

TOTAL IMMERSION



- Datasheet  
**Partner Programs**

[www.t-immersion.com](http://www.t-immersion.com)

# Take advantage of a groundbreaking technology and become partner of Total Immersion, the world's leading company in augmented reality

According to analyst firm Gartner, augmented reality is in the top 10 disruptive technologies for 2008-2012. Today Total Immersion gives you the ability to sell the most comprehensive augmented reality offering in the market place. Join Total Immersion Partner Programs and:

- **Rise above your competitors with a state-of-the-art technology**
- **Generate significant revenue opportunities in service and expertise**
- **Get a 30% discount on every Total Immersion product**

## New opportunities in augmented reality

Discover new opportunities in the augmented reality market space that will help you drive revenues.

### Event

Create next generation of event with breathtaking on stage presentation and participative experience.

Alstom on stage event won 3 prizes: European Convention of the year, Best Convention and Best use of the technology.



### Online Marketing

Invade Web 2.0 with new kind of online campaigns increasing web traffic and ensuring worldwide spread of customer messages.

Our top augmented reality campaigns have generated more than 100.000 visits in less than 10 days and doubled the average time visit.

### Themed Entertainment

Propose new interactions, experiences and 3D shows to amusement industry.

Our prepared packages for Themed Entertainment industry ensure to operator high and proved return on investment.



### Point Of Sales Advertising

Advice powerful point of sales advertising campaign with high transformation rates.

People become personally attached to a product within the first 30 seconds of contact.

### Mobile

Design compelling Augmented Reality mobile applications for users wherever they are.



## > Choose your specific Partner Program

Our professional augmented reality platform software D’Fusion® is now available for you to resell or to use to enhance your own applications. Choose your program that will fit your business needs.

### > Certified AR Agency:

Thanks to your expertise, experience and creativity, propose augmented reality solutions to your customers. Total Immersion and VAR take care of the turnkey application delivery.

### > Value Added Reseller (VAR):

Create your own augmented reality scenario thanks to our development tool **D’Fusion Studio**. Produce and deliver the full AR experience to generate value on every project.

## Partner Program features

Partner Program features		Certified AR Agency	VAR
<b>Sales materials &amp; Presales Support</b>	> Dedicated Partner Manager for sales support.	●	●
	> Partner Extranet : access to updated sales material similar to TI sales team (Videos, brochures, datasheets and demonstrations set)	●	●
	> Sales Webex	●	●
	> Dedicated presales support team	●	●
<b>Discount</b>	> 30% off on official pricing list for RunTime licenses	●	●
<b>Development tool</b>	> D’Fusion Studio software		2
	> Dedicated Technical Support Team		●
	> Technical training (days)		2
	> Applications tutorials		●

## > Project workflow

Total Immersion has a full cross functional team available to manage the entire needs of the project. Typical development time for projects is 4-5 weeks.

### > DEFINE SCENARIO

Work with the client to develop the augmented reality scenario.

### > CONTENT

3D artists develop assets for the customized solution. Sound effects, video files and other assets are sourced.

### > PROGRAMMING

Engineers customize the solution through D’Fusion scripting – where the interactivity of the user experience is developed.

### > FINAL DELIVERY

The customized solution is QA tested and delivered.

## About D'Fusion®

**D'Fusion Studio** is a state of the art solution to develop compelling augmented reality applications with a high level of quality, using simple coding and secure content to protect your customer's image brand. D'Fusion® is composed of two main modules:

**D'Fusion Augmented Reality** for animating and rendering 3D objects and **D'Fusion Computer Vision** for calibration and tracking of 2D/3D objects.

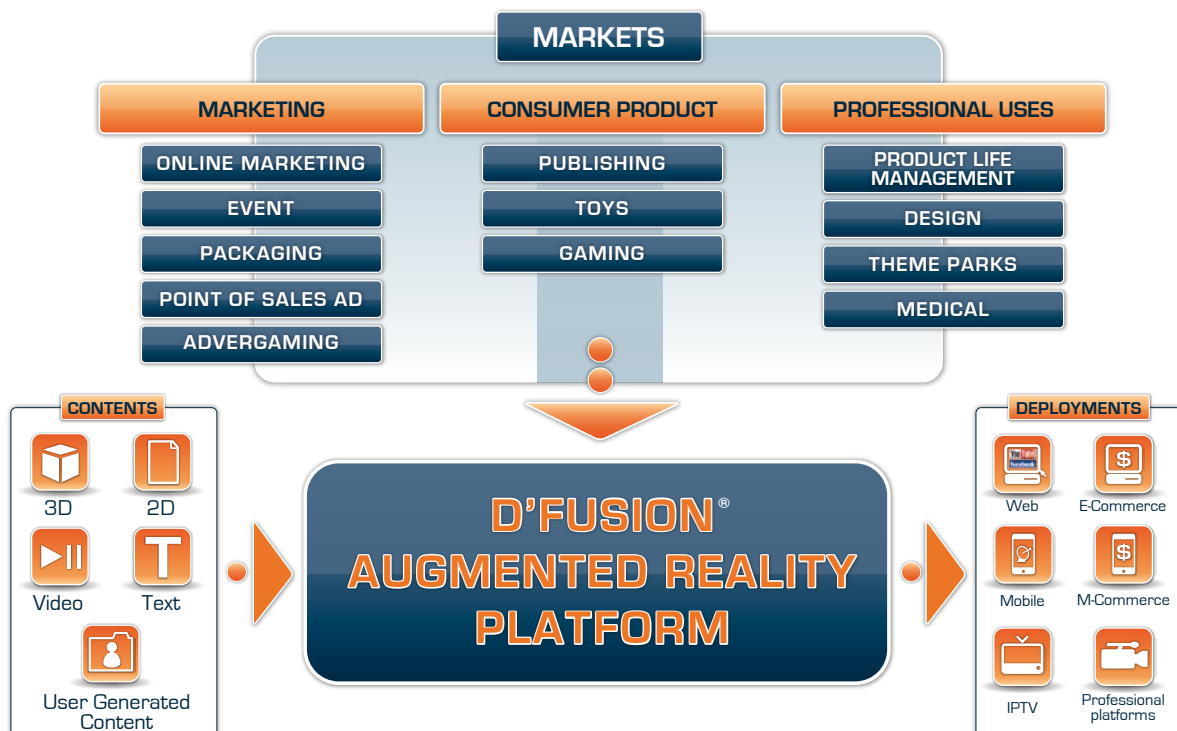
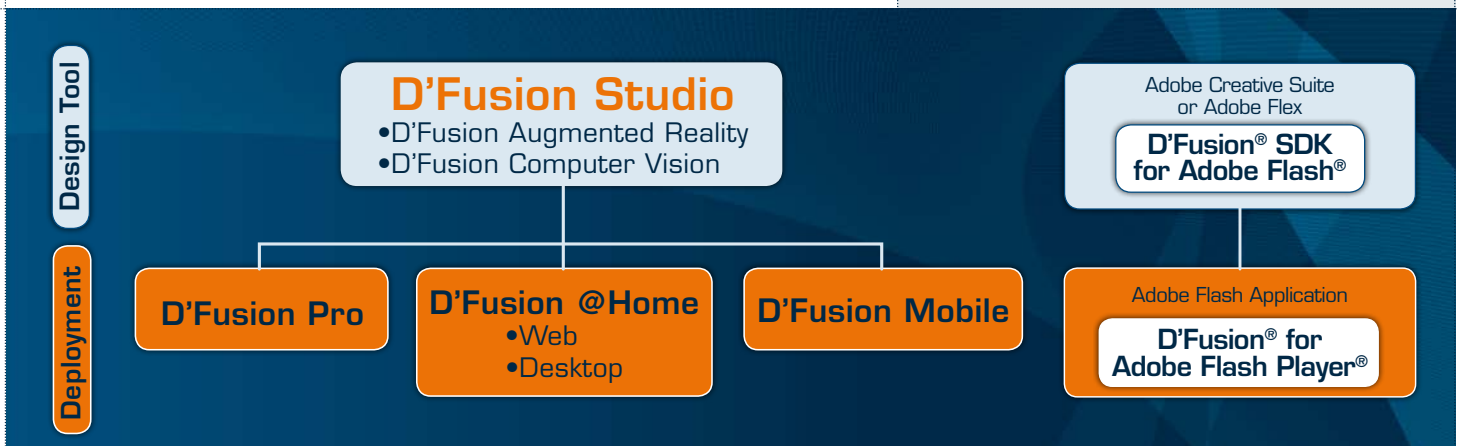
Create the application once with D'Fusion® and run it on any kind of platform you wish :

- **D'Fusion Pro** (for professional applications like events, kiosks, etc),
- **D'Fusion@home** (for online applications),
- **D'Fusion mobile** (for mobile applications).

### Benefits for all Partner Programs:

- 30% discount on every product
- secured intranet access to sales and marketing material: our dedicated Partner Team will help you to be successful and provide all necessary document, demonstration and videos
- training session: take advantage of our experience in propose and sell successful augmented reality solution and concepts.

➤ Watch the tutorial «How to create an AR Experience in D'Fusion®»



**> FAQ**

**Q: What am I suppose to sell? The software tools or projects ?**

**A:** Total Immersion certified partners are authorized to sell turnkey projects to their customer basis. D'Fusion® technology allows to perform augmented reality projects in all described market segments. The value proposed to customer is a mix of D'Fusion® technology, and creativity proposed by partners to match target defined by the customer.

**Q: If I sell projects, what are my responsibilities ? Is it only making the connection to TI or more ?**

**A:** As a certified AR Agency, your responsibility is to use all relevant means to understand clearly the project, express it to Presales department, so that final scope of work agreed can be feasible and accurately defined.  
**As a certified VAR,** your responsibility covers also all work (media content creation, scripting and project management) realized by your team, under Total Immersion's supervision.

**Q: How do I profit ? Is it fixed commissions per sale (if so how much ?) or is it based on the deal size ?**

**A:** As a partner, you benefit of 30% discount over standard worldwide TI pricelist (licenses). As a certified creative partner, you can consider Total Immersion work as a subcontracting part of final project proposed to customer (both for license & service requested); You deal with your customer the same way to establish customer price and create your margin. Indirect Channel department is there to support you in negotiation process. As a certified VAR, you add another profit part linked to service performed by your team.

**Q: Do I need to come to France for the training?**

**A:** Training is mandatory to allow teams to know each other and optimize further communication flow. Training can be held in TI main offices (Hong Kong, Los Angeles and Paris).

**Q: How does TI manage the communication with partners? Is it mostly by phone and email ?**

**A:** 3 main ways of communication.

What	Frequency	Channel
Business newsletter	Monthly	Mail
Partner extranet	Real time	Web
Indirect Channel team	Real time	Phone/mail
Webex	Monthly	Internet

**My question is about:**

	Presales (before contract is signed)	Project Follow-up (once contract is signed)
My Questions	<ul style="list-style-type: none"> <li>How to handle a project submitted by a customer?</li> </ul>	<ul style="list-style-type: none"> <li>Questions about specific scripting matter</li> <li>Questions about specific 3D content creation</li> <li>Questions about bugs in D'Fusion®</li> <li>Questions about licence keys</li> </ul>
My Action	<ul style="list-style-type: none"> <li>I send a mail to support.presales@t-immersion.com (with project qualification form updated and storyboard attached)</li> </ul>	<ul style="list-style-type: none"> <li>I open a ticket on web-based support platform :                             <ul style="list-style-type: none"> <li>- describing my issue on an accurate way</li> <li>- with all issue related documents</li> </ul> </li> </ul>
Process@TI	<ul style="list-style-type: none"> <li><b>Step 1:</b> First analysis = Go / No Go</li> <li><b>Step 2:</b> if Go, first help is being provided to help close the project</li> </ul>	<ul style="list-style-type: none"> <li><b>Step 1:</b> ticket is open, number sent back to you</li> <li><b>Step 2:</b> ticket is being processed by technical team</li> <li><b>Step 3:</b> answer sent back by mail</li> <li><b>Step 4:</b> partner CLOSE the issue (send mail)</li> <li><b>Step 5:</b> ticket is closed ON PARTNER REQUEST</li> </ul>

## Total Immersion's Partner Network

Through the Partner Program, Total Immersion recognizes your qualification and your expertise in creativity and helps you increase customer demand for Total Immersion D'Fusion advanced technology and services.

Today D'Fusion® platform is known to be the most comprehensive solution in the market place. Our reputation for quality, reliability and security will give you and your customer confidence and peace of mind.



 **Contact Us:**  
contact@t-immersion.com

**Total Immersion - NA**

- **Americas HQ**  
5900 Wilshire Boulevard,  
Suite #2550  
Los Angeles, CA 90036  
USA  
T: +1 323 617 5577

[www.t-immersion.com](http://www.t-immersion.com)

**Total Immersion - EMEA**

- **EMEA HQ**  
22 rue Edouard Nieuport  
F-92150 Suresnes  
FRANCE  
T: +33 (0) 1 46 25 06 10
- **UK and North Europe**  
3000 Hillswood Drive  
Hillswood Business Park  
Chertsey, Surrey, KT16 ORS  
United Kingdom  
T: +44 (0)1932 895 755
- **Germany and East Europe**  
T: +49 15 122 65 29 99
- **Spain and South Europe**  
T: +34 91 503 02 93

**Total Immersion - APAC**

- **APAC HQ**  
21/F On Hing Building,  
1, On Hing Terrace Central  
Hong Kong  
T: +852 3971 9102
- **Japan**  
Level 9 Ariake Frontier Building  
Tower B  
3-7-26 Ariake,  
Koto-ku, Tokyo 135-0063  
Japan  
T: +81(0)3 5530-8968  
M: +81(0)80 5643 6009

[www.t-immersion.asia](http://www.t-immersion.asia)