

Notes Report by Profile

David Werner
OmniMount Systems
11817 Chase Wellesley Dr.
#012
Richmond, Virginia 23233

Page: 1
Date: 7/29/98
Time: 2:52PM

For Date(s): 7/29/98

Contacts: 1

Company: OmniMount
Contact: Rep Principles
Title:
City: ,

Phone: Ext: CC: 1
ID/Status:
Referred by:
Create Date: 6/18/98

Notes:

7/29/98:

The following is information as well as several requests for information from you and your sales force. Unless I miss my guess, I swear, this will be the longest memo you'll ever see from me.

A lot of changes have been made and more will follow.

1) Ornnimount will have a booth at CEDIA and LDI. Are there any other shows we need to attend this year? What shows should we plan to attend next year? **OMNIMOUNT WILL NOT ATTEND ANOTHER SHOW WITHOUT A ARC PRICE SHEET!!!!**

2) On Aug. 5th, Marcel Daughtry will become the Product Manager for Technical Services. He will be the go to man for technical questions regarding ARC and speaker mounting. Marcel is a former installer and is very qualified to answer any questions that may arise in the field or during the planning stage of a projects.

3) You all know that we have been building and shipping ARC monitor mounts for several months. Because we had no history of what fit what, and every order was a little different from the last, it has taken longer than we thought to stock the necessary parts and price them. You will soon see that there is at least 180 SKUs combinations that are necessary to bring to market a full and viable offering. That said, we really are just about done.

4) As of August 1, 1998 your firm will be responsible for marketing Omnimount products to the Theater accounts in your territory. Omnimount has enjoyed good business in this market segment, but many of you have said that by giving this group to reps our business could go through the roof. I will provide you with a list of current Omnimount theater accounts in your territory. In turn, I want you to review and offer your plan of attack and what you will need from us to do it.

5) Under separate cover you will receive a dealer list with a 15 month sales history. This list will have name, address and contact person. I need for you

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to up date this information and PLEASE MAKE A NOTE AS TO WHAT CLASS OF CUSTOMER THEY ARE - Broadcast, distributor, A/V, Commercial, M.I. etc. Copy and return the up dated information to me. I need this information for a Aug. 13th meeting in Phoenix.

6) I also need a target list for the ARC. Omnimount will build a data base of your potential ARC dealers so we can more quickly get information such as tech support, CD ROM disks, catalogs and samples to them.

7) Aside from ARC product and pricing, what do you need from Omnimount to better prepare you to serve your customer? One obvious choice of mine is to implement easy to understand meaningful programs. What else do you need with regard to lit., samples, CD ROM disks for full product line, new products?

8) As most of you know, Omnimount has acquired Furniture Works - a manufacturer of welded and metal A/V racks as well as metal speaker stands. While there may be limited opportunity with current product there is ample opportunity to expand product mix to include products such as key board stands, mixer stands. We will forward a current catalog to your office. I want you review its contents to see if you see any immediate opportunity as well as offer any ideas for product we could bring to market.

9) MONTHLY REPORT - no it ain't no Platinum Report! I simply need a up dates of what's going on in your territory.

1) New Opportunities - big jobs coming up that may require special pricing, unique application, special shipping etc..

2) Announced new construction - stadiums, arenas, theaters, or new M.I. store openings.

3) Competitive product information - new product, pricing, "Lucasy got the job because _____."

4) Anything else you think we need to know - new hires, new lines you picked up, or, you want to get something off your chest, ideas about how we need or could do things differently and from time to time, let me know if we do something right.

SPECIAL NOTE

I will need this information by the start of the second week of each month. I must have this information for a monthly sales meeting at the plant.

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As I said, this is the last long winded memo you'll be getting from me. I think you be seeing a lot of positive thing coming to you in the months to come. Just do the reports, pitch what we've got to sell and I'll work my butt off to put more money in your collective pockets.

Best Regards

David W.

cc: Geoff Miller, OMS
Janell Phan, OMS

ARC Inquiry Form

Today's Date: ___/___/___

TV monitor: _____
Make Model

Screen diagonal: (e.g. 19", 27", 35" etc.)

Dimensions: _____ H x _____ W x _____ D

TV monitor weight: LBS.

Quantity (each)

Anticipated need date ___/___/___

Circle One

Model: Consumer Professional

Cabinet structure: Plastic Metal

Mounting to: Wall Ceiling

Mounting method Suspended Supported
Overhead Underneath

Plumbing pipe adapter (for installation above a suspended ceiling using a pipe extension)

C-clamp adaptor kit (Support from lighting grid or tubular truss)

Other? Type of mounting method (explain) _____

Frame Connector

Clamp & ball assembly Yes No

Fixed mount Yes No

Fixed mount with custom bend at tube Yes No

Tilt angle for custom bend °

ARC Inquiry Sheet

Circle one

Description

Caller Profile: (End User, Reseller, OEM, Rep) _____

Company name: _____

Contact name: _____

Address: _____

Phone: () _____ (ext) _____

Fax: () _____

Circle one

Wants Literature (Yes/No)

Needs call back from us (Yes/No)

Will call us back with more information (Yes/No)

Wants pricing and availability (Yes/No)

Anticipated order date ____/____/98