



2017 - 2018 EBE IN-DEALERSHIP DIGITAL NETWORK (IDDN) GENERAL MOTORS DIGITAL NETWORK (GMDN) SOLUTION

August 2017

Version 2.0

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2017 – 2018 EBE IN-DEALERSHIP DIGITAL NETWORK

GENERAL MOTORS DIGITAL NETWORK (GMDN) SOLUTION

GMDN OVERVIEW

GMDN is a GM digital signage solution supported by Bluewater and managed through GM to give your dealership the modern digital look that customers have come to expect. To date, the GMDN Solution has been deployed to over 600 dealerships and features:

Media Player	<ul style="list-style-type: none"> Content Managed Remotely and Cached Locally Remote Deployment Connectivity options include WiFi and Wired Resolution supports 1080p (HD) and 4000p (4K/UHD) Content Supports Video and Static Content - With or Without Sound Commercial Grade Hardware
Software	<ul style="list-style-type: none"> Easy to Use Content Management Tool Brand Specific Channels for Showroom and Service Area Video Wall Options Brand Specific Channels and Buick GMC Rotation Channel Targeted Content by BAC, Region or Program Participation Dealer Managed Service Pricing Menu Service Pricing Menu "Dare to Compare" View of Competitor Pricing Substantial Content is Provided by the Divisional HQ Reporting/System Health Monitoring
Integration Features	<ul style="list-style-type: none"> Local Weather RSS Feed (CNN, ESPN, GM News) Service Welcome Boards DMS-Integrated Version of Online Service Scheduling (available for several DMS providers)
Training & Support	<ul style="list-style-type: none"> Consultation and Installation Support Training Materials 24/7 Help Desk Technical Support

2017 – 2018 EBE IN-DEALERSHIP DIGITAL NETWORK GMDN PRICING REFERENCE GUIDE

GMDN COMPONENTS & PRICING INFORMATION

The GMDN Minimum Requirement is unique to each dealership facility and is based on the facility consultation. Therefore, the necessary components and associated pricing will vary for each dealership facility.

The following Pricing Reference Guide (table on p. 4) describes standard and variable components and costs intended for reference only. The purpose of the guide is to provide an overview of program components and costs; it is not representative of a specific dealership and/or program costs.

Please note, the Pricing Reference Guide (table on p. 4) does not include pre-installation, GM annual content fee, taxes, freight and/or video wall upgrades.

Bluewater will provide Dealers with more detail on these specific items, pricing information and estimated costs at the recommendation and ordering step.

Pre-Installation:

- Upon Dealer approval of their facility's Digital Network Minimum Requirement, Bluewater will provide the Dealer with documented direction for the necessary pre-installation work in their dealership.
- Dealer is responsible for completing the pre-installation work necessary for their dealership facility based on the Digital Network Minimum Requirement for their showroom, service write-up and guest lounge.

Installation:

- Upon Dealer approval of their facility's Digital Network Minimum Requirement, Bluewater will provide the Dealer with estimated costs.
- Installation requirements and associated costs are based on the dealership facility's Digital Network Minimum Requirement and will vary for each Dealer.
- Bluewater is responsible for completing the installation work necessary to meet the Digital Network Minimum Requirement for the dealership facility. Installation is contingent on the Dealer completing the necessary pre-installation work.

INVOICING INFORMATION

Upon Dealer agreement to the Digital Network Minimum Requirement Recommendation, Dealers will place an order for their required program components. Bluewater will bill dealers approximately 50% of the monitors and hardware at the time of order. The remainder will be billed at the completion of installation.

2017 – 2018 EBE IN-DEALERSHIP DIGITAL NETWORK GMDN PRICING REFERENCE GUIDE

GMDN COMPONENTS & PRICING INFORMATION

PRICING REFERENCE GUIDE

GMDN PROGRAM COMPONENTS								
Standard Components & Costs by Dealership BAC		Variable Components & Costs Determined by Digital Network Minimum Requirement for Dealership BAC						
Foundational Components		GMIT Media Player*		Commercial-Grade Monitors			Mounting Options	
Facility Consultation	Dealer Customer Service	Standard Monitor Media Player	Annual GMIT Fee	48" Samsung Monitor	55" Samsung Monitor	65" Samsung Monitor	Wall Mounting	Ceiling Mounting
\$0	\$325	\$1,000	\$300**	\$729	\$1,058	\$1,645	\$276	\$558
Provided At No Charge To Dealers	Annual Fee/ Dealer BAC	One-Time Cost	Annual Cost per Media Player	Cost Per Unit	Cost Per Unit	Cost Per Unit	One Wall Mount	One Ceiling Mount
Bluewater facility consultation to determine dealer's min. requirement.	1-800# Help Desk support for GMIT solution hardware.	Bluewater facility consultation to determine dealer's min. requirement.	Provides program maintenance, and on-going program/ feature enhancements	1 Commercial grade monitor, sized 48 Inches.	1 Commercial grade monitor, sized 55 Inches.	1 Commercial grade monitor, sized 65 Inches.	Includes mounting materials, not installation.	Includes mounting materials, not installation.
Certified Installation Services								
Screens 65" or Less								
First Screen		Each Additional Screen						
\$810		\$600						
Screens 70" or Larger								
First Screen		Each Additional Screen						
\$1,160		\$845						

* Media Players: Depending on dealership facility format and Digital Network Minimum Requirement, up to two monitors within the same area (showroom, waiting lounge and/or service write-up), brand and within physical proximity can share one GM Media Player. Feasibility is determined by Bluewater.

** The first year's annual fee will be billed upon media player installation. In subsequent years the GMIT Media Player fee will be billed on an annual basis.

Note: This is not an official quote and should be used for reference only. Does not include the price of cables and other misc. items.



2017 – 2018 EBE IN-DEALERSHIP DIGITAL NETWORK GMDN VIDEO WALL OPPORTUNITY

SHOWROOM VIDEO WALL UPGRADE

Video Walls provide dramatic visual impact and are an available upgrade for the showroom or guest lounge. Depending on the Dealer's Digital Network Minimum Requirements for the showroom area of their facility, Dealers can choose to upgrade from standard commercial monitors to Video Wall configured monitors.

The Video Wall upgrade shown below features four, 55" commercial grade monitors configured 2 x 2. Video Walls require an upgraded MediaVue Media Wall GMIT Digital Player, which runs all of the Video Wall monitors. Video wall options and pricing will be reviewed as part of the on-site consult.



Example image for reference only. Image does not describe actual Video Wall content or monitors.

2017 – 2018 EBE IN-DEALERSHIP DIGITAL NETWORK GMDN CONTENT

CONTENT

Today, the GMDN Digital Network includes a service and a showroom template. The service template is a digital service menu that also gives the Dealer the opportunity to feature “good-better-best” or competitive pricing, along with a digital tile, a weather widget and a newline feed. The showroom version features a video loop with current TV ads, along with digital promo tiles, a weather widget and a newline feed.

Chevrolet and Buick GMC are actively working on a plan to deliver new digital network content later in 2017, which aligns with the ramp-up in digital network installations. This new content will be built based on industry best practices, and will include unique content loops for the showroom, service write-up area, and guest lounge. These loops will feature large, engaging graphics without sound, as audio can be difficult to hear and distracting to employees located near digital monitors.

SERVICE

Service Type	Price
Replace Cabin Air Filter	\$70.94
Replace Cabin Air Filter (Cadillac)	\$109.90
Replace Fuel Filter	\$58.93
Replace Fuel Filter (Diesel)	\$139.87
Perform Differential Service	\$98.99
Perform Differential Service (Synthetic)	\$208.88
Transmission Service	\$200.70
Transmission Service w/ Internal Filter (Allison)	\$286.81
Transmission Service w/ Spin On Filter (Allison)	\$233.90

TRUCK MONTH

Newsline: y goodbye? Predictions on every NFL team's top free agent 03/05/2017 16:44 McPhee could be popular at GMs

Service Type	Price
Oil Change	\$27
Dexos Oil Change	\$33
30 Day Price Match on Tires	SAVE
No Charge Tire Rotation w/ purchase of 4 tires	FREE
Prepare for winter and test your battery	FREE
Save \$30 on any 3 BG Fluid Services	SAVE
5% Rewards on every repair	SAVE

TIRE PERFORMANCE YOU CAN FEEL IN YOUR POCKET

Newsline: :30 Where public kissing is a tradition More than one million people are expected to fill the streets of Cologne

SHOWROOM

TRAX

TRUCK MONTH

Newsline: rly a month ago. 3/06/2017 04:39 Poll: Most Americans back special prosecutor for Russia probe About two-

LEARN ABOUT YOUR VEHICLE

Newsline: 1 General Motors today announced an innovative pilot internship program aimed at experienced women engi

KEY:

GM Content Dealer Content Syndicated Content



2017 – 2018 EBE IN-DEALERSHIP DIGITAL NETWORK GMDN DEDICATED SUPPLIER – BLUEWATER

BLUEWATER COMPANY OVERVIEW

Per the Global Connect message of January 23, 2017, Bluewater is the dedicated supplier supporting GMDN for the 2017 – 2018 EBE Digital Network Program.

Bluewater was founded in 1985 and is headquartered in a 60,000 square foot, state-of-the-art facility in Southfield Michigan, with five additional branch offices in Michigan and Indiana. Bluewater was the first ISO9001:2000 certified A/V Company in North America and is a certified Woman-Owned Business. As one of the nation's top 20 systems integrators for nearly 20 years running, Bluewater provides best-in-class solutions to Fortune 500 companies in a variety of vertical markets including Financial Services, Automotive and Retail. Bluewater's client roster includes some of the country's best known brands including Wells Fargo, Buffalo Wild Wings, Progressive Insurance, Adidas and KeyBank, among many others. To date, Bluewater has deployed thousands of digital signage screens nationwide.

Wells Fargo



Bluewater deployed digital signage to key flagship markets as part of the Wachovia Bank acquisition and rebrand. The project was featured as the cover story in "Signage Solutions" magazine.

KeyBank



As KeyBank's digital signage partner since 2007, Bluewater has deployed and manages more than 2,000 screens across the bank's footprint. The system manages multiple screen configurations and multiple channels of content.

2017 – 2018 EBE IN-DEALERSHIP DIGITAL NETWORK GMDN DEDICATED SUPPLIER – BLUEWATER

VALUED GM PARTNER FOR OVER 20 YEARS

Working in partnership with GM and its agencies, Bluewater has delivered engaging audio-visual showcases for GM's auto show circuit for over two decades, supporting Chevrolet, Cadillac and Buick GMC throughout the U.S. and globally at over 70 events per year.

From the iPad-based CRM tools, to the massive LED video walls uniquely constructed for each brand, to the multiple interactive elements, the GM auto show displays have become increasingly innovative, high-tech and engaging— allowing consumers the chance to see, hear, touch and learn about the brand distinctions and quality behind GM cars and trucks.



2016 SAMSUNG PLATINUM PARTNER OF THE YEAR

Bluewater was honored with a Samsung Smart Signage Award for Platinum Partner of the Year at InfoComm16 in Las Vegas, an annual event for the professional audiovisual and information communication industries. Platinum Partner of the Year recognizes a company's achievements in consistent and successful display implementations and customer commitment.



Bluewater CEO, Jeff Day (third from left) receives the Samsung Platinum Partner of the Year award at InfoComm 16 in Las Vegas in June 2016.

2017 – 2018 EBE IN-DEALERSHIP DIGITAL NETWORK GMDN CONTACTS

EBE DIGITAL NETWORK CONTENT

GMIT manages the AppSpace content management software.

For support, call: U.S. GM GlobalConnect Help Desk at 1-888-337-1010 prompt 1, then prompt 2

BLUEWATER

EBE Digital Network Program Contact: Toll Free 1-866-766-8454

GMNetwork@bluewatertech.com

EBE FACILITY IMAGE PROGRAM GENSLER CONTACT

Questions relating to EBE Facility Image Program compliance, quarterly schedule, compliance and/or requirements should be directed to Gensler GM Facility Image Team.

Gensler Detroit: 1-313-496-8980.



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August 2017

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FAQ

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Welcome Board Option

GMDN FAQ

Q. What happens after enrollment?

- A. Bluewater will contact Dealers within 5 business days after enrollment to schedule an on-site facility consultation at their dealership.

Q. What hardware elements are required for GMDN?

- A. The GMDN hardware elements include: Commercial grade monitors, MediaVue Media Player and mounting materials. Bluewater will conduct an on-site facility consultation to provide dealerships with a digital network recommendation that will specify the hardware and pre-installation needs for dealerships.

Q. What is the warranty on the digital network monitors?

- A. There is a 3-year warranty on the GMDN monitors provided by Bluewater (applies to all approved sizes).

Q. Is GM planning a next generation of GMDN content?

- A. Yes. Chevrolet and Buick GMC are actively working on a plan to deliver new digital network content later in 2017, which aligns with the ramp up in digital network installations. This new content will be built based on industry best practices, and it will include unique content loops for the showroom, service write-up area, and guest lounge. These loops will feature large, engaging graphics without sound, as audio can be difficult to hear and distracting to employees located near digital monitors.

Q. Will this next generation of GMDN content allow for Dealer local content?

- A. The content plan will continually evolve to provide more options for Dealer content. At a minimum, Dealers will be able to populate their service menus (as they do today). Going forward, we plan to offer Dealers multiple content templates (similar to what Dealers are provided today with the divisional websites) to feature local messaging on promotions, sponsorships, employee information, etc. Bottom line, the content library will continue to evolve and Dealer input will be a critical component of the new content we bring to market.

GMDN FAQ

Q. Why are commercial grade monitors required?

A. Commercial grade monitors have specific advantages over consumer grade monitors and are designed for continuous use to ensure a significantly longer product lifespan. Commercial grade monitors are specified for their durability and quality.

Most consumer grade monitors carry a 90-day warranty. That warranty is generally voided if the monitors are used in a commercial setting like a dealership.

Q. The GMDN Program Guidelines indicate a media player can provide content for two or more monitors if the monitors are displaying the same content. Are there any restrictions on this capability?

A. Yes. The media player's ability to provide content to two monitors assumes these monitors are no more than 30 feet apart. If the monitors are more than 30 feet apart, there will be some extra costs to run special cabling, etc. These costs are usually less than the \$1,300 media player cost. Ultimately, the Supplier will provide a GMDN plan and estimate which is the most cost effective approach based on each Dealer's facility.

Q. What type of internet access is required?

A. GMIT Media Players push content to the digital monitors using a broadband internet connection. This enables faster content delivery and remote support. A hardwired connection (recommended) or a wireless connection must be available to connect the GMIT Media Players and monitors at a dealership.

Q. Who is approved to order?

A. Dealer Principal or Executive Manager.

APPENDIX

Welcome Board Option

Q. What is the GM Welcome Board?

A. The GM Welcome Board solution allows dealers to display service appointments on a monitor in their service lane.

Q. Why use a Welcome Board?

A. Studies show that one of the pain points for customers is the apprehension they feel upon arrival at the dealership for their service appointment. They want to be assured that the dealer knows about the appointment and is expecting them. Seeing their name and appointment details on the Welcome Board upon arrival alleviates that concern and helps the customer become more comfortable with the service appointment process.

Q. How can I utilize the GM Welcome Board at my Dealership?

A. There are two pre-requisites to enabling the GM Welcome Board at your dealership.

- Purchase GM digital network solution
- Enroll in DMS-integrated version of Online Service Scheduling (for GM solution) supported by one of the approved vendor partners

Q. What vendor DMS solutions are supported?

A. For a list of supported vendors, call: (888) 337-1010 (prompt 1, prompt 2)

Q. Can I use a 3rd party provider for the Welcome Board?

A. Not at this time. Currently the GM solution is the exclusive option for Welcome Board solutions.

Q. Where do I install the Welcome Board?

The Welcome Board can be a separate screen installed in your service lane, or the GM Digital Network solution can be set to alternate between the pricing and Welcome Board templates. You should install the screen for your Welcome Board (whether it is combined with pricing or separate) in a prominent location in the service lane where customers can see it upon arrival for their appointment.

APPENDIX

Welcome Board Option

Q. Will the Welcome Board be a requirement under EBE?

A. No, not at this time. The Welcome Board is currently an optional feature available to eligible dealers.

Q. What information displays on the Welcome Board?

- A. Appointment information displays for a one hour rolling time period. The information that displays is:
- Customer first name, and first initial of their last name
 - Year, make, & model of the vehicle being serviced
 - Service advisor name and photo (if available)
 - Time of the appointment

Q. Who do I call for more information?

A. For information about the DMS-integrated version of Online Service Scheduling, or questions regarding GM's digital network solution please call: (888) 337-1010 (prompt 1, prompt 2).

Q. Can one of the three digital network suppliers install a Welcome Board as part of the EBE digital network installation?

A. Yes. Any one of the three suppliers can provide a quote to install the Welcome Board monitor. The installation can be coordinated to occur at the same time the required EBE digital network monitors are installed.