MagicINFO License Order Form

Step 1: Provide Reseller and End Customer information

Reseller Information	Company Name	
	Representative Name	
	Email Address (for license delivery)	

End Customer Information	Company Name	
	Representative Name	
	Email Address (for license delivery)	

Step 2: Fill out based on Customer Scenario (Grey Boxes)

Existing Customer Only
Provide License Key and Server Information

License Key Info*	Master Key	Ex: 1015A-xxxx-xxxx-xxxx
	Material Code (SKU)	Ex. BW-MIPXXX

*Location: Customer's MagicINFO Server ⮕Setting ⮕ License Info

SKU Notes:
- BW-MIP10/20/30/40 are End of Life; Should not be listed above.
- If a customer has EOL , contact DisplaySoftware@sea.samsung.com for a quick upgrade to BW-MIP70PA before order submitted
- If the EOL license key is upgraded by MI Admin, the order form must be updated with the new license information

Provide MagicINFO Server Version	Ex. V4.1 Build NA-MIIPXXXX

Server Versions with MIP70PA
- V3: Upgrade needed. Samsung paid engineering support available.
- V4+: Upgrade not required. Permitted up to V8 with download patch.

Complete Required Fields	Scenario 1 — Customer adding more units to existing key	Scenario 2 — Customer looking to add Maintenance (MNT)
Customer PO #		
Insert Existing License Key		
Insert Quantity (# of Units)		
Maintenance Model Code (as shown)		BW-MIM70PA
Input Order Type (as shown)	01 (Qty Extension)	00 (Default, New Order)

*Leave Blank: Auto Extension, SW/MNT Promo Code, # Months in Use

New Customer Only

Submit Order Details Below

Complete Required Fields	Scenario 1 — Purchasing License Only	Scenario 2 — Purchasing License + 2nd YR Maintenance
Customer PO #		
Select ONE Software Model Code	☐ BW-MIP70PA (CMS; Incl 1 YR MNT) ☐ BW-RMS40SA (Remote Mgmt) ☐ BW-MIE30DA (Datalink Solution) ☐ BW-MIV20DA (Videowall I Player) ☐ BW-MIE20AS (Videowall S Player) ✔ Other _____	BW-MIP70PA
Insert Quantity (# of Units)		
Maintenance Model Code (As is)		BW-MIM70PA
Input Order Type (as shown)	00 (Default, New Order)	00 (Default, New Order)

*Leave Blank: Auto Extension, SW/MNT Promo Code, # Months in Use

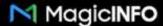****Maintenance and MagicINFO9 Disclosure****
- Maintenance is REQUIRED for MI9
- Every BW- MIP70PA license come with one year of maintenance included, any new maintenance orders will cover from 2nd year and on
- Can only be applied to BW-MIP70PA. Orders are most suitable for customers that upgraded from old licenses or want future years of coverage
- **End Date Calculations:** the length of the maintenance depends on purchase date and merges with older licenses (end date is blended average)

For any questions on this form please email DisplaySoftware@sea.samsung.com

MagicINFO Orders: Common Errors and Resolution

Key Code	Error Details	Solution
9002	Subsidiary Credit Block.	(Error) Subsidiary Credit Block (Action) MI Admin will contact internal team to release block
9019	The 2nd Channel (reseller) name is required.	(Error) 2nd Channel (Reseller) Information Missing. (Action) Please fill in the reseller field and re-order
023	The S/W model code is required. Full model Codes listed based on suggestions*	(Error) The Software model code is required (Action) Disty Needs to Provide the Software Model Code for the Order BW-MIP70PA: Unified Player License 2 CY-MILSSTS: Lite Player License BW-MIV20AW: VideoWall2 Author (For I Player) BW-MIV20AS: VideoWall 2 Author (For S Player) BW-MIE30DA: DataLink Server BW-RMS40SA: Remote Management BW-MIM70PA: MagicINFO Maintenance (If Ordering MNT, Please obtain a BW-MIP70PA License from end customer that MNT will be applied to)*
9027	The SubOrderType Code is required.	(Error) Order Format Type is not entered into the order (Action) Please check the order and select from the following 00 (Normal) - New Order 01 (Qty Extension) - Qty extension to an existing license 02 (Product Extension) - Qty extension to a maintenance order
9201	Invalid Model Code.	(Error) Invalid Model Code (Action) MI Admin will contact you with more details
9204	Invalid S/W License Key.	(Error) License cannot be found (Action) License Key with wrong model code is entered in the order. Please contact the customer to provide a license key that matches with model code of the order
9211	Invalid SubOrderType Code.	(Error) Wrong Order Format Type is entered into the order (Action) Check the order and select from the following. Please contact MI Admin with more question 00 (Normal) - New Order 01 (Qty Extension) - Qty extension to an existing license 02 (Product Extension) - Qty extension to a maintenance
9212	Invalid email format	(Error) Invalid email format (Action) Please check the email format entered in the EDI Field and re-order
9302	This is a license for another account.	(Error) This is a license for another account (Action) MI Admin will change the Disty ownership and contact you to re-order
9303	License status is discarded.	(Error) License status is discarded (Action) MI Admin will check the license status and contact you to re-order
9306	This product cannot be extended in quantity.	(Error) No quantity extension order policy for the license entered. (Action) MI Admin will inquire about the license with HQ regarding the License Sales Policy
9313	Only Paid Licenses can be ordered for MNT	(Error) Only Paid Licenses can be ordered for Maintenance License (Action) FOC license cannot purchase the maintenance licenses. Please contact the customer to obtain a paid license
9316	Only Paid Licenses can be ordered for MNT	(Error) Only Paid Licenses can be ordered for Maintenance License (Action) FOC license cannot purchase the maintenance licenses. Please contact the customer to obtain a paid license
9318	Auto Extension cannot be set to Y	(Error) Auto Extension cannot be set to Y (Action) Please unselect Y in the auto-renew section of the EDI field.
9319	License key doesn't match with model code.	(Error) The Model Code of the License Key does not match Model Code entered in the order. (Action) MI Admin will contact you with more details

Service Description for MagicINFO Maintenance Service

[Service Product Code: BW-MIM70PA (Annual Subscription)]

This document is provided for informational purpose only. Samsung reserves the right to modify content that is contained within this document and makes no commitment to proactively inform about such changes, updates, enhancements or other additions to this document to you, the customer.

1. SERVICE OVERVIEW

Samsung MagicINFO Maintenance Service provides the customer with the expertise of Samsung experts who are ready to provide reliable support to address the customer needs and requirements. The Service is annual subscription based and customers must purchase this Service from authorized distributors or resellers of Samsung MagicINFO.

1-1. Service Components

The Service consists of the following:

1. Technical Support
2. Access to Knowledge Hub
3. Available Option for Major Version Upgrade (※ this may not be applicable to you if you already have the latest version and Samsung may not be able to provide an upgraded version during your subscription term)

1-2. MagicINFO Maintenance Portal,("MMP")

Samsung provides a web-based portal to customers who have purchased the Service where they can open a new case and request technical assistance from Samsung's MagicINFO experts. (URL : https://magicinfo.support.samsung.com) The MMP provides a single location for users to

- Manage the MagicINFO license key
  - Register / validate existing active MagicINFO license key to receive support
  - View MagicINFO Maintenance Service period and receive alerts for approaching expiration dates
- Open new cases for support
- View case resolution status
- Leave comments and request further support
- Access the Knowledge Hub to search technical articles

1-3. Named Callers

Named Callers are employees of the customer's organization who are authorized to create and request updates on cases. Named callers should have administrator rights and authorized access to the back-end infrastructure that integrates with the MagicINFO software. Named Callers must be knowledgeable and have technical aptitude in the operation of the said infrastructure.

Samsung recommends customers to appoint at least two Named Callers who will be required to set up their account in the MMP. Named Callers will be required to use their corporate email addresses to register on the MMP and Samsung will approve or reject the Named Caller's registration request

Once the first Named Caller has been approved and has successfully created an MMP account, a unique Service ID will be issued to for the Named Caller's company and the Named Caller may need to provide this information when requesting technical support from Samsung B2B call centers for customer identification purposes.

2. COVERAGE

2-1. Scope of Support

The Service provides support to customers in the following areas:

2-1. (1) Technical Support

The Service can assist in troubleshooting for MagicINFO. Samsung will provide a resolution, steps towards a resolution, workarounds, configuration changes, or a remote session in accordance with the available customer support environment. Samsung assumes no responsibility for data loss when asked to assist a customer with the remote session.

2-1. (2) Access to Knowledge Hub

The Service provides access to the MagicINFO Knowledge Hub which is an extensive library of technical documents for MagicINFO. This Knowledge Hub is designed to help customers to resolve issues on their own quickly without opening a case and provides helpful technical and general information regarding the MagicINFO software.

2-1. (3) Available Option for Major Version Upgrade

The customer who has purchased the Service will have the option to upgrade to the latest version of MagicINFO in the event Samsung releases a new version of MagicINFO during the customer's subscription term. This policy will be applicable starting with the MagicINFO software version after MagicINFO 8, and in the event the customer chooses to upgrade, MagicINFO will automatically validate the customer's subscription.
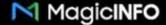
2-1. (4) Support for Past MagicINFO Versions

Samsung will make commercially reasonable efforts to support past MagicINFO versions up to 3 years from its original release date or Samsung's official version support termination date, whichever comes first.

2-2. Services Not Covered

The Service does not include the following:

- Services that are not described within service coverage described above
- System administrator functions that are the customer's responsibility including, but not limited to:
  - Installation/configuration/testing/tuning of third-party applications or products
- On-site technical support

- Hardware repair and replacement request service
- MagicINFO versions that fall outside the scope described in 2-1. (4)
- Backup and restoration of the customer's system(s) and related data
- Management of customer-tailored parameters
- Creation/modification of scripts that are unique to the customer's environment
- Product training including customized operational/technical procedures
- Custom programming or custom application development for the customer
- Services related to application software support, database implementation, data archiving and recovery
- Services issues resulting from the following causes:
  - Negligence, misuse, or abuse by the customer or any third party;
  - failure to operate equipment in accordance with Samsung's recommended specifications;
  - failure to perform regular preventive maintenance activities;

3 Severity Classifications

Severity 1 (Urgent) is an incident whereby the assigned product or service is not operational. A significant
number of users are impacted. No workaround is immediately available. Severity 1 situation examples include:
1. Product is down or halted, severely impacting normal business operations
2. There is a significant number of incidents over a short period of time in a high-impact environment
3. Loss of connectivity to a significant number of devices

Severity 2 (High) is an incident which causes widespread or sporadic impairment of a part of the product or service. The incident is impacting a moderate
number of users and is affecting normal business operation, but workarounds are available. Severity 2 situation examples include:
1. Product performance degradation
2. Incident highly impacts customer's ability to do work, but development or production can continue
for a reasonable amount of time before the incident becomes urgent and business critical

Severity 3 (Normal) is an incident that causes impairment to portions of the product or service. The incident impacts a small number of users and
minimally impacts normal business operation. Severity 3 situation examples include:
1. Low impact with acceptable work-around in place
2. Occurs intermittently, inconsistently

Severity 4 (Low) is an incident that causes minor impairment to portions of the product or service.
The incident has little or no impact to users and normal business operation. This category can apply to support of a general nature. Severity 4 situation
examples include:
1. "How-to" questions
2. Configuration change

4. SUPPORT PROCESS

4-1. Opening A New Case

For a new case opened by a customer, Samsung will re-confirm case severity. To ensure prompt handling, the customer is required to have the following
information available when submitting a request:
- Service ID – An unique number that identifies the customer's company
- License key number
- Contact info including name, email address & phone number(s)
- Previously opened case numbers (if applicable)
- Description of issue
  - Business impact of the issue
  - Duration of the issue has been occurring
  - Reproducibility of the issue
- Impacted device/environment information
  - MagicINFO server version
  - Signage device model name (if applicable)
  - Number of affected signage devices
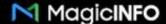- Other relevant details

Samsung will use commercially reasonable efforts to resolve a case but makes no guarantees that it will be resolved. Successful resolution may require
devices to be upgraded to the current versions of the MagicINFO software. Samsung reserves the right to: 1) determine the final resolution of all reported
incidents; and 2) close a case without further responsibility or liability if customer does not provide appropriate feedback to Samsung within five (5)
business days of receiving a workaround for a problem, or if the customer fails to respond to a request for additional information within five (5) business
days.

4-2. Customer responsibilities

Examples of customer responsibility for support and maintain include, but are not limited to, the following:
- Regular operator preventive maintenance tasks
- Providing Samsung experts with accurate information about systems and software deployed and in operation in order to enable accurate and efficient troubleshooting of submitted incidents
- Providing Samsung experts with a current list of all solutions' license key to be supported on the subscription
- Ensuring that Named Callers associated with an account are verified on a regular basis and any changes in assigned Named Callers are communicated to Samsung experts
- Carrying out site preparation and related environmental requirements
- Archiving, back-up and conducting periodic system checks

- Performing basic, initial problem isolation and identification to Samsung experts before opening a case
- Providing support on products not supported by Samsung and the Samsung experts
- Allow remote access when Samsung experts are required to access systems remotely to analyze problems
- Provide verification of resolution

4-3. Miscellaneous

Section 7 (Confidentiality), Section 9 (Choice of Law), Section 12 (Limitation of Liability), Section 14 (Trademarks), Section 15.3 (independent Contractor), Section 15.4 (No Assignment) of the terms and conditions of use for the MagicINFO Maintenance Portal are hereby incorporated into this document by reference.

This document constitutes the entire agreement between the customer and Samsung and supersedes all previous written or oral agreements. If any part of these terms is held invalid or unenforceable, that provision shall be enforced to the maximum extent possible in accordance with applicable law to reflect the original intentions of the parties to this document, and the remaining portions shall remain in full force and effect.