



# Selling Newline



General Business Value Propositions



Why Interactivity & Unified Collaboration?



Pick Which Product They Need



Overcome Objections



Close & Setup a Demo

newline



## General Business Value Proposition

*Newline's interactive products empower your team to work even better than before. Approach potential customers with these benefits in mind about the value adds that Newline brings to the table.*



### **Expense Reduction**

Increase profits by reducing what you spend. Newline's products help get a better ROI on meeting and travel costs.



### **Increased Productivity**

Get more done with products that are easy to use and that streamline your meetings and communication.



### **Ease of Collaboration**

Improve office teamwork by using products that encourage working together on the same technology.



### **Speed of Communication**

Communicate as fast as your thoughts with products that work as fast you do and communicate ideas clearly.





## Why Interactivity & Unified Collaboration?

*Use these questions to start and keep a conversation going. Find out what pain points affect the person the most and pitch Newline's interactive products as creative and innovative solutions that will save them time, money, and frustration.*

### Do you currently use videoconferencing in your meetings?

**No**

Are you currently spending a lot on money on travel for things that could be done over video?

- TRUTOUCH X Series has built-in cameras that let you talk with your team, no matter where they are.
- X Series saves you the travel expenses of flying team members in and out of offices, and saving you drive time to get from one location to the next.

**Yes**

What videoconferencing software do you use?

- Great news! TRUTOUCH X Series works with all videoconferencing software, so your team can use their favorite way to videoconference.
- The built-in computer, camera, and microphones make it easy to communicate how you want.

### How often do you use video around the office?

Wouldn't it be beneficial for your HR team to videoconference with prospective employees before inviting them in for more formal interviews?

- Having a display with a built-in camera lets your team put eyes on a candidate without having to bring them into the office.
- Saves time, money, and gives you a rich experience at your convenience.
- A sleek device like the X Series or VN Series would impress more candidates and attract better hires.
- More modern technology attracts better qualified talent to your business by showing you are using the best tools available.

## How do you train your current team and new hires?

Could incorporating more video into your training spaces save your team some time and hassle instead of flying someone into the office?

- Adding video can save your team travel costs and travel time.
- The X Series's built-in cameras are wide-angle, 1080p cameras give you all the benefits of a face-to-face conversation.

## How do you interact with your clients/customers?

Wouldn't it be great to have a unique way to interact with your customers that would impress and sway their opinions of your business?

- Interactive displays let you collaborate with your clients directly, as well as display useful data, videos, and presentations that will give your business the "wow" factor.
- Show your customers you strive to stay up to date with technology that improves their experience.

## Are you currently using touch or would you like to add a touch experience to your meetings?

- |            |   |
|------------|---|
| <b>No</b>  | Would it be beneficial to write on top of Microsoft files? <ul style="list-style-type: none"><li>• Touch displays let you make notes directly over Microsoft files, such as Word documents, PowerPoint presentations, and Excel spreadsheets. These notes can be saved to review later, and you can even send them to customers after reviewing their accounts.</li></ul> |
| <b>Yes</b> | Do you want to have more people interacting together? <ul style="list-style-type: none"><li>• Each TRUTOUCH is a multi-touch display, which lets more people interact and collaborate at once.</li></ul>  |
| <b>Yes</b> | Would you like a more natural-feeling touch experience? <ul style="list-style-type: none"><li>• With optical bonding technology, TRUTOUCH screens feel as natural to write on as a piece of paper.</li></ul>  |
| <b>Yes</b> | Would it be useful to quickly switch between annotation modes to better express your ideas to the team or to customers? <ul style="list-style-type: none"><li>• Both the X Series and the VN Series have object recognition technology that lets you use pen tools and highlighter tools in quick succession without slowing down your ideas.</li></ul>                   |

## How do you communicate with your remote employees?

Would videoconferencing help better integrate your remote team with the rest of the company?

- Face-to-face meetings over videoconferencing can enhance communication with your remote team.
- Videoconferencing on a Newline display provides quality sound and picture for everyone on the call.

## Are you planning on replacing projectors in your office anytime soon?

- No**      What do you spend on maintenance costs for your projectors?
- Projector costs outweigh the cost of a Newline display over time.
- No**      What do your team or your customers think of the projector?
- Projectors are growing out of fashion and use as the years go by. They will need to be replaced soon to stay current.
- Yes**      Have you thought about what your next solution would be?
- Newline's displays are great for interactive solutions that are easy for anyone to walk up and start using.
- Yes**      What are you looking for in your next solution?
- Newline's displays come with several features that make them stand out from the competition.

## What are you currently using for your Whiteboard needs?

Have you considered using a digital whiteboard?

- A digital whiteboard lets you easily save and share the notes from a meeting without worrying about what you did with the paper notes.
- With a digital whiteboard, you don't have to worry about having anything else but a display to take notes on.
- Newline's displays all come with a built-in, easy to use whiteboard function that lets you save, share, and export all your meeting notes.

## Do you have huddle spaces or spaces designed specifically for meetings?

- No**      How does your team communicate or provide updates on projects?
- Having designated conference spaces can help your team collaborate more efficiently.
  - Using a touch display can help your team's face-to-face meetings be more efficient and useful, so everyone can get back to working on their projects.
- Yes**      Do you currently use video in your meeting spaces?
- Videoconferencing on a Newline display is easy and can bring the best benefits of face-to-face discussion into what would be an audio-only conference call.



## Reasons Someone Should Buy Newline

- Improve Team collaboration and meeting effectiveness.
- Enhance meeting spaces with technology that is sure to wow your customers.
- Non-proprietary technology grows with your company and works with everything.
- Leveraging the latest collaboration technology will help with talent attraction and talent retention.
- Newline is so easy to use and operate, there is no need for an IT army.

### Superior Features



**Optically Bonded Screen**



**Intelligent Touch - Object Recognition**



**Compatible with All Types of Devices**



**Superior Image Quality**



**Remote Display Management**



**Wireless Screen Sharing**



**Access to Cloud Storage**



**Smart Software Solutions**

### Exclusive to the X Series



**Built-in 1080p Camera**



**Noise Cancellation & Echo Reduction**



**OPS Computer Included**





## When to Sell Which Product

*Newline's solutions are designed to be flexible and work into any current environment, any existing setup or be the foundation for a completely new system. Here are some quick ways to tell which solution is best for the customer.*

If your client:

Already has videoconferencing equipment they want to use

Is starting fresh

Wants a product that they can pair with a less expensive camera

Has no current videoconferencing equipment

**TRU TOUCH *RS* Series**

**TRU TOUCH *VN* Series**

**TRU TOUCH *X* Series**



# newline | Selling the Right Product

## ***RS*** Series    ***VN*** Series    ***X*** Series

### **Ultra-High Definition**

4K resolution bring you powerful images and more clarity.



### **Non-Proprietary**

Use the Unified Collaboration (UC) software of your choice.



### **Naturally Intuitive**

Designed to be easy so anyone to walk up to the display and start working.



### **Access to the Cloud**

Quickly upload screenshots and files right to the Cloud Storage system you prefer.



### **Native Wireless Casting**

The built-in Newline Cast app lets you cast from a laptop, tablet or smartphone effortlessly and seamlessly.



### **Object Recognition**

Recognizes when you touch the screen with a finger or stylus, and changes between the highlighter and pen tools automatically.



### **Optical Bonding Technology**

Display is optically bonded, making it thinner, lighter, and brighter, with a wider viewing angle (up to 178).



### **Integrated Cameras and Microphone**

Videoconferencing equipment is built into the display. No additional equipment or setup time required.



### **OPS Included With Display**

An on-board computer brings the power of a desktop computer to your display.





Specification	RS Series	VN Series	X Series
Available Screen Sizes	65", 75", 86", 98"	65", 75", 86"	55", 65", 75", 86"
Resolution	3840x2160	3840x2160	1920x1080 / 3840x2160
Brightness	370 nit	370 nit	370 nit
Viewing Angle	178°	178°	178°
Lifetime	50,000 hours	50,000 hours	50,000 hours
Speaker Position	Forward	Forward	Forward
Speaker Output	(2) 15W	(2) 15W	(2) 15W
Cameras	n/a	n/a	(2) 1080p cameras
Microphone	n/a	n/a	4-element array
Power Consumption	Max <450W; Standby <0.5W	Max <450W; Standby <0.5W	Max <450W; Standby <0.5W
Working Voltage	AC 100-240 V, 50/60Hz	AC 100-240 V, 50/60Hz	AC 100-240 V, 50/60Hz
Touch Surface	Anti-glare tempered glass	Optically bonded glass	Optically bonded glass
Writing Tools	Pen or Finger	Pen or Finger	Pen or Finger
Touch Points	20 Points	20 Points	20 Points
Touch Interface	USB	USB	USB
Weight Range	94.8 lbs - 357.1 lbs	86 lbs - 143.4 lbs	79.4 lbs - 174.1 lbs
Mounting	Wall mounts/mobile stand	Wall mounts/mobile stand	Wall mounts/mobile stand
Android Version	5.0.1	5.0.1	4.3, 5.0.1
Built-In Whiteboard	Yes	Yes	Yes
On-Screen Annotation	Yes	Yes	Yes
Swappable OPS?	Yes	Yes	Yes
OS Supported	Window, Apple, Chrome	Window, Apple, Chrome	Window, Apple, Chrome
Wireless Casting	Yes	Yes	Yes
Object Recognition	Yes	Yes	Yes



## Practice Sales Scenarios

*Understanding how Newline's solutions can solve individual pain points customers are experiencing is vital to how you pitch the product. Use the sales scenarios below to see how to understand the situation and how to best solve the customer's needs.*



### Sales Scenario #1

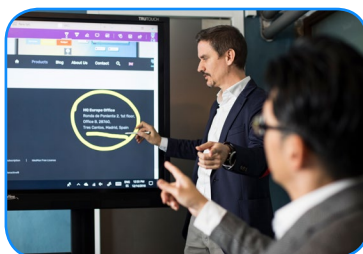
#### Situation:

Customer ABC wants to move their company towards Microsoft Teams or Zoom, and away from traditional UC platforms like Polycom or Cisco, to better utilize videoconferencing in their larger conference rooms.

As they move towards cloud-based systems, they now no longer have a clear hardware solution for their conference room.

#### Solution:

Newline X Series, with its integrated OPS and ability to run any cloud-based UC solution, Customer ABC now has a non-proprietary solution that lets them leverage Skype for Business or Zoom in their conference rooms and is an all-inclusive device that will grow and adapt to new technology.



### Sales Scenario #2

#### Situation:

A higher education institution is looking for an easy to use solution to include in lecture halls and classroom spaces across campus.

They want to better prepare their students for life after academia by having collaboration focused devices that students can interact with. They also hope that these devices will be quickly adopted by faculty to improve lessons.

#### Solution:

Newline VN Series is an interactive display that is easy for anyone to walk up and use. The vivid screen grabs student attention, and with up to 20 points of touch, more students can interact with the display at the same time. Interactivity is the future and interactive displays will be in student's future workplaces.



### Sales Scenario #3

#### Situation:

A school district is looking for a new classroom focal point. Teachers have struggled to gain student attention using traditional classroom technology, such as projectors.

Their goal is to enhance student engagement during lessons, and they want to find a solution that will increase in-class collaboration between students.

#### Solution:

Newline RS Series is a vivid and bright touch display with 20 points of touch that lets multiple students interact on the screen at the same time. The RS Series is also designed to be easy for anyone to use, making it easy for teachers to adopt as a focal point for their classrooms.



## Overcoming & Handling Objections

*Customers will raise suggestions to try and make sure that Newline's products are the best fit for their needs. Use the examples below to handle objections and prove that Newline's displays will work for them.*

### Common Objections to the X Series



**Cost**



**Features &  
Function**



**Security**

### Common Objections to the VN Series



**Cost**



**Features &  
Function**



**Competition**

### Common Objections to the RS Series



**Cost**



**Features &  
Function**



**Competition**



# newline | Common Objections to the X Series

## Cost

### Objections

*"It's too expensive."*

*"That costs more than a projector."*

*"A (competing product) costs less."*

*"We can just piece together a system."*

### Responses

- Talk about all the individual components that come in the TRUTOUCH X Series and how easy it is to have everything in one device.
- Compare the price of TRUTOUCH X Series to competitors.
- Compare the price of TRUTOUCH X Series to the cost of keeping up maintenance on a projector.
- "Regardless of price, you need the system to work. If the solution does what you need it to do, would you be willing to spend a little more?"
- "The cost vs traditional IFPs (or non-touch displays) is higher but considering the capabilities the X Series provides, the cost is significantly lower than piecing together the necessary gear for video conferencing in a meeting space. Also, by having the all-in-one hardware needed for videoconferencing the cost for installation/integration is much lower than a traditional system and it's individual pieces."

## Function

### Objections

*"We don't need touch."*

*"We'll only use it as a screen or monitor."*

*"I could just get a TV, monitor, or projector."*

*"We get by with our current system fine."*

### Responses

- Talk about the picture quality over a projector or other monitor.
- Emphasize the unique functionality that you don't have with other solutions - On-board PC, ability to touch, Android OS, customization
- Mention older systems are not always future-proof - the needs of the market can change faster than devices.
- "Today's generation has been brought up on touch phones. If you don't catch up with the times you will fall behind. You can leverage touch to get ahead."
- Compare benefits of having an all-in-one videoconferencing system now to piecing together a system at the last moment.
- "You don't always have to be touching the screen, but wouldn't it be nice to have that option?"
- "When you piece a solution together, you generate more points of failure. Every failure leads to less adoption, which results in less ROI. When the system is unified you'll cut down headaches, and encourage adoption."

## Security

### Objections

*"The Android system isn't secure."*

*"My IT team doesn't want unsecured devices on our network."*

*"We can't patch for security updates."*

### Responses

- Talk about the Androids central function is ease of use.
- Mention that if security is an issue, the display can be used solely with a connected, external PC that can be secured and controlled by the IT team.
- Talk about how the OPS can be imaged and managed like any other computer on their network.
- "The Android system is separate from the OPS and comes with its own network interface card for easy connection or keeping it off the main network."
- Mention that without having access to App Store, less risk of downloading something harmful for the network.
- "This version of Android doesn't have to be upgraded, because it is mostly for navigation between connected sources, not going to the app store and downloading potentially risky apps and software."

# newline | Common Objections to the VN Series

## Cost

### Objections

*"It's too expensive."*

*"That costs more than a projector."*

*"A (competing product) costs less."*

### Responses

- Talk about all the individual features that come built into the TRUTOUCH VN Series, such as wireless casting, and how much easier it is to use and how durable the display is.
- Compare the price of TRUTOUCH VN Series to the cost of keeping up maintenance on a projector.
- "Regardless of price, you need the system to work. If the solution does what you need it to do, would you be willing to spend a little more?"
- Compare the price of TRUTOUCH VN Series to competitors.
- "The cost vs traditional IFPs (or non-touch displays) is higher but considering the capabilities the VN Series provides, the cost is significantly lower."
- "The cost vs a consumer TV is significant, but when comparing to a commercial grade display with a multi-year warranty the difference is not much. Then the added benefits of having interactivity with a built-in operating system puts the VN Series over the top."

## Function

### Objections

*"We don't need touch."*

*"We'll only use it as a screen or monitor,"*

*"I could just get a TV, monitor, or projector."*

*"We could just use our current system."*

### Responses

- Talk about the picture quality over a projector or other monitor.
- Emphasize the unique functionality that you don't have with other solutions - On-board PC, ability to touch, Android OS, customization
- Mention older systems are not always future-proof - the needs of the market can change faster than devices.
- "Today's generation has been brought up on touch phones. If you don't catch up with the times you will fall behind. You can leverage touch to get ahead."
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## Competition

### Objections

*"We're more familiar with (other brand)."*

*"We already have (competing product)."*

*"We're currently considering (other brand)."*

### Responses

- Talk about the ease of use that TRUTOUCH is designed around.
- Emphasize the non-proprietary nature of TRUTOUCH - it works in the customers' world with any software they already know and are comfortable with.
- Talk about how Newline, unlike some competitors, has no annual fees and is a more versatile display.
- "Software from every other brand works perfectly on the TRUTOUCH. What if you could get the same functionality and spend a whole lot less?"
- Compare specifications important to the customer between TRUTOUCH and the competitor.
- "New technology can be intimidating but our VN series and its on board navigation system shows that even with no training a new user will have simple instructions on the screen for them to follow (Touch to start, Windows, Discussion)"

# newline | Common Objections to the RS Series

## Cost

### Objections

*"It's too expensive."*

*"That costs more than a projector."*

*"A (competing product) costs less."*

### Responses

- Talk about all the individual features that come built into the TRUTOUCH RS Series, such as wireless casting, and how much easier it is to use and how durable the display is.
- Compare the price of TRUTOUCH VN Series to the cost of keeping up maintenance on a projector.
- "Regardless of price, you need the system to work. If the solution does what you need it to do, would you be willing to spend a little more?"
- Compare the price of TRUTOUCH RS Series to competitors.
- "The cost vs traditional IFPs (or non-touch displays) is higher but considering the capabilities the RS Series provides, the cost is significantly lower."
- "The cost vs a consumer TV is significant, but when comparing to a commercial grade display with a multi-year warranty the difference is not much. Then the added benefits of having interactivity with a built-in operating system puts the RS Series over the top."

## Function

### Objections

*"We don't need touch."*

*"We'll only use it as a screen or monitor,"*

*"I could just get a TV, monitor, or projector."*

*"We could just use our current system."*

### Responses

- Talk about the picture quality over a projector or other monitor.
- Compare the life of the product between TRUTOUCH and projectors.
- Emphasize the unique functionality that you don't have with other solutions - On-board PC, ability to touch, durability.
- Mention older systems are not always future-proof - the needs of the market can change faster than devices.
- "You don't always have to be touching the screen, but wouldn't it be nice to have that option?"
- Emphasize the ability to pinch and zoom, which helps make things large enough for everyone in a larger conference room to see.
- Touch on the fear of looking outdated and behind the times to millennials.
- "Today's generation has been brought up on touch phones. If you don't catch up with the times you will fall behind. You can leverage touch to get ahead."

## Competition

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## Newline... the Right Partner for You

*Newline's solutions are great fits with all types of customers. But Newline is always a great fit as a partner to work with. We pride ourselves on our partner programs that make us easy to work with and bring our partners plenty of success.*



**Manufacturer  
(NO OEMs)**



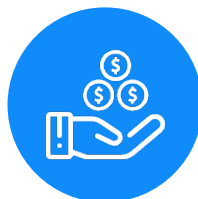
**All Inclusive  
Warranties**



**Award-Winning  
Solutions**



**Free Product  
Training**



**Post-Sale  
Support**



**Marketing  
Support**



**Free Same-Day/  
Next-Day Shipping**



**Local  
Warehouses**



**Always in Stock  
Inventory**



## Closing & Setting Up a Webinar Demo

*Once you have them hooked, close out the call with them wanting more. Get them excited and then give them a call to action - schedule a personalized webinar demo to show them Newline's displays in person.*

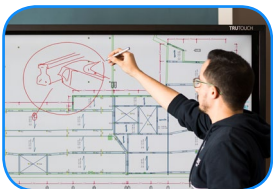
**Make sure to ask the following questions.**

Do you have an AV budget in mind?

What is your desired timeframe for this project?

Would you like a webinar demo prior to purchase?

### Webinar Demos



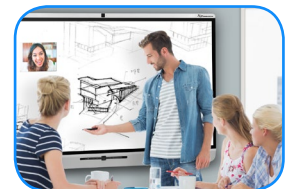
Give a good, solid first look and overview of the product.



Answers specific questions as the client thinks of them.



Convenient for everyone to schedule.



Shows the product in action!

Newline makes it easy to schedule an online webinar demo. Just visit our website!

[Schedule a Webinar Demo](#)



## Newline Case Studies & Success Stories

### Corporate:

- [Denison Parking](#)
- [FedEx](#)
- [Gene B Glick](#)
- [Gladys Porter Zoo](#)
- [National Flight Academy](#)
- [Pioneer Natural Resources](#)
- [PlainsCapital Bank](#)
- [Sentry Insurance](#)
- [Stinnett & Associates](#)
- [USB Wealth Management](#)
- [Zipcar](#)

### Government & Law Enforcement:

- [Harris County Sheriff's Office](#)
- [Ocean County Prosecutor's Office](#)

### Medical:

- [Boston Children's Hospital](#)
- [PruittHealth](#)

### Sports:

- [Cowboys](#)

### K-12 Education:

- [Alcuin Montessori School](#)
- [Catholic Diocese of Dallas](#)
- [Dallas Independent School District](#)
- [Elmsford Union Free School District](#)
- [Hamilton County School District](#)
- [Joe May Elementary School](#)
- [Lawton Public Schools](#)
- [Macon County Schools](#)
- [Port Arthur Independent School District](#)
- [Westhampton Beach School District](#)

### Higher Education

- [Houston Community College](#)
- [Saint Joseph's College](#)
- [Stanford University](#)
- [Texas A&M University](#)
- [University of Central Florida](#)
- [University of Central Missouri](#)
- [University of North Carolina - Chapel Hill](#)
- [University of South Florida](#)
- [University of Washington](#)
- [Victory Valley Community College](#)