

# infohub™ wireless monitoring Briggs & Stratton

## Top 7 features

1. Provides instant updates on the status of your standby generator
2. Sends preventative maintenance or service alerts to consumers and/or dealers
3. Available on any web enabled device
  - i. Website or Mobile (iPhone or Android app)
4. Records generator usage and performance over time
5. Cellular technology for communication when utility power is out
6. Simple installation
7. Compatible with any GE Generator System. Compatible with any Briggs & Stratton controller as of August 2005.



8kW<sup>1</sup> standby generator with infohub™ technology

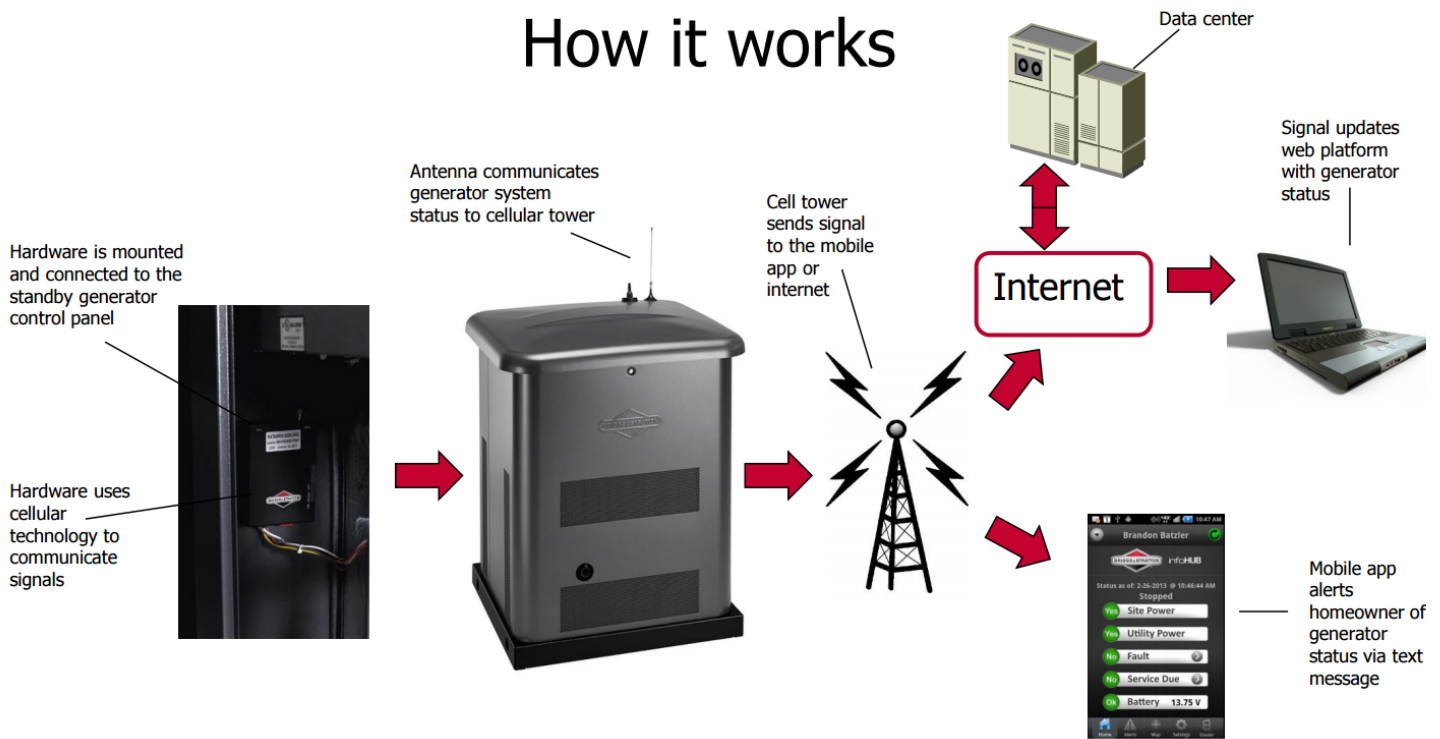
## Why we created infohub™

- Offer customers added peace of mind
  - Key purchase driver is worry-free operation and the generator's ability to protect the home and family from power outages
    - Infohub™ wireless monitoring allows customers the ability to monitor their generator so they know whether or not it's working
- Make existing customers happier
  - Research indicates that monitoring is one of standby generator owners top desired improvements
    - Existing owners want to better understand their generator's system and status
- Help tie the dealer closer to the end user
  - Create a recurring service revenue stream for the dealer
  - Help the dealer gain business efficiencies by keeping track of monitoring customers and their generator information



Complete infohub™ solution

# How it works



# Smarter monitoring

infohub™ wireless monitoring tells consumers what they want to know about their generator – when they want to know it. Using a computer, tablet or smart phone, standby generator owners can instantly check their generator system status from home or away.

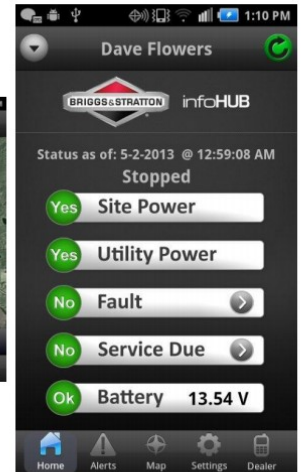
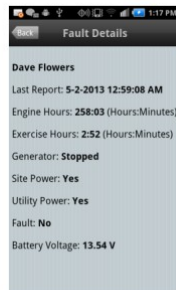
- **Monitor** standby generator status, track usage and be aware of any generator maintenance needs before a power outage
- Consumers **choose what they want to know** with configurable standby generator notification settings. **Receive email or text messages** on your generator's performance
- **Set-up standby generator repair** by sending maintenance notifications directly to your servicing dealer
- **Smart cellular-based system** provides broad coverage and a reliable connection to your generator
- **Package includes:** infohub™ generator monitoring hardware plus a monthly service subscription. Hardware and subscription need to be purchased separately.



# infohub™ mobile app

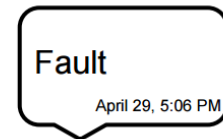
Consumers can check-in and quickly know the status of their generator from home or afar. The app lets consumers:

- Confirm generator status (running or stopped)
- See if utility or site power is available
- Receive alerts/update on faults
- Adjust notification settings
- Check battery voltage
- View next service date
- Call dealer
- View generator(s) location on Google maps

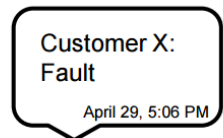


## Email or text alerts

- Consumers can pick and choose what types of notifications they want to receive.
  - Site power off / Site power on
  - Utility power off / Utility power on
  - Fault / Fault cleared
  - Low battery / Battery normal
  - Engine on / Engine off
  - Failure to exercise
  - Service due
- Consumers can set-up 2 users to receive notifications in addition to their dealer.
- Consumers can let their dealers receive the following notifications.
  - Site power off / Site power on
  - Failure to exercise
  - Low battery / Battery normal
  - Fault / Fault cleared
  - Service due



Sample infohub™ consumer text messages

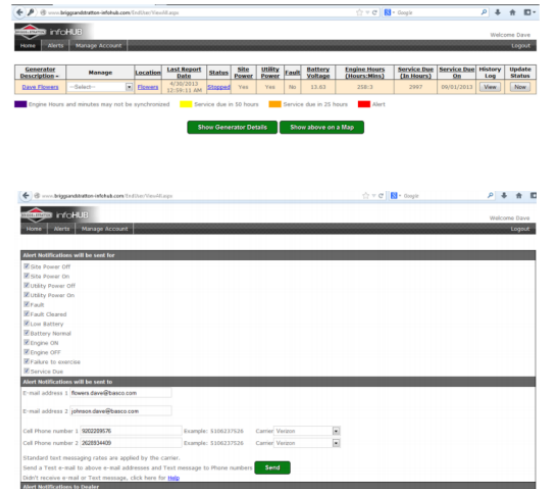


Sample infohub™ dealer text messages

# infohub™ web platform - consumer

- User-friendly display makes it easy for consumers to monitor and manage their generators

- Confirm generator status
- Check generator battery voltage and engine hours
- Set-up and adjust generator fault, status and maintenance reminder notifications
- Track generator utilization and service history
- View status and locations of multiple generators
- Access service dealer contact information
- Handle all account administration details including adding users for event notification, setting up the dealer as a fault contact and renewing their subscription



## Order process and pricing

- Order process
  - Dealer will need to order infohub™ hardware as an accessory (model number 6260)
  - Hardware will be shipped to dealer
  - infohub™ administrator will send a list of serial number(s) to dealer for the units shipped in the order. These will be assigned to customers during the Sales process.
    - Consumer must purchase infohub™ subscription from PayPal
      - Monthly plan - Consumers will be required to use an existing PayPal account or create a PayPal account
      - Yearly plan – A PayPal account is not required
- Pricing
  - Hardware: \$279.99 MSRP
  - Data plan options:
    - \$12.99/month paid monthly
    - \$288 paid upfront for 2 years of service (effectively \$12/month)
    - \$360 paid upfront for 3 years of service (effectively \$10/month)



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# Competitive comparison

	infohub™ Briggs & Stratton	Mobile Link™ Generac	OnCue™ Kohler Power
Interfaces	- Personalized website - Mobile app (iPhone or Android)	Personalized website	Personalized website
Dealer Profitability	Dealer margin on hardware, installation and \$10 bonus for every active subscription each year	Dealer margin on hardware and installation	Dealer margin on hardware and installation
Technology	Cellular	Cellular	Ethernet
Installation	Install hardware only	Install hardware only	Install hardware and software
Certification	UL listed on GE/Briggs & Stratton generators	None	None
Compatibility	All generators	Only select generators	Only select generators
Price	- \$279.99 hardware - As low as \$9.99 per month (\$119.88 per year)	- \$279.99 hardware - As low as \$8.99 per month (\$107.88 per year)	- \$475 for software