

SHARP®

PARTNER. INNOVATE. LEAD.





EXPERIENCE THE SHARP ADVANTAGE

World-famous for award-winning technology, Sharp Electronics Corporation enhances the workplace with next-generation multifunction products that help businesses efficiently manage their workflow. With network printing, advanced data and document security, versatile distribution capabilities and the ability to print in both black and white and full color, Sharp® MFPs bridge the gap between paper documents and digital information. But that's just the beginning.

In today's interconnected world, business customers seek more than industry-leading hardware and software products, they want products that work together to form a seamless, integrated workflow. Sharp's new technology, the Sharp OSA® development platform, delivers all this and more. With Sharp, you get the resources of an industry leader along with the innovation, tools, and commitment you need to help your business get to the next level. That's the Sharp Advantage.

EXPERIENCE THE ALLIANCE

Sharp's network of alliances continues to expand with Sharp OSA technology. To facilitate this growth, the comprehensive Sharp Partner Program® provides members with all the resources they need to design and co-market their products with Sharp. Considered one of the most inclusive in the industry, the Sharp Partner Program offers both developer and marketing support, as well as a dedicated extranet site for 24/7 information exchange within the member community. Completely modular, the Sharp Partner Program can help you gain more visibility in the marketplace and expand your reach to potential new customers. These are just a few of the benefits of working with a leader.



EXPERIENCE THE PROGRAM

The Sharp Partner Program consists of four separate elements that offer unique values, benefits and support throughout the various stages of the development life cycle. The Sharp OSA Developer Program for infrastructure support. The Sharp Partner Marketing Program for detailed promotional opportunities. The Sharp Developer MFP Purchase Program for special pricing on MFP units. And, the Sharp Developer MFP Maintenance Program for ongoing service support. These programs can be combined in various configurations offering you the ability to customize the program that fits your needs.



➡ SHARP OSA DEVELOPER PROGRAM

Open to all qualified software vendors, integrators, Sharp dealers and customers, the Sharp Developer Program offers a comprehensive support infrastructure designed to help streamline your development efforts. This fee-based program provides access to a developer extranet, your portal into the Sharp developer community. Here you can access the Sharp OSA Software Development Kit (SDK) as well as communicate with fellow developers via monitored public discussion forums. Our comprehensive extranet also features private Sharp discussion forums, FAQs, software updates and much more.

The **Sharp OSA SDK** consists of the core tool set needed for application development, including:

- Developer's Guide
- Sample applications
- Web Services Description Language (WSDL file)*
- Sharp OSA.NET Library
- Sharp OSA MFP Simulator

The Sharp Developer Program also provides you with access to the **Sharp Test Center** to finalize development of your application. With easy online access you can view the center's schedule and request a block of time for testing.

As a valued member you are also entitled to post your company's information on the **Sharp Dealer Extranet**, enabling you to showcase and promote your development expertise to the entire Sharp dealer network.

➡ SHARP DEVELOPER MFP PURCHASE PROGRAM

Complementing the Sharp Developer Program and available exclusively to developer members, the **Sharp Developer MFP Purchase Program** provides developers the opportunity to purchase a limited quantity of Not For Resale MFPs at special developer pricing, which includes installation services. These units are intended to facilitate your development efforts and make it easier to deploy your solution.

➡ SHARP DEVELOPER MFP MAINTENANCE PROGRAM

Supplies and support for MFPs purchased through the Sharp Developer MFP Purchase Program are available separately through the **Sharp Developer MFP Maintenance Program**. This program offers full maintenance and support on these MFPs. You can rest assured that your MFP(s) will be well cared for, so that you can focus on development.

↔ SHARP PARTNER MARKETING PROGRAM

All Sharp OSA developers receive base-level web listings on the **SharpUSA public website** as well as **Sharp's Dealer Extranet**. For those companies that wish to further leverage their development efforts, Sharp offers a comprehensive marketing program that provides extensive promotional opportunities to drive sales.

Access to this fee-based program is open to all companies offering hardware or software that complements Sharp products. Through a mix of web presence, communication, external marketing opportunities and training events, this program will allow you to promote your affiliation with Sharp to both the Sharp channel as well as the public at large.

Benefits of the Sharp Partner Marketing Program include:

- Extended web coverage on www.sharppusa.com and the Sharp dealer extranet to reach both end users and the Sharp channel
- Reciprocal use of Sharp and member logos on collateral materials
- Communication activities including press releases and e-mail blast programs
- External marketing opportunities including participation in Sharp events such as trade shows, road shows, National Dealer Meetings, as well as inclusion in the Sharp Full Line Brochure
- Sales training opportunities such as Sharp web conferences and classroom training

*WSDL is an XML-based language used to describe a specific web service

SHARP OSA TECHNOLOGY SIMPLIFIES DEVELOPMENT

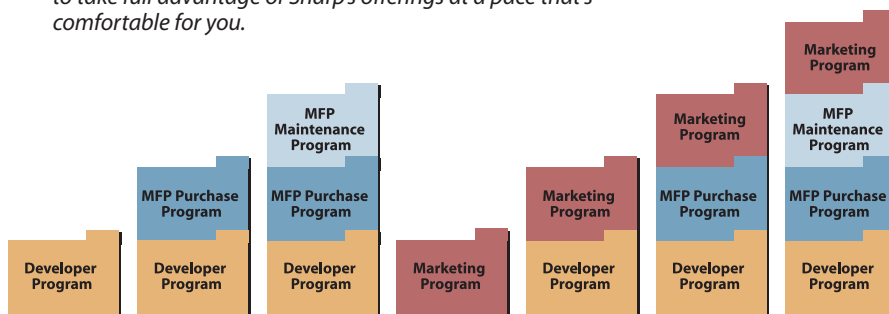
With Sharp's newest innovation, the Sharp OSA development platform, we have redefined the concept of an MFP with a suite of tools to *truly* customize document workflow. This flexible development platform leverages industry-standard protocols such as XML and SOAP to allow Sharp MFPs to communicate with business-critical programs (such as document management systems and workflow software), as well as perform expanded tasks on the network. These open standards simplify and streamline the application development process and open the door to a growing development community of software developers, systems integrators, resellers, and customers.



To learn about the Sharp Partner Program and how you can benefit from this new technology, please visit us at www.sharp-partners.com and complete the online application form. A Sharp representative will contact you to discuss program enrollment and develop a personalized action plan.

THE SHARP PARTNER PROGRAM: BUILDING BLOCKS TO SUCCESS

The Sharp Partner Program is completely modular and allows you to add programs as your business needs evolve. Designed to appeal to a wide range of businesses, this approach allows you to take full advantage of Sharp's offerings at a pace that's comfortable for you.



➤ Sharp OSA Developer Program

Streamline your development efforts with a universe of support

➤ Sharp MFP Purchase Program

Facilitate your development efforts with an in-house MFP

⦿ Sharp MFP Maintenance Program

Eliminate maintenance issues so you can focus on development

⦿ Sharp Partner Marketing Program

Promote your validated product to the Sharp dealer channel, developers and end users

The Sharp Partner Program introduces software which is designed to enhance the use of your Sharp products. Participants in the Sharp Partner Program are independently owned and operated third parties which Sharp has no interest in or control over. Sharp does not warrant or guarantee these third-party solutions in any way. Sharp has no responsibility for your use of these third-party products and solutions, or their compatibility with Sharp products in any way.



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