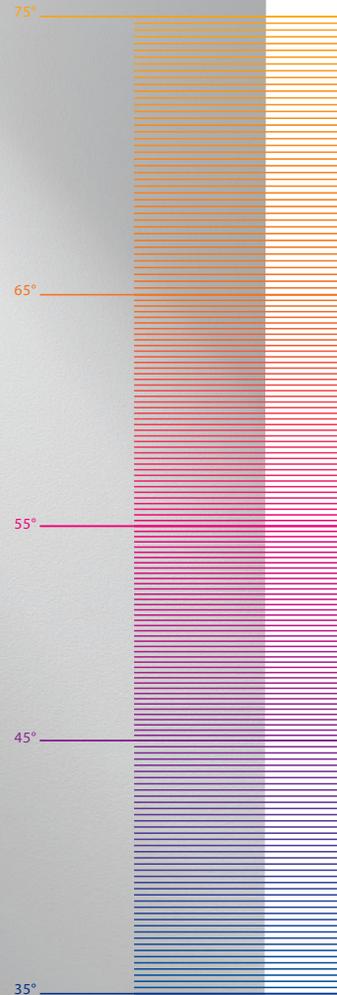


FLIR CERTIFIED DEVELOPER AND APPROVED APPLICATION PROGRAM

ASSET USAGE GUIDELINES – VERSION 1.0



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PURPOSE & OVERVIEW

DOCUMENT PURPOSE

FLIR's "Infrared Everywhere" vision is that thermal imaging changes the way we see the world and that thermal imaging devices will become ubiquitous. FLIR's Lepton camera and FLIR ONE smartphone accessory significantly advance that vision forward by making it possible for hardware and software developers to create and take to market innovative and useful solutions in the mass consumer space.

The purpose of this document is to provide developers an understanding of the FLIR Certified Developer Program and the FLIR Approved Application program, and to provide clear guidelines on how and when they can use the FLIR trademarked assets associated with those programs.

PROGRAM OVERVIEW

The FLIR Certified Developer Program is a program intended to educate software and hardware developers about developing solutions using FLIR thermal imaging technologies, to provide them official certification upon meeting certain pre-defined requirements, to provide tools to promote themselves as a "FLIR Certified Developer", and to create promotional opportunities for them through FLIR's promotional efforts.

The FLIR Approved Application Program is a program intended to foster the creation of the FLIR App gallery, a collection of useful and innovative thermal imaging applications. The program defines the criteria and process by which FLIR will review submitted software and hardware applications, provide feedback to the developer, and approve them for inclusion in the FLIR App gallery and potentially include them in FLIR's marketing and promotional efforts to provide visibility and create demand for the application(s).

Participants in the FLIR Certified Developer Program and the FLIR Approved Application Program will be allowed to use certain FLIR trademarked assets that are associated with FLIR brand(s) in their own marketing and promotional activities. An explanation of those assets and how developers can use them follows.

WHAT IS BRAND IDENTITY

INTRODUCTION

Brand design is the way the individual brand elements work together to establish a unique brand identity. When used consistently, the FLIR brand identity and accompanying registered marks will become increasingly recognizable and will create a distinct advantage in the market.

Consistency of use is, therefore, extremely important. Every FLIR employee and third party entity can help strengthen FLIR's brand identity by ensuring they do not deviate from the guidelines laid out in this brand standards document, as that will weaken the brand and undermine its strength.

WHAT IS BRAND IDENTITY AND WHY SHOULD I CARE?

A brand identity is the visual expression – name, logos, colors, designs, etc. – of a brand. Taken together, these building blocks make up the fundamental visual elements that allow consumers to recognize our brand and differentiate FLIR from our competitors in a crowded marketplace. Therefore, their consistent use is directly related to their effectiveness.

Maintaining the consistent use of our brand identity makes it easier:

- For consumers to identify our brand and form a positive view of it
- For FLIR to target business segments more effectively, and harmonize our internal and external communications so that we're always projecting the "One FLIR" ideal
- To spin off brand extensions and create a perception of higher value in the minds of consumers
- For developers to benefit from an association with the FLIR Brand

Consistent use of our brand identity involves more than just how we use the FLIR logo. It is articulated through our products, media coverage, internal and external communications, services we provide, and interactions employees have with non-employees every day. This is called the brand expression.

FLIR's ultimate goal is for our brand identity to grow stronger, our brand to be easily differentiated from those of our competitors, to have products easily associated with our brand in the minds of consumers, and to make members of our Developer Universe successful.

All of this starts with using our brand the right way.

- Some documents and disciplines within FLIR, notably proposal writing, technical publications, and some engineering documents, require the use of specific formats and standards not addressed here. Professional best-practices must be maintained. If you have a question regarding whether or not this Guide applies to your work, contact your divisional Marketing department for guidance.

QUALIFICATION CRITERIA Certified Developer

SUMMARY OF QUALIFICATIONS TO BECOME A FLIR CERTIFIED DEVELOPER

- Thermal imaging primer training completed
- Required development tool training completed
- Developer has released at least one FLIR Approved Application
- No other thermal imaging apps from the developer that knowingly violates FLIR IP or trademark usage guidelines
- All required information is included in the application

STEPS NECESSARY TO BECOME A FLIR CERTIFIED DEVELOPER*

1. Join the FLIR developer community
2. Complete FLIR thermal imaging primer training
3. Complete required FLIR developer tool training
4. Develop and release at least one relevant FLIR Approved Application
5. Complete the FLIR Certified Developer application form
 - A. Specify if applying for hardware or software certification
 - B. Provide dates and locations/sources of training
 - C. Provide name and OS of at least one FLIR Approved Application
 - D. Provide info needed for inclusion in FLIR Developer Universe
 - E. Affirm that none of developer's published apps knowingly violate FLIR IP or trademark usage guidelines
6. Receive approval email from FLIR with official "Approved Application" badge

**All steps required to become a FLIR Certified developer can be taken online at: www.flir.com/flirone/developer*

CERTIFIED DEVELOPER Badge

The FLIR® Certified Developer badge certifies that a developer has been specially trained by FLIR on thermal imaging as well as working with our developer tools. Only then can a developer label themselves as a FLIR “Certified Developer”

After becoming certified a developer may use the badge icon for promotion and recognition in accordance to the standards listed on this page.

Only developers that have been explicitly certified by FLIR may use this badge in any way, without specific written permission by FLIR.

Benefits of becoming a FLIR Certified Developer include:

- FLIR Thermal imaging training
- Marketing opportunities
- Listing on FLIR Developer webpages
- Referral opportunities from FLIR

For information about the requirements of becoming a FLIR Certified Developer and to begin the application process, please visit FLIR/FLIRONE/Developer.

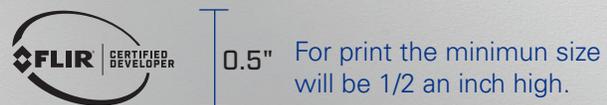


Clearance space Requirements:

The minimum clearance space is the X Height of the letter L in FLIR on the top and bottom and the character width to the left and right. Do not place photos, typography, or other graphic elements inside the minimum clear space.

Minimum size

For mobile devices, select a badge size that is clearly legible on the target devices.



Approved Colors

The badge shall only be used in one of 3 solid color variations as provided by FLIR. No multi-colored versions allowed



Black



R: 0
G: 47
B: 134



White

QUALIFICATION CRITERIA Approved App

Apps that have been reviewed and approved by FLIR may be given the “FLIR Approved” status. By attaining the FLIR Approved status, this is only a verification that the App conforms to FLIR’s corporate guidelines and policies for appropriate content and user experience. FLIR does not review the App for compliance with Intellectual Property rights, safety, or other potential factors that may result in liability to the Developer. Thus FLIR disclaims any and all liability that may arise through a third party’s use of the App or whether the App will meet any quality standard or level of merchantability. Provided Developer accepts the foregoing, the approved apps can be marketed as FLIR Approved using our exclusive logo, they will be listed on our website’s App Gallery, they’ll be considered for our Featured App in the month they’re released, and they may be included in our marketing and promotional activities – giving free publicity for the developer and the app.

SUMMARY OF CRITERIA FOR OBTAINING FLIR APPROVED APP STATUS

- Appropriate subject matter
- No obvious IP usage issues
- No trademark usage issues
- App actually performs thermal function it claims to perform

APPS UNDER REVIEW MAY RECEIVE ADDITIONAL FEEDBACK OR GUIDANCE IN THE FOLLOWING AREAS

- Appearance of app icon, logo, application itself
- Look and feel of applications user interface
- Ways the application could work better
- Ways the application could better implement thermal imaging
- Ways developer can position app for success in market

STEPS NECESSARY TO RECEIVE FLIR APPROVED APPLICATION STATUS*

1. Join the FLIR developer community ([link here](#))
2. Download the SDK and develop the application, being mindful of IP and trademark usage consideration
3. Complete the FLIR app review submission form ([link here](#))
4. Release a “release candidate” version of your application to FLIR for review ([link to instructions and UDID info here](#))
5. Receive feedback from FLIR, make modifications to app as appropriate
6. Release a “production release” version of your application to FLIR for final review
7. Receive approval email from FLIR with device MFI ID information and official “Approved Application” badge
8. Submit your app to Apple or Google
9. Upon Apple or Google approval complete form ([link here](#)) to confirm acceptance and provide app info for inclusion on FLIR App Gallery listing

**All steps required to obtain the FLIR Approved Application status can be taken online at: www.flir.com/flirone/developer*

APPROVED APPLICATION Badge

The FLIR® Certified Application badge certifies that an APP has been reviewed and approved by FLIR to ensure proper performance and that it is of good quality. Only then can they be marked with the exclusive “Approved Application” badge

After receiving the FLIR Approved status, the badge icon may be used in accordance to the standards listed on this page.

Only applications that have been explicitly approved by FLIR may use this badge in any way, without specific written permission by FLIR.

Benefits of getting your application approved by FLIR:

- Business and/or technical support for your app before it's launched
- Use of exclusive FLIR Approved Application badge in your own promotional activities
- Free inclusion in the online FLIR Applications Universe
- Potential collaboration with FLIR on promotional and demand generation opportunities

For information about the requirements of obtaining FLIR Approved Application status for an application and to begin the application process, please visit FLIR/FLIRONE/Developer.



Clearance space Requirements:

The minimum clearance space is the X Height of the letter L in FLIR on the top and bottom and the character width to the left and right. Do not place photos, typography, or other graphic elements inside the minimum clear space.

Minimum size

For mobile devices, select a badge size that is clearly legible on the target devices.



0.5"

For print the minimum size will be 1/2 an inch high.

Approved Colors

The badge shall only be used in one of 3 solid color variations as provided by FLIR. No multi-colored versions allowed



Black



R: 0
G: 47
B: 134



White