

## Litams Europe BV

info@litams.com  
www.litams.com  
+31.638928310

# Invitation for resellers



## Introduction

In many countries, livestock farmers are required to electronically tag livestock. Movements of sheep, goats and cattle need to be reported to national databases. This opens up a demand for “readers”. Most models do little more than reading tags – leaving the user with the challenge to get the data from the reader into the database.

## Litams makes life much simpler!

Since 2008, Litams has pioneered the Handheld Connected Reader (HCR). True to our motto “Bleep...Bleep, Ready” the HCR scans a tag and reports it over the mobile internet to the appropriate database(s). This approach makes it a lot easier to collect data. Therefore, not only complying with regulations has become simple. Users also start to collect more information and use it to improve the results. This is called Precision Livestock Farming.

Recently, we’ve introduced our fifth generation HCR: the C9. The C9 is a rugged Android smartphone with a built-in reader. The pre-installed app allows users to select any function and record animal data. This can range from date of birth to weight and from milk production to wool quality. With more than 10 years experience, Litams has developed an app which contains all functions a livestock farmer may need, whilst keeping the app simple to use. The app automatically handles all government requirements, as well as many other “Precision Livestock Farming” functions.



**The Only Phone Able to Read EID**

- Best-in-class Built-In EID Reader
- Reads All Types Animal EID
- 5" Big Screen
- Gorilla Glass
- Screen is Usable in Rain or with Gloves
- Powerful 4800mAh battery
- Sufficient for 2 Days Work
- Compact 178mm x 78mm x 24mm
- 315 Grams
- Android 8.1
- IP65
- Dustproof
- Waterproof
- Shockproof
- Rugged
- Light Weight
- SIM Card included
- Screen Protector
- Strap
- Ready to Use
- EUR 895,-

Once scanned, the data is recorded and processed in real-time, over the mobile internet (using wifi or 4G). Hence, there is no need to hook the reader up to a PC. The app takes care of it all. When the user makes a mistake, he receives a warning message in the app. When a user cannot resolve the issue, Litams offers a 24/7 (free) support desk.

## Identical app on smartphone

Customers who purchase a C9, are ready to go when they receive the C9. Users are encouraged to install the same app on their smartphones, enabling them to collect and review information anywhere, anytime. (Unlike the C9, smartphones cannot scan animal EID....)

## We invite you to resell our C9

The C9 is the world’s only phone which can also scan animal EID. Adding the C9 to your portfolio of products enables you to offer your customers:

- A reliable and robust product, with 2-yr warranty
- An easy to use app, backed up with 24/7 Helpdesk
- Competitive price (RRP = EUR 895)

There are many benefits for you too:

- Very attractive margin (40%)
- Keeping inventory is not required
- Warranty and support handled by Litams
- Highly satisfied customers
- Possibilities for add-on sales, joint sales promotion activities, cash-backs or coupons.

## Litams Europe BV

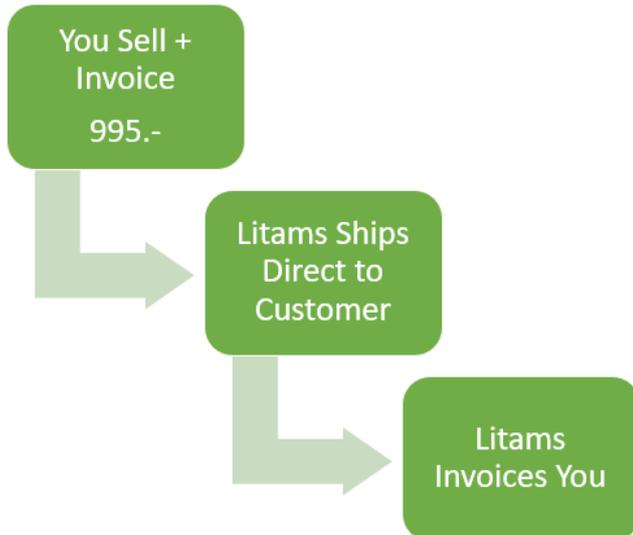
info@litams.com  
www.litams.com  
+31.638928310

# Invitation for resellers



## Ordering and Delivery

Customers order the C9 from you. You invoice and collect the money. You advise Litams where to ship the product (at no cost to you or your customer). Upon shipment, we will create an invoice for EUR 538.- per



C9. You pay the invoice within 30 days.

## Warranty

In the rare case that a customer needs to use the two-year full warranty, this will be handled by Litams, at no burden or cost to you.

## What's in the box?

- C9 Handheld Connected Animal Reader
- Litams App (pre-installed on C9)
- SIM card (free usage)
- USB Charger
- Screen protector
- Getting Started instructions
- Promotional material (to be agreed)

## Subscription

To use the Litams app, a subscription is required. As a reseller, you can offer your customers a free, 12-month subscription to the full Litams service.

## Support

All customer support and product warranty issues are dealt with by Litams. Your support team will not be burdened by "how to" questions and other issues.

## Summary

1. You sell the C9 to your customers. You invoice your customer for the amount agreed.
2. Orders are forwarded to Litams: Name, Address, E-mail and Phone number
3. Litams ships the C9 and invoices you for the agreed transfer price.
4. Litams takes care of all customer support with respect to the reader and the app

## More information?

To learn more, please contact Hans van der Hoek at Litams Europe BV: [hans@litams.com](mailto:hans@litams.com)

