TABLE OF CONTENTS

Overview ................................................................. 3
Program Qualification ............................................... 4
Procedure Part I: Request for Co-op/MDF ..................... 5
Procedure Part II: Claim for Reimbursement ............... 6
Logo Guidelines & Requirements: Optoma Logo .......... 7
Logo Guidelines & Requirements: DLP® Logo ............. 8
When to Use the Logo & Copyrights ......................... 9
Co-op Funds & Credit Issuing ................................. 10
Projects that Qualify for Co-op .............................. 11
Projects that Qualify for MDF ............................... 12
OVERVIEW

Optoma’s Co-op/MDF Program is designed to co-fund value added programs to enhance sales and marketing with qualifying Optoma dealers.

MDF agreements will be put in place with specific terms & conditions spelled out. Agreements must be signed between both parties to be effective.

PROGRAM CHANGES

Optoma retains the right to discontinue or change the terms and conditions of this program, at any time without prior notice.

TERMINATION OF DEALER AGREEMENT

Expiration or termination of a dealer’s agreement will result in the disqualification of eligibility for participation in Optoma’s Co-op/MDF Program. Any valid approved program activities that took place prior to the effective date of expiration or termination will be processed according to the terms of the Co-op/MDF Program. All remaining balances will be eliminated, and plans for activities previously approved, but are scheduled to take place after the effective date of termination will not be considered valid.
PROGRAM QUALIFICATIONS

To qualify for Strategic Marketing Program funds (SMP), dealers must meet all of the following requirements:

▲ A current dealer agreement must be in place with Optoma Technology, Inc.

▲ Have active purchase order(s) with Optoma.

▲ Be in good financial standing with Optoma.

▲ Be in an established sales channel for Optoma.

▲ Provide a contact name from your marketing organization(s).

▲ Generate at least net sales of $50,000 per quarter in revenue with Optoma.

▲ Optoma logo must appear prominently and/or solely on all dealers’ projects.

▲ Optoma products are prominently promoted in the presentation.

▲ Texas Instruments’ DLP® medallion/logo must appear on all projects.

▲ Only use approved artwork from the website at:
  http://marketing.optomausa.com
PROCEDURE TO PARTICIPATE IN OPTOMA’S CO-OP/MDF PROGRAM

Prior approval is required for all Optoma Co-op/MDF Program activities. A request must be submitted prior to the proposed activity start date. The following process must be utilized to obtain prior approval. Download an electronic version of the Co-op/MDF request form from http://marketing.optomausa.com

Prior to the Activity

▼ Co-op requests must be submitted at least 30 days prior to the activity start date and must already be part of the overall program.

▼ MDF requests must be submitted at least 60 days prior to the activity start date.

Part I: Request for Co-op/MDF

▼ The dealer must first submit a Co-op/MDF Request Form to Optoma’s Marketing Department.

▼ Please fill out the details of the Co-op/MDF project, and sign the request form prior to submitting it to Optoma’s marketing department.

▼ The Optoma Marketing Department will evaluate the Co-op/MDF request and assign a project number should approval be granted.

▼ The Dealers will keep and use this project number for Co-op/MDF claim reimbursement.

Deadlines to submit Co-op Requests*:

Q1 activities – February 15
Q2 activities – May 15
Q3 activities – August 15
Q4 activities – November 15

*Requests that do not meet filing deadlines will be denied.

PLEASE NOTE:

Co-op will only be paid if there are enough funds accrued to pay for the activity. Having a pre-assigned approval number does not automatically guarantee full payment.
Optoma Co-op/MDF Marketing Program

Part II - Claim Form

Please fill out the details of the Co-op/MDF project, and sign the claim form prior to submitting it along with Proof and Receipts/Invoices to Optoma’s Marketing Department.

Receipt/Invoices
Present original receipts/invoices that substantiate the cost incurred for the program.

Proof
Prepare original proof of the marketing program that has been implemented. Proof includes original pictures of trade shows, original prints of advertising, direct mail or POP displays that illustrate the Optoma logo prominently displayed. No fax copies, emails, photocopies nor print outs will be accepted.

Deadlines to submit Co-op Claims*:
Q1 activities – May 15
Q2 activities – August 15
Q3 activities – November 15
Q4 activities – February 15

*Claims that do not meet filing deadlines will be denied

PLEASE NOTE:
Optoma can and will deny any Co-op/MDF Claim even with supporting evidence if there is no project number assigned by Optoma’s Marketing Dept. If your materials or ads do not meet the Optoma or DLP branding guidelines, your claim will be rejected for reimbursement.
LOGO GUIDELINES & REQUIREMENTS
The Optoma logo should be used for all marketing purposes. The requirements apply to direct mail, catalog, print and online advertisements.

▼ Optoma brand logo must be prominently displayed in the presentation.

▼ The Optoma logo should always stand alone.

▼ Business, product, factory or location names should not be attached to the Optoma corporate logo.

▼ Maintain minimum clear space requirements around logo.

▼ Optoma products must be prominently and/or promoted in the presentation.

▼ The presence of competitive products in the presentation will affect the rate of Co-op dollars.

For All Print Applications

▼ Size: the full width of the logo should be no less than 1 1/2 inch in all full page print activities.

In larger or smaller displays, the aspect ratio should be maintained.

Color (Red swoosh accent):
Four-Color Process PANTONE PMS 186
Cyan=10, Magenta=100, Yellow=100, Black=0

For video/web applications:

▼ Size: the full width of the logo should be no less than 180(W) x 57(H) pixels on websites, PowerPoint presentations and other screenshots.

Color (Red swoosh accent):
RGB: Red=218, Green=33, Blue=40

ONLY USE APPROVED ARTWORK FROM THE WEBSITE AT:
http://marketing.optomausa.com
LOGO GUIDELINES & REQUIREMENTS

The DLP medallion/logo should be used for all marketing purposes. The requirements apply to direct mail, catalog, print and online advertisements.

DLP Picture by Medallion:
To be used for all 4-color, full-page customer/retail print advertising, all 4-color literature and for retail FSIs or newsprint flyers.

- Size: The minimum size of the DLP® medallion shall be 1 (w) inch.

  In larger or smaller displays, the aspect ratio should be maintained.

- Color: Four-color medallion must be used and may be used on dark or black background.

  Usage: The space around the logo shall be equal to the height of the wafer/blue circle.

DLP Picture by Logo:
To be used on the actual end product and for Internet and retail point-of-purchase (P.O.P.) materials.

- Size: The minimum size of the DLP logo shall be 1.17 (w) inch in all full page print. The smallest acceptable pixel size of the DLP medallion is 72 (w) x 64 (h), with no fewer than 32 colors.

  The DLP logo shall be linked to the appropriate DLP web pages.

- Size: The smallest acceptable pixel size of the DLP logo is 91 (w) x 48 (h).

  Color: The wafer/circle shall be blue (RGB 0 169 218); the remaining DLP logo shall be black.

Acknowledgment: Always use the footnote stated in each print material. DLP and the DLP logo are registered trademarks of Texas Instruments.

WHERE TO DOWNLOAD LOGOS:
http://marketing.optomausa.com
COPYRIGHTS

Protect Optoma marketing materials by noting that we own them.
Use the following phrase:

▼ “© 2007 Optoma Technology, Inc. All specifications are subject to change. All rights reserved.”

▼ Use it at least once on all printed materials, PowerPoint presentations, videos and on every website page.

▼ For PowerPoint presentation shared externally, it is recommended to use the phrase on every page, in very small type.
Optoma Co-op/MDF Marketing Program

CO-OP FUNDS AND CREDIT ISSUING

▼ Up to 2% of net sales (refurbished products, accessories, returned products, Govt/Ed discounts, other discounts or price protections do not qualify) per quarter may be accumulated as Co-op funds.

▼ Co-op will remain available for up to two (2) quarters only. For example:
Dealer A pays $200,000 in net sales in Q1.
2% of $200,000 = $4,000 in available Co-op funds.

▼ These co-op funds are available for use up until the end of the 3rd quarter, Q3 of the current year.

▼ After the Claim Form with Receipts/Invoices and Proof are reviewed and approved by Optoma’s Marketing Department, the appropriate Co-op dollars will be credited to your Optoma account.

*Optoma will only pay up to what has been accrued by the dealer. Dealers shall not deduct any amounts from invoices due to Optoma until Optoma officially issues the credit memo. Co-op/MDF will only be paid based on specific approved marketing activities done by the dealer to help promote Optoma products.

DISCLAIMER

Optoma Technology, Inc. reserves the right to rescind, revise or otherwise modify these policies and procedures at its discretion according to the needs of its business. Resellers seeking Co-op participation from Optoma Technology should always check with their Optoma Sales representative.

Please mail all Co-op/MDF relevant documents- Co-op/MDF Request Form, Co-op/MDF Claim Form, Invoice/Receipt of expense, and proof to:

715 Sycamore Drive,
Milpitas, CA 95035
Attn: Marketing Dept.

If you have any questions regarding Optoma’s Co-op/MDF Policy, email shirleyh@optoma.com and lucyc@optoma.com

10
Optoma Co-op/MDF Marketing Program

Co-op Approval Guidelines

Optoma brand logo must be prominently displayed in the presentation. (The logo is available for download at http://marketing.optomausa.com)

Optoma products are prominently promoted in the presentation. Texas Instruments’ DLP Medallion must appear on Dealers’ project(s)

The presence of competitive products in the presentation will affect the rate of Co-op dollars as explained below.

Claim forms, Invoices and Proof of documentation must be completed and submitted when claiming reimbursement.

Please check with Optoma’s Marketing Department if there are any questions of whether an activity will qualify for Co-op/MDF reimbursement.

* All marketing materials must be approved by marketing prior to print otherwise co-op dollars will not be paid.

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Eligible Expenses</th>
<th>Qualification Guidelines</th>
<th>Required Docs.</th>
<th>Co-op %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Shows</td>
<td>Booth space rental</td>
<td>Display Optoma banner and/or tablecloth with the Optoma product(s).</td>
<td>Original Invoices, Photos of booth which shows Optoma signage, Signs and/or giveaways, The more pictures that can be provided the better</td>
<td>25%-50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will offer up to 50% Co-op for the booth space if the booth featured only Optoma products (dealer pays the other 50%). If Optoma products are one of the two lines being shown, that would qualify for 25% participation.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will not pay for logistics, airline tickets, car-rentals, entertainment, agency/design fees or any other miscellaneous costs associated with the show.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Mail Pieces</td>
<td>Printing costs</td>
<td>Display Optoma logo and feature a picture of Optoma product.</td>
<td>Invoices for printing, Color Sample of direct mail piece</td>
<td>Up to 50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Texas Instruments DLP Medallion must appear on Dealers’ project and the size requirements are 1 (w) inch or 2.54 (w) centimeters.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will offer up to 50% Co-op for the printing of the direct mail piece, if the mailing is solely for Optoma products.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will not pay for agency/design costs, postage, envelope or any other miscellaneous costs associated with the direct mail piece.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pop Literature &amp; Displays</td>
<td>Approved costs</td>
<td>Optoma logo and product must be prominently displayed.</td>
<td>Literature: Detailed invoice and verification of placement, Original sample of collateral, Display: Invoice from manufacturer and color photo of display in use, Detailer and list of stores where displayed</td>
<td>Up to 50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Texas Instruments DLP Medallion must appear on Dealers’ project and the size requirements are 1 (w) inch or 2.54 (w) centimeters.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mailer must feature a picture of an Optoma product.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Optoma Co-op/MDF Marketing Program

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Eligible Expenses</th>
<th>Qualification Guidelines</th>
<th>Required Docs</th>
<th>Co-op %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Advertising</td>
<td>Ad space cost</td>
<td>Optoma logo and products must be prominently and/or solely displayed.</td>
<td>Invoice from publication with ad</td>
<td>Up to 50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Texas Instruments DLP Medallion must appear on project and the size requirements are 1 (w) inch or 2.54 (w) centimeters for full page. Maintain aspect ratio in smaller or larger displays.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>When multiple Optoma products are features, the DLP logo may be reduced to the minimum size of .95(w) x .5 (h) inches.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Newspaper advertisements must be at least three column inches.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will offer up to 50% participation for company catalogs depending on the amount of space Optoma products are featured in the catalog.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yellow Pages advertising must be at least three inches.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Magazine advertising must be at least ¼ page or larger.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma product specifications must be stated accurately.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will offer up to 50% for insertion fees only.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will offer only a proportion of the 50% if the advertising displays more than just Optoma’s products.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will not pay for agency/design costs or any other miscellaneous costs associated with the print advertising.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Advertising</td>
<td>Ad space costs</td>
<td>Optoma logo and products must be prominently and/or solely displayed and linked to appropriate Optoma product web page.</td>
<td>Invoice from internet agency, Web page address, Sample of artwork/media plan, ** Date at the bottom of the print out must be in the same time frame that's being claimed.</td>
<td>Up to 50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Texas Instruments DLP Medallion must appear on Dealers’ project and the size requirements are pixel size 72(w) x 64(h) with no fewer than 32 colors and the logo must be linked to the appropriate DLP web page.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Email blasts can qualify only if Optoma is solely promoted. Optoma will need to approves the copy and the layout prior to it being sent out.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will offer only a proportion of the 50% if the advertising displays more than just Optoma’s products.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will not pay for any agency/design costs or any other miscellaneous costs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optoma will not pay for any search engine activities (ie google, yahoo, cnet search, etc.), or having an Optoma banner on the distributor's/dealer's own website.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Non-Qualification Guidelines:
- Optoma will not offer Co-op support for media via television, radio, show tickets or sign boards.
- Optoma reserves the right to process partial to no payments if the supporting evidence shows that the activity also supported other manufacturer(s)’ products.
- If the Co-op proposal has more than three manufacturers’ products featured in the program, Co-op will be denied.

### Activities that Qualify for MDF Reimbursement
Activities that qualify for MDF reimbursement are evaluated on a case by case basis. Please contact Optoma’s Marketing Department for details.