



Surveillance

SurveillanceOnline.com

Internet Video Recorder
Digital Video Recorder
Cameras
Accessories



Point of Sale

GreenWayPOS.com

Our point of sale systems
increase your profits
by cutting costs



Thin Clients

SurveillanceOnline.com

Recertified Winterns
Virtual Desktops



Web Design

ThatsASite.com

Template-based
Web Design and
Web Hosting Services

RS02-1010



Toll Free 1.800.469.6484

Local 1.630.375.9275

Fax 1.630.375.9344

CintronicsOnline.com

Cintronics Reseller Program

As a CintronicsOnline Reseller, you'll qualify to resell a variety of different product lines. From simple things like Wyse Technology's thin clients to state of the art digital video surveillance systems and industry leading point of sale equipment including PCAmerica's POS software.

We have 3 product lines: surveillance (SurveillanceOnline.com), point of sale/virtual POS (POSWorldOnline.com), and thin client/virtual desktop (WyseStore.com).

DON'T MISS THE BENEFITS!!!

Become a reseller of any or all of these product lines and receive a customized webstore from ThatsASite.com, a product line with YOUR logo on the user interface, plus customized marketing materials!

We offer industry-standard warranties on each and every product, allowing you to offer the same to your clients—a low-pressure sale. Imagine having an entire tech support and IT department at your fingertips!

Qualified Reseller Training

Have you ever found yourself wondering what "Thin Client" means, or its applications? Or perhaps you are confused by other terms such as infrared, IP address, or File Transfer Protocol. Does the idea of having to set up a website with a shopping cart leave you puzzled? Worry no more! CintronicsOnline is here to help. With our comprehensive reseller training program we can train you and your sales people to truly understand the business network, point of sale, and surveillance industries and their constantly changing standards. Not only do we offer technical training, but we also offer SALES training! Have you ever heard of a product distributor that will take your success as seriously as its own? We Do.

Customized Marketing Materials

What would you say about a distributor that could offer you custom professional marketing materials bearing your logo and contact information? How about a custom webstore? We offer these advantages AND the ability to pay for them using earned co-op dollars. That's right! Use your custom marketing materials and professional website to generate leads. Arrive at your sales appointments with glossy marketing materials and spec sheets that are designed specifically for your company. How about an online demo on your website? At the same time you're taking orders at your webstore! Now THAT is the power to compete!



CUSTOMIZED MARKETING MATERIALS

Customized Webstore

Web-based marketing has undoubtedly caught your attention. We're also sure that the price of these efforts has caught your eye. Web-based marketing is effective; unfortunately it is also very expensive. At CintronicsOnline we understand this technology.

Cintronics Reseller Program

We live the web, and we would LOVE to offer you a webstore—customized with your logo, Home page, About Us page, and contact information—thus allowing you to market our business network, point of sale, and surveillance products and services *as your own* to your customers. We can do that with no out of pocket expense to you. Imagine the power to compete on the web!!

We'll supply your webstore and products, you take the orders. Imagine customers coming to you! Take advantage of the new age of e-commerce so you can compete on every level.



CUSTOMIZED WEBSTORE

Co-op Marketing Funds

For each system that you purchase from Cintronics, a portion of your purchase dollar will go to offering you an unheard of marketing advantage. You say you want to hit every gas station and convenience store in the your local area? No Problem! We will help you customize marketing materials for that vertical market. We also offer co-op funds for other business and marketing materials such as your webstore and catalogs.

Technical Support & Documentation

You now have the power to solve even the most complicated technical problems. Our tech support department will not only walk you through the installation of any CintronicsOnline system, but they will also call your client should they ever have a problem and represent your company in the most professional and effective manner possible. Imagine having your own on-call professionals on staff. Now imagine not having to make their payroll. Imagine your company image with this advantage at your fingertips.

Ever been confused as to what microprocessor to use, how much memory for a specified number of users, or which camera will give that perfect angle to clearly read a license plate at 50 feet? Or perhaps you'd like to know how much resolution you will need in order to distinguish a \$50 bill from a \$20 bill with a 12 foot ceiling and low lighting?

What if your distributor not only offered you detailed spec sheets of all your products (with YOUR logo!) but also offered you the ability to call and speak with any one of many experts able to suggest a specific product for a specific situation? Would you say that your sales force is now on a higher playing field? Better yet, let's consider how your client will perceive your new found ability to offer the perfect product for their application, and how they will tell their friends about how professional your company is. THAT is what a distributor should be and THAT is what WE offer you.

**Get Started Today! By Downloading Our
RESELLER APPLICATION**

<http://cintronicsonline.com/resellers/ResellerApplication.pdf>
Just Complete the Form & Fax It To 1-630-375-9344

Choosing A Webstore Template

Go to ThatsASite.com and select one or more templates that you think will work well for your company's webstore.

Please note that the webstore imposes its own basic structure—especially on product pages. The best templates are those that allow for a full-width top banner (Flash or plain HTML) and an HTML side menu, as in the images on the facing page. We'll review your template choices and give you our recommendations. Once we are agreed on the template for your webstore, we will proceed with its development, applying your chosen template to your webstore as best we can.

Here are some suggestions for finding a suitable template design:

Find a template that corresponds to your product or service.

Let's assume you operate a security firm. You're reselling our CintronicsOnline surveillance systems but in addition you sell alarms, keycard readers, etc.

Go to ThatsASite.com. Enter "security" in the keyword field of the the search form and press the "Search!" button. Voila!, pages of templates with security themes or security references.

But then you say "Ah, but those templates are too general—I specialize in restaurant security." Okay, look through the template categories listed in the left-side menu to see if other categories more applicable to your product or service are listed. You'll find general categories such as "Cafe and Restaurant" or "Food & Drink" that might contain useful templates. You can also enter a more general term in the keyword field of the search form.

Find a template that corresponds to your clientele.

"I can't find a template for for my particular product or service."

Okay, what kind of clientele do you serve? Urban professionals? Look through the "Business" category. Farmers? Look through the "Agriculture" category. Go to ThatsASite.com and find a template with a theme that corresponds to your clientele, and provide us with your logo, pictures of your facility, etc.; we will incorporate your images into your chosen template.

Find a template that corresponds to your location.

Where is your business located? In the middle of the big city with skyscrapers all around? Look through the "Architecture" category. In an oceanfront resort? Look through the "Travel" category. Find a template with a theme that corresponds to your location, and provide us with your logo and any other images; we will incorporate your images into your chosen template.

HTML Templates

HTML templates are preferred for webstores or sites having many pages or pages with dynamic (i.e. database-driven) content. Most HTML templates contain limited Flash animation such as animated headers and menus, but lack the spectacular page transitions typical of full-flash sites.

Choosing A Webstore Template

**UNCUSTOMIZED WEBSTORE
(ZEN CART)**



**CUSTOMIZED WEBSTORE
(WYSESTORE.COM)**



Full-Flash Templates

Full-flash templates cannot be directly applied to your shopping cart; however, it may be possible to create a introductory site or sub-site using a full-flash template, and then extract elements to use in your shopping cart's header, etc. A good example of this approach is our full-flash CintronicsOnline.com main site, which links to HTML sub-sections and shopping cart sites whose headers incorporate elements extracted from the full-flash site.

Full-flash templates are preferred if you want spectacular page transitions among a low to moderate number of pages. They are categorized as follows: Flash site, Flash site 8 (newest version), Dynamic Flash site (some content can be edited with a text editor).

We also have Flash Intro Templates, which are short introductory animations which can be integrated into your webstore like a splash page. They can be set to run only once per user.

Flash templates also have HTML versions included; these lack the nifty page transitions but often have animated headers which can be used in your shopping cart.

Full-flash sites are generally not considered to be as search-engine-friendly as HTML sites. The typical full-flash site is entered only via its home page—no external links to other pages. To the extent that you'll rely on search engine rankings to drive traffic to your web pages, you should avoid full-flash websites. On the other hand, if you expect that most of your website traffic will originate from other media that display your web address (e.g., your Yellow Pages listings, newspaper ads, tv/radio commercials), a spectacular full-flash site may be the better alternative.

Typically, the entire full-flash site is downloaded before the viewer sees the home page, so the wait time to see the home page is usually longer for a full-flash site than for an HTML site.

Building Your Webstore

At the start of the webstore development process, we ask that you:

- Provide the item number of your chosen template, plus any instructions for adapting it for your website—adding a logo, changing colors, changing menu items, etc. Please note that your template may include elements that are not fully functional; among these are web forms which usually require the addition of form handlers before they can actually function.
- Provide the text content for each individual web page—Home, About Us, Contact Us, etc.—in electronic format if possible: a word document, text file, etc. If text for some pages is not available, provide a brief description of the expected content.
- Provide any pictures—in electronic format if possible (gif, jpeg, etc.). For non-product pictures, please provide instructions regarding picture placement—at minimum the page and paragraph where each picture should be inserted.
- Provide any other specific instructions regarding the layout of content on specific pages.

Please note that the shopping cart imposes its own basic structure—especially on product pages. We will apply your chosen template and images to your shopping cart as best we can.

In the absence of specific instructions to the contrary, we shall endeavor to add content to the non-product web pages in the most straightforward manner—a columnar format with

appropriate pictures inserted at the left or right of the appropriate paragraphs, and with text flowing around the pictures—as *this* text does. Pictures will be resized to fit the content according to our judgment, but otherwise used as provided to us.



WYSESTORE.COM



YOURSTORE.COM

Keeping It Simple

Please understand that some items can greatly delay completion of a website; among these are:

- **Graphics processing:**
Adding border effects, compositing (combining several images into one), manipulating shape, colors, etc. You can facilitate the completion of your webstore by providing your pictures to us as you want them to appear; so that all we need to do is resize them to fit the content and then insert them into the content area.
- **Complex or crowded content:**
Unfortunately, it may not be possible to make certain complex or crowded content appear aesthetically pleasing in all browsers and at all text-sizes or accessibility settings, or it may require significant time to do so. (View ThatsASite.com/complexcontent.php for an illustration.) For web content, simplicity is the key to completing your webstore quickly.

Webstore Hosting/Administration

Webstore Hosting

Our webstores are based on Zen Cart. Please note that setting up your webstore on a host that is not “Zen Cart friendly” could be impossible or prohibitively expensive. Therefore, we prefer to host your webstore ourselves—to simplify matters and to hold down our costs and yours.

We can provide you, our reseller, with your webstore and associated hosting; resellers with sufficient sales volume will receive this free of charge. Your webstore comes with 240MB of disk space, 2GB monthly transfer, unlimited* email/webmail accounts and email forwarding. We can set up email accounts for you or you can set them up via the hosting control panel shown at right.



HOSTING CONTROL PANEL (CPANEL)

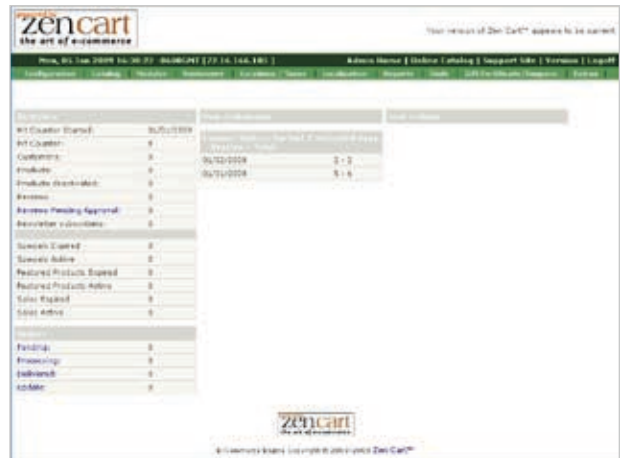
We can purchase a domain name and SSL certificate on your behalf, or set up your webstore under your existing domain name and certificate.

*You can add as many web pages, products, and email/webmail accounts as you wish—using the hosting control panel shown above—so long as their total size does not exceed your allotted disk space. We can provide instructions to make MS Outlook retrieve your email, thereby reducing the email left in your hosting account.

Webstore Administration

We will populate your webstore with products from the product lines which you have agreed to resell—surveillance (SurveillanceOnline.com), point of sale/virtual POS (POSWorldOnline.com), and/or thin client/virtual desktop (WyseStore.com).

Your webstore is administered via the Zen Cart control panel shown at right. Most of our resellers will find that they can handle the most common administrative tasks—checking on orders, running sales, etc.—without any assistance.



ZEN CART CONTROL PANEL

You would typically use the Zen Cart control panel to check for orders, then go to CintronicsOnline.com and its sub-sites to purchase whatever products you need to fill those orders.

The control panel also allows you to use other store functions—adding products and their attributes, assigning products to categories and sub-categories, changing prices, adjusting available quantities, facilitating email communication with customers, etc. If you require assistance with the more technically difficult tasks, we can provide such assistance at our usual rate of \$45/hour, or perhaps for a negotiated fixed price. Contact us for additional information.

CINTRONICS[★]Online.com

1.800.469.6484 Toll Free
1.630.375.9275 Local
1.630.375.9344 Fax
CintronicsOnline.com

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Check <http://CintronicsOnline.com/resellers> for for the most current information.

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1.800.469.6484 • Reseller Program