



# OptoSigma Corporation

Marketplace Partner Plan

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Guy Ear - Executive Chairman



# About OptoSigma...

- Global manufacturer of Optics & OptoMechanics:

- Lenses & Mirrors
- Coatings & Filters
- Stages & Mounts
- Objectives
- Tables & Breadboards
- Custom Systems



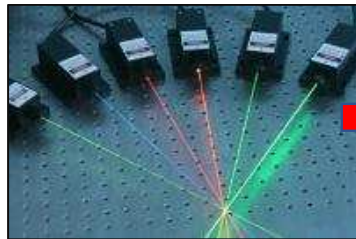
- Reputation for precision & quality

- Expanding product offerings to offer “one-stop-shopping” through marketplace partnerships to offer customer Best in Breed products



# OptoSigma Marketplace Overview

- “One-Stop-Shopping” for the photonics marketplace
  - OptoSigma partners with key component & system providers
    - Lasers, Components, Sensors, Power Meters, ...



Generate



Manipulate



Detect



- Leverages OptoSigma’s core competencies:
  - Web platform with search algorithm & on-line sales system
  - International sales & technical support team
- Offers cost effective “access” to US markets
  - 5 different program “Tiers” to fit every budget
  - Eliminates need for each company to have their own “local sales rep”
  - Options for US based trade-show/conference management & participation



# State-of-the-art WebShop & Order Processing

The screenshot displays the OptoSigma web shop interface. At the top, there is a search bar and navigation links for RESOURCES, COMPANY, CONTACT US, and OPTOSIGMA US. Below the navigation, there are category links: OPTICS, OPTOMECHANICS, OPTICAL TABLES, MOTION, LIGHT, MICROSCOPY, LASER & LAB SAFETY, CUSTOM, and PROJECT AVATAR. The main content area shows a product page for "FAST-RESPONSE POWER & ENERGY SENSORS" with SKU: HSP-RS. A "CUSTOMIZE THIS PRODUCT" button is visible. Below the product title, there is a table with columns for Name, Delivery, and Price. The table lists a "50W Fast-Response Thermal Sensor, 90-ms Response, 16-mm Square Sensor, used with PEM-TS-4.3 Stand-alone Controller" with a price of \$1,527.96 and a delivery status of "IN STOCK". Below the table, there is a "Related Products" section with five items: Helium-Neon Gas Laser Modules, Laser Checker, Stocked - Quick Delivery Optical Tables, IR/UV Sensor Cards, and Laser Protective Eyewear. On the right side, there is a shopping cart overlay showing "2 Items in Cart" and a "Cart Subtotal" of \$1,649.34. The cart contains two items: the 50W Fast-Response Thermal Sensor (price \$1,527.96) and a 25.4-mm mirror mount (price \$121.38). Buttons for "PROCEED TO CHECKOUT", "View and Edit Cart", and "MOVE ITEMS TO QUOTE" are visible.

**FAST-RESPONSE POWER & ENERGY SENSORS**  
SKU : HSP-RS

**CUSTOMIZE THIS PRODUCT**

Name	Delivery	Price
50W Fast-Response Thermal Sensor, 90-ms Response, 16-mm Square Sensor, used with PEM-TS-4.3 Stand-alone Controller HSP1A50-16Q	IN STOCK	\$1,527.96

**Related Products**

- Helium-Neon Gas Laser Modules
- Laser Checker
- Stocked - Quick Delivery Optical Tables
- IR/UV Sensor Cards
- Laser Protective Eyewear

**Shopping Cart:**  
2 Items in Cart  
Cart Subtotal : \$1,649.34

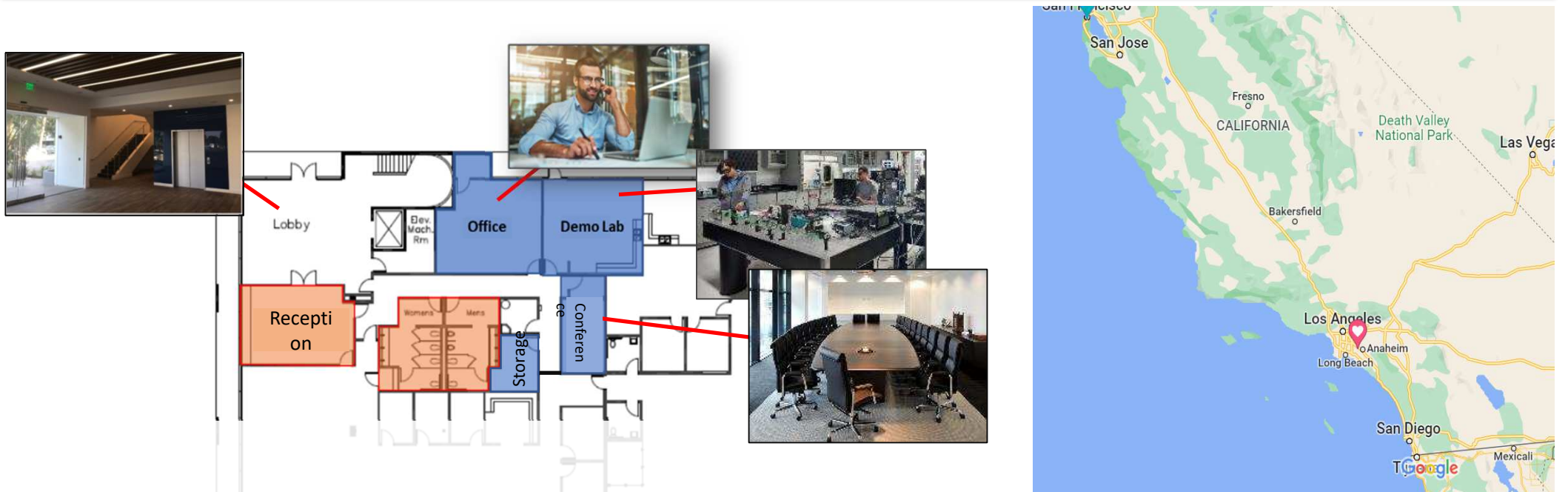
**Item 1:** 50W Fast-Response Thermal Sensor, 90-ms Response, 16-mm Square Sensor, used with PEM-TS-4.3 Stand-alone Controller  
\$1,527.96

**Item 2:** 25.4-mm mirror mount, stainless steel, high-stability, front-loading, 3 hex adjusters  
\$121.38

**Buttons:** PROCEED TO CHECKOUT, View and Edit Cart, MOVE ITEMS TO QUOTE

- Fast visual search engine to find products
- On-line chat function for technical & sales support
- Shopping cart with “abandonment” tool & secure payment/check-out

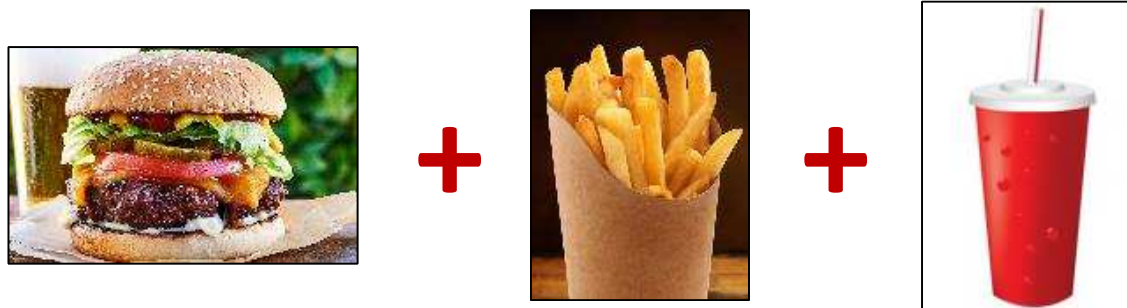
# Marketplace Partner Suite



- Dedicated Office suite for Marketplace Partners
  - Private entrance & segregated from OptoSigma workspace
  - Spacious office space with IT Infrastructure (Printer, Internet, Meeting Space)
  - Demonstration lab with optical table & sink
  - Secure storage area for Demo equipment
  - Small conference room
  - Shared executive lavatory facilities

# Horizontal Salesforce

- Marketplace partner companies “application-share” OptoSigma sales teams

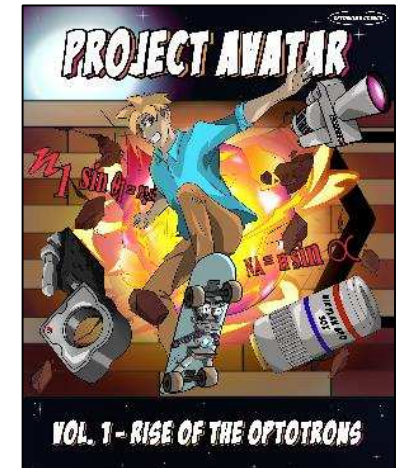


- We pair synergistic product lines with dedicated salespeople
  - E.g., laser safety products with power meters
  - Customers who need laser safety products likely need power meters...
- Approach keeps costs low for marketplace partners
- Maximizes sales opportunities
- Facilitates “cross-selling” and “up-selling” opportunities



# Trade-shows & Marketing

- Trade-show/Conference Management & Staffing
  - Product placement
  - Technical sales support
  - Marketplace Partner registration & attendance if desired
- Marketing & “Marcom” Support
  - Print/Web/Video
  - Advertising





# Summary

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- Preliminary marketplace partner “roll-out” summer 2022
- Partner suite in Costa Mesa, CA ready Spring 2023
- Partner Suite in Princeton, NJ tentatively planned for Spring 2024
- Currently soliciting interested parties
  - Non-competitive product offerings to prevent customer confusion
  - Initially targeting components and synergistic product offerings
- Please visit us at LWOP Booth #B4 – 103 if you have an interest in learning more...