X10® and X10 PRO Brand Guidelines

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Created By X10® Wireless Technology, Inc.
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1) WHO ARE THESE GUIDELINES FOR?

These guidelines apply to authorized X10® and X10 PRO distributors/resellers.

**Distributor/Reseller**: An X10 and X10 PRO authorized distributor/reseller is a non-installing wholesaler that sells to professional contractors or a reseller that sells direct to consumer and is expected to stock an ample supply of X10 products.

2) ABOUT OUR BRAND

**WHO WE ARE**

X10 Wireless Technologies, Inc. has been in business for over 30 years and online since 1996!

In 1974, the roots of X10 sprang from a little engineering company in Scotland called Pico Electronics, Ltd. X10 was a founding member of the Home Automation and Networking Association and is widely regarded as the founder of the home automation industry. The first X10 products were introduced in 1978. Over the years X10 has developed and manufactured Home Automation products for GE, RCA, IBM, Philips, Magnavox, Gemini, Leviton, Radio Shack, ATI, Black & Decker, and other big name consumer electronics companies. X10 is regarded as the de facto standard in home automation.

In 1978, X10 was introduced to the American public, Radio Shack being the first customer. Sears, Roebuck soon became our second customer. Right from the beginning we intended that X10 products would be produced at low cost and in high volume to give the consumer the lowest price possible.

In 1988, X10 started manufacturing universal remotes for Universal Electronics, Inc. (UEI) under the One-For-All brand. We expanded this business to the point where we were manufacturing 1 million remotes a month. We now make remotes for many original equipment manufacturers and have the best infrared (IR) code library in the business. X10 are now one of the largest manufacturers of universal remotes in the world.

In 1989, we introduced the world’s first low-cost self-installed wireless security system, the SS5400. It was a breakthrough product for its time and there’s still nothing that compares to it for price-performance.

On December 28, 1996, we began selling on the Web at [www.X10.com](http://www.X10.com)

In 2011, X10 introduced a line of wireless/wired IP cameras that simply plug into any router and can be viewed over the Internet. Today the line has grown to more than a dozen different models, including indoor and outdoor models; and MJPEG and h.264 Hi Def versions.

In 2013, X10 broke new ground by adding Peer-To-Peer (P2P) technology to its line of IP cameras. This makes setting up an IP camera something that can be done in literally under a minute. This, together with the introduction of Apps for the iPhone/iPad via the App store, and an Android version via the Google Play store, makes it possible to easily set up an IP camera, and view it from anywhere in the World, from a PC or Laptop; or from a Smartphone or Tablet.
WHAT WE DO

X10 Wireless Technology, Inc. offers an integrated suite of affordable hardware and software products that provide powerful and affordable wireless solutions for homes and small businesses. We design, manufacture and sell these solutions direct to consumers and small businesses. These products include home automation that enables consumers to control lighting and appliances, as well as heating and air conditioning systems; wireless security systems offering customers topnotch security with no monthly contracts; audio and video entertainment systems making possible wireless distribution of multiple entertainment sources; and digital video surveillance via our wireless IP cameras, providing affordable video security that seamlessly integrates into any home or business.

3) MISSION, VALUES & STRAPLINES

MISSION

X10 Wireless Technology, Inc. is more than just the leading supplier of home automation, home security and home entertainment products. X10 is the one-stop home solutions provider. Our mission is to design, develop and market quality home products and services at affordable prices that make our customers’ lives better.

VALUES

<table>
<thead>
<tr>
<th>People</th>
<th>Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>X10 and X10 PRO employees are passionate about bringing new home solutions to consumers and we therefore build the kind of products and web sites we would use. Our customers are guaranteed to find the solution they need, the know-how to use it, and an enthusiastic support staff every step of the way.</td>
<td>The X10 and X10 PRO Brand identity is clearly one of our key assets. It enjoys the trust of our customers &amp; other stakeholders, who believe that X10 and X10 PRO stand for quality, reliability &amp; superior value. Our brand value proposition is supported by these reasons to believe:</td>
</tr>
<tr>
<td></td>
<td>✓ X10 and X10 PRO have been in business for over 30 years;</td>
</tr>
<tr>
<td></td>
<td>✓ X10 and X10 PRO are the industry leaders and innovator of the technology standard;</td>
</tr>
<tr>
<td></td>
<td>✓ X10 and X10 PRO stand behind our products.</td>
</tr>
</tbody>
</table>

STRAPLINES

- Affordable Home Solutions for Everyday Life
- Home Gadgets since 1978.
4) VISUAL IDENTITY

LOGO

The X10 and X10 PRO logos consist of one of two components, a symbol and/or a word mark. The established size and positioning relationships between these two components that define this logo must never be altered. The word mark consists of specially created and spaced letter forms which may not be modified in any way. Be sure to use the approved artwork file rather than attempting to re-create the logo.

Approved artwork can be obtained by emailing our marketing team: marketingforce@x10.com

X10 APPROVED LOGOS:
X10 PRO APPROVED LOGOS:

X10 AIRSIGHT APPROVED LOGOS:
X10 VS. X10 PRO

Designed for the DIY'er, the X10 line of products provide easy to install solutions for the most common needs, are typically sold direct to consumer, and come with a 90 day repair/replace warranty through the manufacturer. Extended warranty options thru the reseller are available upon request.

The X10 PRO line of products has a higher degree of certification than standard X10 products and is designed for industry professionals. The X10 PRO line modules are "burned-in" for extra reliability, subject to higher manufacturing standards, and include an extended product line that consist of wired in solutions such as filters, couplers and other more sophisticated items and testing equipment. The X10 PRO line of products also come with a standard two year warranty through the reseller.

LOGO DO’S AND DON’TS

The X10 and X10 PRO logos not be modified in any way. Great care should be taken to ensure accurate color reproduction when the logo is applied to all types of paper and materials, as well as web and broadcast channels. Be sure to use the approved artwork file rather than attempting to re-create the logo.

Approved artwork can be obtained by emailing our marketing team: marketingforce@x10.com
COLORS

The X10 and X10 PRO logos are expressed in these colors only. The colors must be used consistently across all internal and external communications. Great care should be taken to ensure accurate color reproduction when the logo is applied to all types of paper and materials, as well as web and broadcast channels.

For Main Logo:
X10 Dark Blue: #08477A / R:8 G:71 B:122

For Main and PRO Logo
X10 Royal Blue: #3366CC / R:51 G:102 B:204

For Main and PRO Logo:
Black: #000000 / R:0 G:0 B:0

For Main, PRO, and Airsight Logo
White: #FFFFFF / R:255 G:255 B:255

For PRO Logo:
X10 Process Blue: #0C5C91 / R:12 G:92 B:145

For PRO Logo:
X10 PRO Blue: #0B86B4 / R:11 G:134 B:180

For Airsight HD Logo:
X10 Airsight HD Blue: #6EFFFF / R:110 G:255 B:255

For Airsight Logo:
X10 Airsight Blue: #167BBB / R:22 G:123 B:187
TYPOGRAPHY

The following fonts can be used for marketing collateral, company documentation, communications; headlines and for highlighting key words and phrases. There is no restriction on the style of the typeface. The typeface can be italic, bold, normal or bold italic

Arial
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.,"“

Verdana
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.,"“

Impact
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.,"“

Franklin Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.,"“

Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.,"“
PHOTOGRAPHY

The style of X10 and X10 PRO photography is appropriate to the communication; however, it will usually be characterized as natural, approachable, compelling and tasteful. It will, like our brand voice, send a message in every photograph that the X10 and X10 PRO brand is professional and trustworthy. In addition wherever appropriate, the photographic style should also demonstrate not just our technical knowledge and expertise, but also our understanding of society and our customers’ lives.

THE FACES OF MARKETING

Examples of the types of images you may use.

5) BRAND VOICE

The X10 and X10 PRO brand voice is that of a trusted friend. It is human and real, helpful and confident. Our brand voice represents technical expertise, to be sure, but it is also born of a connection with consumers and a deep understanding of their daily lives and the role we play in them. We have a sense of humor and a perspective on the world and our place in it. Yes, we are experts. But we do not lecture or communicate in corporate speak, but rather in the voice of our customers.
6) BRAND USAGE GUIDELINES

ADVERTISEMENT DO'S AND DON'TS

Please Do:

➢ Advertise the part you have available to ship

➢ Be clear as to exactly what the customer will receive

➢ Do reference similar part numbers as acceptable substitutions or equivalents

➢ Upgrade a standard X10 part purchase with a PRO equivalent when available.

➢ Indicate that a PRO part is on backorder, out of stock or unavailable should you choose to reference them unless you have stock on hand to ship.

Perfect... Great image and clear as to what you are receiving.

X10 WS4777 REPLACEMENT SLAVE SWITCH CS277

Nice... The customer knows this item is an X10 PRO part and that there is a standard X10 equivalent.

Comparable Replacement is the MT13A

• Brand new with Two Year Warranty.
• X-10 PRO brand model number PCW03-I.
• This switch will not operate independently. It must be used with one of the following model number switches: X10 PLW02, PLW02-I, WS4777 3-way switch set or PLW03, PLW03-I, WS477 master wall switch. Can be used as an exact replacement for the CS277 companion switch.

Great... This item is an X10 PRO part that comes with a 2 year warranty – Mentions equivalent X10 and X10 PRO parts.
Please Do Not

- Advertise items you do not or will not carry in stock without specifying their availability.
- Confuse customers by listing multiple part numbers in the description.
- Indicate availability of a PRO part when only standard X10 parts are available.
- Downgrade a PRO part with a standard X10 part.
- Indicate that a PRO part has been discontinued by the manufacturer.
- Use the word PRO with standard X10 part numbers.

 Hmm... Is the customer going to receive an X10 HR12A or an X10 PRO PHR03?

 Model: HR12A/PHR03

 So Close... The X10 logo is displayed correctly — however we don’t know if they will receive an XPS3 or WS13A.

 Almost had it... Logo is correct, part number is correct; however we used the name PRO.
Interesting… Does this mean we get all three parts?

Umm… Will the customer receive X10 PRO or a retail packaged X0 part? Does the reseller know?

Goodness… Almost perfect. The availability was accurate; however this item has not been discontinued by X10.

Err… We have no idea what to expect with this one. Is this PRO, Standard, or the competitor’s brand?

Wait… What? The customer knows this item is a PRO part… or do they? We have PRO, Standard, and parts not included.

Err… We have no idea what to expect with this one. Is this PRO, Standard, or the competitor’s brand?

Umm… Will the customer receive X10 PRO or a retail packaged X0 part? Does the reseller know?

Keychain Remote for 2 Devices w/ Bright & Dim Buttons (KR19A/PHR04/RKR24)

Interesting… Does this mean we get all three parts?
7) COLLATERAL EXAMPLES

The X10 marketing program is an ongoing initiative utilizing a wide variety of communications media. Collateral plays an important part in this program by placing information into the hands of customers. Direct mail, literature, catalogs and data sheets each help X10 and its distributors and resellers create awareness, generate interest and achieve sales goals.

The following examples demonstrate how the collateral design system has been applied across a wide variety of materials. These include:

- Owner’s Manuals
- Data Sheets
- Sales Literature

Owner’s Manuals

Owner's Manuals are used to consolidate product information into one complete resource. Although the Web has replaced this tool to a large degree, sales manuals still remain a convenient and portable resource for product reference. Owner's Manuals must include a literature code on the back and should be posted as PDFs to the Web site. Files of 1 MB or less are recommended. If necessary, divide these into smaller files for easier downloading.
Data Sheets

Data sheets provide product specifications in a tightly structured format. Technical information is presented clearly and logically so that it can be used for quick reference. All data sheets should include a literature code on the back and current documents should be posted to the Web site in Acrobat PDF format.
Sales Literature

Sales Literature are booklets, brochures, catalogs, charts, manuals, price lists, press clippings, press releases, testimonials from satisfied customers, test results, etc., used by X10 in its sales promotion routines. All sales literature should include a literature code on the back and current documents should be posted to the Web site in Acrobat PDF format.
Thank You

May 2013

X10 Wireless Technology, Inc.

www.x10.com