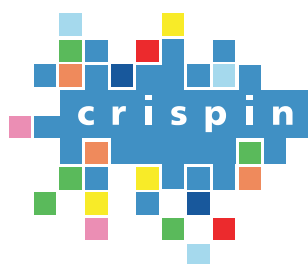
The cost of this has been \$200 - \$800 under most circumstances.

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?

Call us 919-845-7744 or send an email to sales@crispincorp.com.



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