

# Antenna House Partner Program for XSL Products

January, 2003



Antenna House, Inc.

# Table of Contents

- Outline of Partner Program ..... 3**
  - Comparison of Agreement, Product for Sale ..... 3
- Reseller/System Integrator Partner ..... 4**
  - Diagram ..... 4
  - Qualified Partners ..... 4
  - Product Sales and Support ..... 4
  - Cooperations ..... 4
- OEM Partner ..... 5**
  - Diagram ..... 5
  - Qualified Partners ..... 5
  - Condition ..... 5
  - Benefits for Partners ..... 5
- Alliance Partner ..... 6**
  - Diagram ..... 6
  - Qualified Partners ..... 6
  - Condition ..... 6
  - Benefits for Partners ..... 6
- Application form ..... 7**
  - Questionnaire for Applicants of our partner ..... 7
    - Section A: All applicants please fill in section A ..... 7
    - Section B: This section applies to OEM applicants only ..... 7
- Contact Address ..... 8**
  - Headquarters ..... 8
  - International ..... 8

# Outline of Partner Program

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This Partner Program applies to XSL Formatter and related products of Antenna House (Antenna XSL Products), and it is designed for good cooperation between partner companies and Antenna House. It defines following three kinds of partnership available.

## Reseller/System Integrator Partner

The partner sells Antenna XSL Products to customers, or supplies service to them with Antenna XSL Products, or it develops a specific system for each customer that integrates Antenna XSL Products. The partner is entitled to special discount rate for Antenna XSL Products and is introduced as an official reseller of Antenna XSL Products.

## OEM Partner

The partner develops its own products or ready made systems that integrate Antenna XSL Products. The partner wish to copy and sell XSL Products integrated into the products or systems to its customers. Our OEM license agreement permits OEM to copy and distribute Antenna XSL Products with OEM's own products.

## Alliance Partner

Alliance partner includes independent consultants, software development company, organization for education, school of XSL-related seminar. The alliance partner is expected to introduce or recommend Antenna XSL Products to customers. Antenna House will make cooperative marketing activities with alliance partners relating to XSL Products and partner's service.

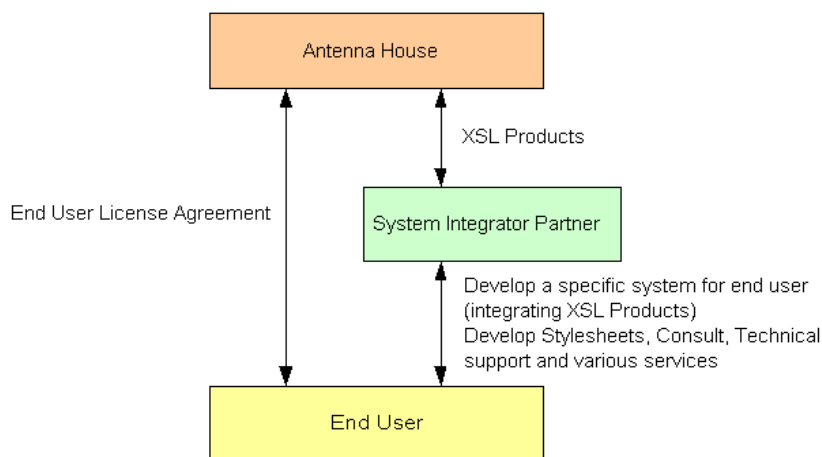
## Comparison of Agreement, Product for Sale

Type of Partner	Reseller/SI Partner	OEM Partner	Alliance Partner
Agreement	Reseller Agreement	OEM License Agreement	Alliance Partner Agreement
Product for Sales and Fee	Set discount rate for product for sale depending on the volume of transaction	OEM is required to pay initial fee, intial commitment fee for re-distribution. After then, license fee is based on running loyalty.	Not applicable
Order for Sales Transaction and Payment	Based on Purchase Order from Parters	OEM must reports number of copies sold quarterly.	Not applicable

# Reseller/System Integrator Partner

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## Diagram



## Qualified Partners

We expect the following companies to join our Reseller/System Integrator Partner network.

- Companies that can find customers of Antenna XSL Products, and make sales of them to the customers.
- Companies that develop XML printing solutions or other kind of software solutions for customers into which integrate Antenna XSL Products.

## Product Sales and Support

- The partner issue Orders to Antenna House for Antenna XSL Products along with customer information. Antenna House ships the Products through the partner. The partner shall collect the payment from its client and remit the payment to Antenna House.
- The partner is entitled to receive a discounted price.
- The partner is expected to assign a person who technically supports their customers on the behalf of Antenna House. Antenna House will technically support the assigned person at free from charge.

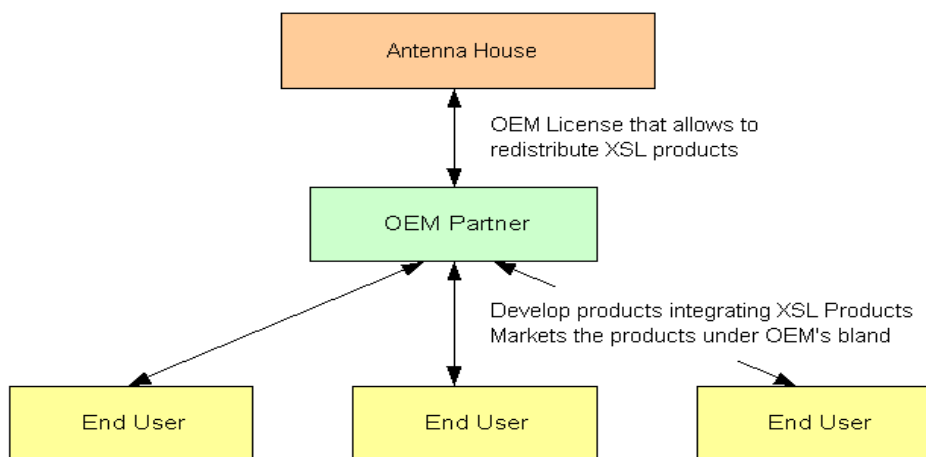
## Cooperations

- Antenna House and the partner shall post a link on their website to each other websites.
- Partners are entitled to use the sales materials, such as brochures, promotional documents of XSL Products for promotional purpose of XSL Products.
- Antenna House may provide each partner an evaluation copy or complimentary copy of XSL Products, and permits the partner to use the copy ONLY for the sales purpose.
- Antenna House shall introduce an appropriate partner, if the potential customer of XSL Products requests us to introduce a partner convenient for the customer.

# OEM Partner

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## Diagram



## Qualified Partners

We expect the following companies to join our OEM Partner network.

- Company who develops XML publishing tools or other kind of software products that integrate XSL Products and markets them under its own brand.
- Because Antenna House permits OEMs to re-distribute our Formatting Engine, OEMs are requested to report the honest sales results, and reviewed annually.

## Condition

OEM agreement shall be made between OEM partner and Antenna House. Following items are the outline of OEM agreement.

- The product of OEM shall display the copyright notice of Antenna House for integrated XSL Products.
- OEM partner shall contract EULA between the OEM and its end user.
- OEM partner shall make marketing efforts by itself.
- OEM partner shall report sales results quarterly and pay license fees in full that is indicated in each sales report.

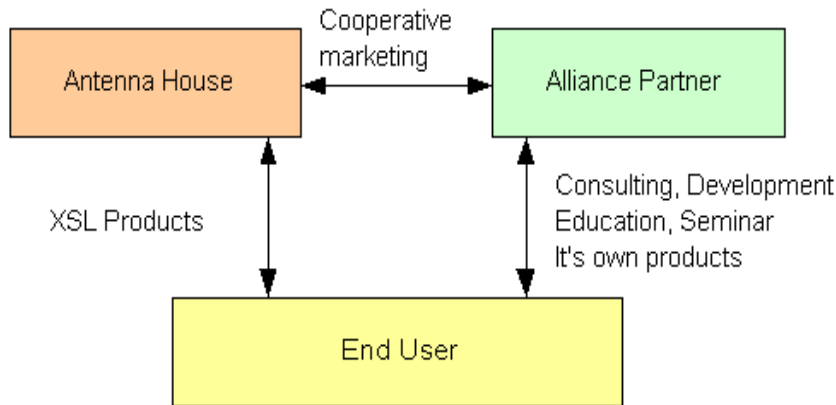
## Benefits for Partners

- OEM partners can integrate XSL Products of Antenna House into their products.
- Antenna House shall provide each partner a master copy of XSL Products that is specified in the OEM Agreement.
- The initial fee of OEM includes one license of SDK of XSL Products. Using SDK, OEM may integrate XSL Products into their own product.

# Alliance Partner

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## Diagram



## Qualified Partners

We expect the following companies to join our Alliance Partner network.

- Company who designs and develops XML publishing solutions, XSLT Stylesheets or related solutions.
- Company who supplies consulting services related to XSL, XSLT or other related technology.
- Company who supplies seminars, educational services related to XSL, XSLT or other related technology.
- Companies who develops and markets its own products that are complementary to XSL Products and wishes to cooperate with Antenna House in terms of technology or marketing.

## Condition

Alliance Partner Agreement shall be made between the partner and Antenna House.

- Alliance Partner will introduce or recommend Antenna House to the client (e.g. end user), but Alliance Partner will not sell AH's products. Antenna House will make contract with the client directly or through it's reseller. Alliance Partner may be entitled to have certain percentage of commission, if applicable, the comission rate will be included in the agreement.
- Alliance Partner is requested to assign a staff who is responsible for the project with Antenna House.
- Alliance Partner is requested to insert a link of Antenna House website into it's own website.

## Benefits for Partners

- Antenna House shall post a link on our website to the website of partner.
- Antenna House shall provide each partner an evaluation copy of XSL Products. Antenna House may permit alliance partner to distribute copies of evaluation version depending on the purpose, if applicable, the permission will be included in alliance agreement.

# Application form

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## Questionnaire for Applicants of our partner

International applicant of reseller/System Integrator, OEM or alliance partner shall fill out the relevant tables and return the complete form by emailing at info@antennahouse.com, or fax to +1-604-779-1508. You will be contacted with a customized agreement for further discussion.

### Senction A: All applicants please fill in section A

Company Name		
Years in Business		
Number of Employees		
Subsidiaries		
Contact Person	Name	
	Title	
	Division	
	E-mail address	
Mailing Address	Street	
	City	
	State /Province	
	ZIP	
	Country of Incorporation	
Telephone Number		
Facsimile Number		
Website URL		

### Section B: This section applies to OEM applicants only

Final product description	
Number of copy to be sold	
Price of the final product	

# Contact Address

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## Headquarters

Antenna House, Inc.  
Kojimachi Shuei Bldg, 4-3-13, Kudan-Minami  
Chiyodaku, Tokyo 102-0074  
Japan

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<http://www.antennahouse.com>  
[info@antennahouse.com](mailto:info@antennahouse.com)

## International

Please contact to:  
Michael Miller  
Vice President  
International Sales  
Antenna House, Inc.

e-mail: [mike@xslformatter.com](mailto:mike@xslformatter.com)