



2018 EBE IN DEALERSHIP DIGITAL NETWORK FACILITY IMAGE REQUIREMENTS & STANDARDS

July 2018

Version 1.3

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EBE IN DEALERSHIP DIGITAL NETWORK (IDDN) PROGRAM OVERVIEW

In Dealership Digital Network (IDDN) delivers real-time marketing communications in the showroom, guest lounge and service write-up areas, providing a major step forward compared to traditional point-of-sale static elements.

Digital screens deliver stimulating full color images or video to capture the interest of customers, create a sense of curiosity, trigger a desire to find out more, and deliver an in-store experience that exceeds the customers' expectations. With IDDN, customers can be exposed to numerous marketing messages by the time a sales person or service advisor greets them.

DEALERSHIP MINIMUM REQUIREMENTS

The minimum requirements are determined by a site consultation. Dealers are required to enroll with Bluewater, the dedicated supplier supporting the GM Digital Network (GMDN) "internal" solution, or one of the two external DTAP approved suppliers, Automotive Broadcasting Network (ABN) or dciArtform (DCI), to complete a site consultation..

- Supplier will conduct an on-site consultation of the showroom, guest lounge and service write-up areas of the Dealer's facility.
- Supplier will (with Dealer input) determine the final minimum requirement for GM Dealer facility.
- The minimum requirement includes: IDDN monitor count, size, placement and mounting format necessary for the showroom, service write-up and guest lounge areas.

By requiring effective placement and installation of commercial grade monitors in each Dealer's facility, the consultation process helps ensure impactful IDDN communications and a positive customer experience.

Digital media players and commercial grade monitors are programmed to deliver marketing content specific to each Dealer's alignment of Chevrolet and Buick GMC (including shared content loops for dualled locations with shared showrooms). The minimum monitor count within each dealership area depends on the brands represented and the facility format.

REQUIREMENTS BY FACILITY AREA

- IDDN monitors are required in the showroom, and service write-up with an optional guest lounge solution

2018 INSTALLATION REQUIREMENT *NEW FOR 2018*

- Dealers must place their order for IDDN components by the end of Q1, 2018
- Dealers will be YELLOW starting in Q3 if they have not completed installation for IDDN
- Dealers must have IDDN installation completed by the end of Q4, 2018, or they will turn RED
- Dealers enrolled in EBE that do not have a compliant facility must still meet this requirement
- Dealers must utilize required program brand content



2018 EBE IN DEALERSHIP DIGITAL NETWORK REQUIREMENTS & STANDARDS

SHOWROOM

Each vehicle display area is required to have 1-4 commercial grade monitors present. Monitors in this area must be at least 65", unless limited by space and/or viewing distance. The minimum number of commercial grade monitors required will depend on a variety of factors including the layout and size of the showroom, number of vehicles on display, etc. However, as a rule of thumb, you should assume one digital screen for every two vehicles on display. In simple terms, the commercial grade monitors must be readily visible in the showroom vehicle display areas, recognizing that some showrooms have more than one display area.

Your IDDN supplier will recommend the appropriate number and placement of screens to ensure optimal coverage of your specific showroom configuration. If more than four commercial grade monitors (the EBE maximum criteria) are needed to deliver optimal showroom coverage, the supplier will provide both a recommended best solution with just four commercial grade monitors and an optional proposal with more than four commercial grade monitors for the dealer's review/consideration.

SERVICE WRITE-UP

Each service write-up area of the Dealer facility is required to have 1-4 commercial grade monitors present. The minimum number of commercial grade monitors required depends on the format and number of service write-up stations.

- Dealers that have grouped and shared service write-up desk stations, require a minimum of 1 monitor for every 2 service write-ups (desks) with commercial grade monitors that are 48" or larger, unless limited by space and/or viewing distance.
- Dealers with individual offices or separated formats (e.g., podiums between lanes) that cannot be shared are required to have 1 monitor per office with commercial grade monitors that are 48" or larger, unless limited by space and/or viewing distance.

GUEST LOUNGE – Optional

The optional guest lounge solution will be a replacement to the cable TV broadcasting most dealers feature in their guest lounge. It would provide a syndicated infotainment content (that resembles network programming), and replaces network advertising with exclusive GM divisional and local dealer advertising. In simple terms, the guest lounge programming would eliminate competitor ads. Guest Lounge remains part of the consultation process as an optional element for 2018. The suppliers will provide an estimate and recommendation for screen placement in this area.



2018 EBE IN DEALERSHIP DIGITAL NETWORK REQUIREMENTS & STANDARDS

REQUIREMENTS FOR DEALER FACILITIES WITH EXISTING IDDN

All Dealers must go through the EBE IDDN consultation process. If a Dealer has existing digital monitors, the supplier will provide an EBE IDDN plan that offers the Dealer two options:

- Assign some of the existing commercial grade monitors to run GM content (by installing an approved media player from one of the three suppliers).
- Add commercial grade monitors to run the GM content with an approved media player from one of the three suppliers.

In either case, there is no requirement to remove a Dealer's existing commercial grade monitors. The goal in these cases is to provide a plan that allows the EBE IDDN and the Dealer's existing digital commercial grade monitors to coexist. Although the EBE program is voluntary, Dealers who opt-in must meet the EBE requirements.



2018 EBE IN DEALERSHIP DIGITAL NETWORK REQUIREMENTS & STANDARDS

DISPLAY STANDARDS

IDDN provides Dealers with two mounting options: Wall mounted and ceiling mounted.

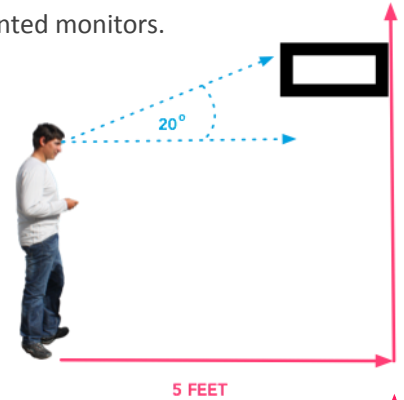
WALL MOUNTED PLACEMENT

The following placement guidelines will ensure maximum visibility for wall mounted monitors.

RECOMMENDED WALL PLACEMENT GUIDELINES:

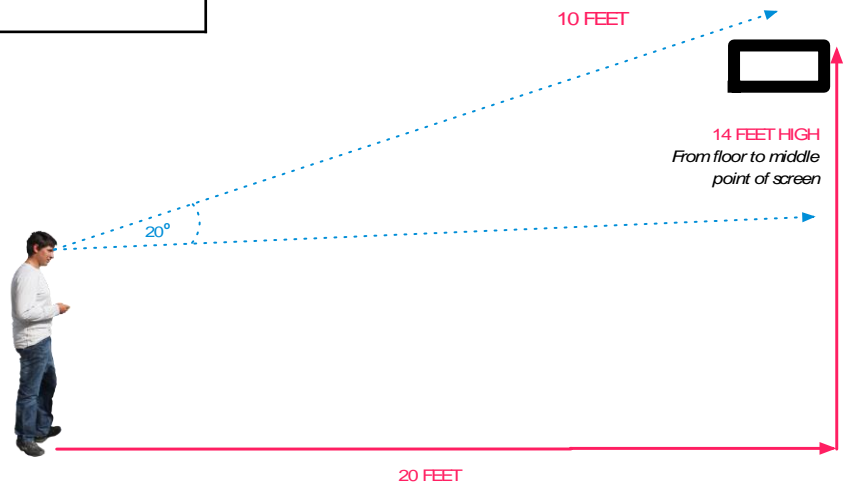
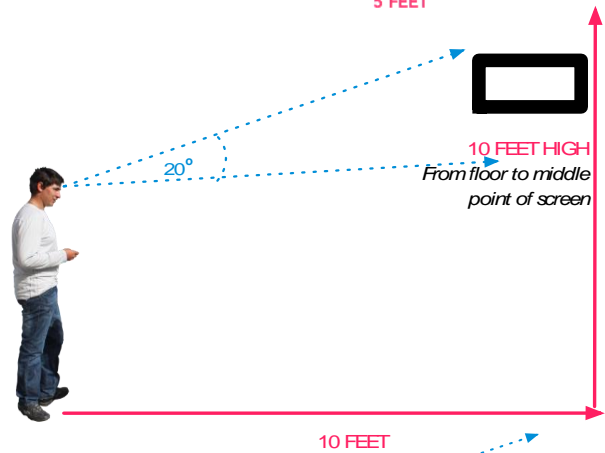
VIEWING DISTANCE	MAX. MOUNTING HEIGHT*
5' From Monitor	8' High
10' From Monitor	10' High
20' From Monitor	14' High

* Mounting height = Distance from floor to middle of monitor.



RECOMMENDED VIEWING DISTANCE GUIDELINES:

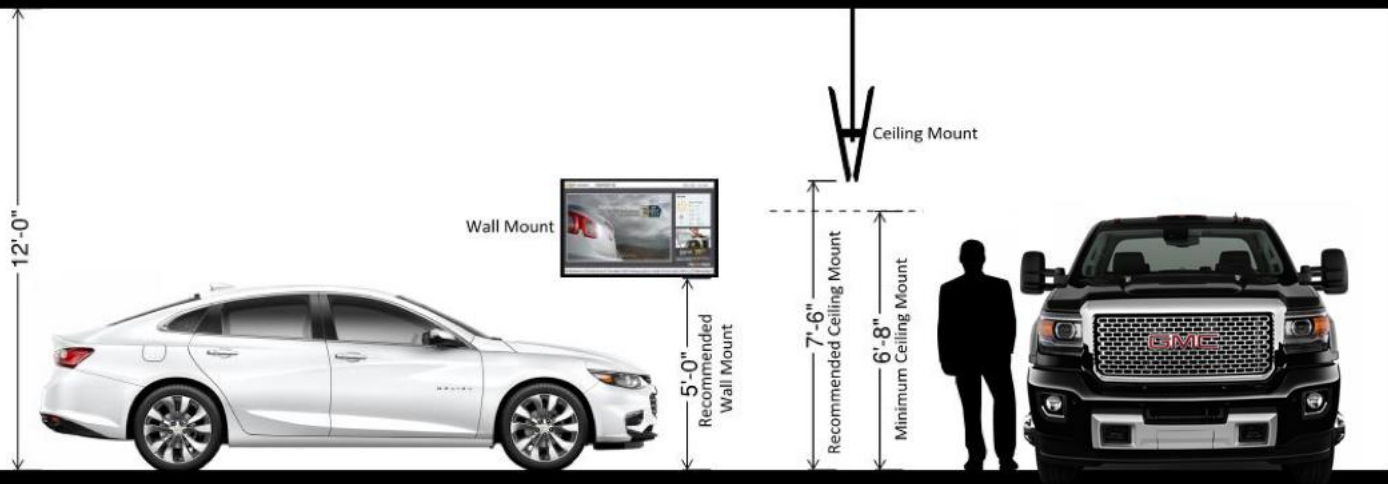
VIEWING DISTANCE	SCREEN SIZE
8'-16' From Monitor	48" Monitor
9'-18' From Monitor	55" Monitor
11' - 21' From Monitor	65" Monitor



2018 EBE IN DEALERSHIP DIGITAL NETWORK REQUIREMENTS & STANDARDS

CEILING MOUNTED PLACEMENT

- Ceiling mounting allows for choice between single monitor or two back-to-back commercial grade monitors on mounting device. If a single monitor mounting is chosen, the back of monitor cords and hardware must be contained within unit and not exposed and loose.
- The bottom of the monitor must be mounted above a 6'8" clearance minimum (recommended 7'6").
- Maximum ceiling height for ceiling mount option is 24'.
- Planned ceiling placement will require power and data jack, if not already present.
- Required preparation for installation is provided upon receipt of order.



2018 EBE IN DEALERSHIP DIGITAL NETWORK PROGRAM CONTACTS

DEDICATED SUPPLIER SUPPORTING GMDN (THE GMIT “INTERNAL” SOLUTION)

Bluewater

GM Digital Network (GMDN) Program Contact: Toll Free 1-866-766-8454

Email: GMNetwork@bluewatertech.com

GMDS Enrollment Portal: <http://gmdnenroll.com/>

Company Website: www.bluewatertech.com

DTAP APPROVED SUPPLIERS

Automotive Broadcasting Network (ABN)

EBE In Dealership Digital Network Program Contact: Toll Free 1-844-238-2383

Email: sales@ABNetwork.com

GM Enrollment Portal: www.ABNetwork.com/gm

Company Website: www.ABNetwork.com

dciform (DCI)

EBE In Dealership Digital Network Program Contact: Toll Free 1-800-766-5660

Email: dciliveguide@dciform.com

GM Enrollment Portal: www.dcidigitaldealer.com

Company Website: <http://dciform.com>

EBE IN DEALERSHIP 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





2018 EBE IN DEALERSHIP DIGITAL NETWORK CONSULTATION CRITERIA and FAQ

December 2017

Version 1.1

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Program Overview, Suppliers & Compliance

Q. Why is GM requiring In Dealership Digital Network in EBE?

- A. In Dealership Digital Network delivers real-time marketing communications that are a major step forward compared to traditional, point-of-sale, static elements.

Q. Is In Dealership Digital Network part of 2018 EBE?

- A. Yes. In Dealership Digital Network is a critical component of the 2018 GM EBE Program. Dealers must enroll for a IDDN consultation with one of the three approved suppliers.

Q. Can I hire a local In Dealership Digital Network supplier to handle my IDDN consultation and installation?

- A. No. The three approved IDDN suppliers have gone through extensive training with GM to ensure a consistent approach on IDDN installations and content delivery.

Other suppliers, who have not been through this training and preparation, are not in a position to deliver the consistent IDDN installation that this process was designed to deliver.

Q. Can the EBE In Dealership Digital Network suppliers provide a plan to meet Cadillac Project Pinnacle Program requirements?

- A. The GMIT internal solution is the only solution that will meet the Cadillac Pinnacle Program requirements. DTAP Supplier Solutions will not meet the requirements for Cadillac Project Pinnacle. Cadillac dualled Dealers who wish to deploy a single In Dealership Digital Network solution for both the Cadillac, Chevrolet and Buick GMC sides of their dealerships are encouraged to get a consultation, so that Dealers can see an estimate for the complete facility.

(Note: Cadillac stand-alone dealers are supported by a separate process, as detailed in the Project Pinnacle Program Guidelines.)

Q. Will GM approve any additional 3rd party suppliers to meet the EBE In Dealership Digital Network requirement? If so, when will GM announce these additional suppliers?

- A. GM is not considering any additional In Dealership Digital Network suppliers for the 2018 program. All EBE enrolled Dealers must place an order, and complete installation of IDDN from one of the three approved suppliers to meet the 2018 EBE requirement. Dealers who did not enroll for a consultation in 2017 must do so by the end of Q1 2018



In Dealership Digital Network Program FAQ

Program Overview, Suppliers & Compliance

Q. I already have a Digital Monitor in my facility through a 3rd party supplier who is not a DTAP approved supplier. Can this 3rd party Digital provider satisfy the EBE IDDN requirement?

A. No. All Dealers need to go through the EBE In Dealership Digital Network consultation process. If a Dealer has existing commercial grade digital monitors, the supplier will provide an EBE IDDN plan that offers the Dealer two options:

- Assign some of the existing commercial grade monitors to run GM content by installing an approved media player from one of the three suppliers
- Add commercial grade monitors to run the GM content with an approved media player from one of the three suppliers

In either case, there is no requirement to remove a Dealer's existing monitors. The goal in these cases is to provide a plan that allows the EBE IDDN and the Dealer's existing monitors to coexist.

Although the EBE program is voluntary, Dealers who opt-in must meet the EBE requirements.

Q. I already installed Digital Monitors with the GMIT provided CISCO media player within the last two years. Does this IDDN satisfy the 2018 EBE requirement?

A. If a Dealer ordered the CISCO media player through GM and is running the divisional template for the service menu and/or the showroom version, these media players meet the EBE IDDN requirements. Note the CISCO media player is only used for the GMIT internal solution supported by Bluewater; DCI and ABN use different medial players. Regardless, dealers still need to enroll for a consultation to ensure their monitor count and placement satisfies the minimum requirement. Dealer wants to retain usage of the existing CISCO media players, we recommend the Dealer contract with Bluewater for their consultation.

If a Dealer needs additional commercial grade monitors to meet the minimum EBE IDDN program requirement, the supplier will make recommendations.

Q. I have a Chevy or Buick GMC logo screen and/or logo wall lettering mounted in a location well suited for an IDDN monitor. Can I remove (or relocate) the logo element to install an IDDN monitor in that location?

A. Yes, IDDN monitors take priority. For Chevrolet, a logo screen and/or wall lettering can be removed (or relocated) at Dealer's discretion. For Buick GMC, a logo screen and/or wall lettering can be relocated (but are still required facility image elements).



In Dealership Digital Network Program FAQ

Program Overview, Suppliers & Compliance

Q. What content is GM providing today to the In Dealership Digital Network suppliers?

A. GM is providing video and digital marketing assets for both national and retail campaigns, which are updated in real time as needed

Q. Is GM developing a next generation of In Dealership Digital Network content?

A. Yes. This content is still under development, but it will feature both national and retail campaign messaging for sales and service. It will be real time/turn-key content based on industry best practices for IDDN, and it will feature new messaging categories like accessories, in-vehicle technology, and social media. This new content will be available by early 2018.



In Dealership Digital Network Program FAQ

Enrollment & Consultation

Q. Do Dealers need to enroll for EBE In Dealership Digital Network? How do I enroll?

- A. Yes, Dealers' enrollment is required to begin the consultation and estimate process. For Dealers who have already gone through the process, they will need to place an order and complete installation. For Dealers who have not gone through the process, go to [EBEIDDN](#) for a link to all three suppliers' marketing information and enrollment sites.

Q. If I did not enroll for a consultation in 2017, when should I enroll?

- A. Dealers must enroll for an on-site consultation by the end of Q2 2017 (June 30, 2017) Q1 2018 to remain in GREEN status for 2017 EBE.

Q. What are the EBE implications of not participating in IDDN

- A. Dealers who fail to meet the IDDN requirements will not be eligible for the 80% Brand Standards portion of 2018 EBE

Q. What happens during the on-site consultation?

- A. The supplier will visit each Dealer to determine (with Dealer input) the minimum requirement for the showroom, service write-up and guest lounge areas. The supplier will also review power and internet availability to prepare for the installation process.

Q. Do Dealers participate in the consultation?

- A. Dealers are not required to be present during the on-site consultation. However, it is highly recommended that someone in a leadership position (Dealer, Executive Manager, or General Manager) participate in the process to provide input and answer any questions about the facility.

Q. How long does the consultation take?

- A. Typically, the consultation is completed within 1-2 hours, depending on the dealership facility size and format.

Q. How much input does the Dealer have in the consult process?

- A. Dealer input is an important part of the process. The supplier will present the Dealer a plan that meets the minimum EBE Digital IDDN criteria, but there are usually a few monitor placement options. The supplier will seek out the Dealer's opinion on the available options that meet the minimum requirements. Further, the Dealer can ask to add additional commercial grade monitors beyond the number required to meet the requirement. Although the supplier will offer professional advice on the best locations for additional commercial grade monitors beyond the minimum requirement, the Dealer ultimately picks the locations, so long as those locations do not compromise the overall IDDN Plan.



In Dealership Digital Network Program FAQ

Compliance Recommendation & Installation

Q. What is the Digital In Dealership Digital Network estimate?

- A. The estimate provides the recommendation needed to meet program requirements. It is based on the consultation of each dealership facility. The plan includes:
- Recommended placement and mounting for IDDN monitors for a dealership showroom, service write-up and optional guest lounge
 - List of the components and hardware needed for each Dealer's plan
 - Cost estimate for materials and installation

Q. What do Dealers need to do once they receive the estimate?

- A. In order to schedule an installation, Dealers must review and agree to the estimate as provided by the supplier. Dealers are encouraged to contact the supplier with any questions or feedback regarding the estimate.

Q. When will ordering and installation occur?

- A. Dealers are required to place an order with an IDDN supplier by the end of Q1 2018. However, if a Dealer wants to install IDDN earlier, all three suppliers can accept and process an order now. Generally, it takes 60-90 days from order placement for installation to be completed.

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. Is In Dealership Digital Network content and/or hardware eligible for iMR reimbursement?

- A. In Dealership Digital Network content from an approved iMR IDDN turn key vendor (Bluewater, DCI, or ABN) is eligible for iMR reimbursement with match up to \$2,000 per month. Monthly IDDN content in excess of \$2,000 per month is ineligible for iMR reimbursement. IDDN hardware (commercial grade monitors, media players, and accessory hardware) are ineligible for iMR reimbursement.

Q. Are Dealers required to obtain commercial grade monitors through the 3 approved Suppliers?

- A. The In Dealership Digital Network installation is completely turn-key, including the suppliers providing the specified commercial grade monitors. The suppliers have negotiated very competitive pricing on these monitors, and will provide turn key support for any system support post installation.



In Dealership Digital Network Program FAQ

In Dealership Digital Network Content

Q. If I choose to install In Dealership Digital Network in my guest lounge, what will the content be?

A. The guest lounge solution will be a replacement to the cable TV broadcasting most dealers feature in their guest lounge. It would provide a syndicated infotainment content (that resembles network programming), and replaces network advertising with exclusive GM divisional and local dealer advertising. In simple terms, the guest lounge programming would eliminate competitor ads.

