



36 East 23rd Street, 9th Fl,
917-771-5600 (M)

New York, NY 10010
646-489-1157 (O)

inquiries@coolnerdmedia.com
866-281-8479 (F)

May 31, 16

To: Samantha Simpson/CTLS, Inc
From: Mark Unthank
Re: CoolNerd Kiosk Discounts to CTLS Members

Dear Samantha,

Thank you for connecting CoolNerd Media with CTLS! We're excited to work with you and your library members!

CoolNerd Media has been in business since 2008 focusing on making digital content, digital education and digital lifestyle accessible to everyone in the U.S. One of our products is the CoolNerd Kiosk, which launched as a "Redbox for smartphones", that copies digital music, movies and audiobooks into smartphones. During a SXSW exhibition, 16 libraries approached us to explore facilitating digital transactions for their patrons via CoolNerd Kiosk. Since then, we've been prioritizing CoolNerd Kiosks for libraries.

As you know, we aggregate a library's digital content vendors (OverDrive, Hoopla, 3M, Recorded Books, etc.) in our kiosks. This enables patrons to browse and borrow on CNK's larger than a mobile device screen and more importantly, not have to open multiple apps from the digital vendors in order to browse and borrow. We also offer integration of a library's ILS system for self-checkout and fee payments. Additionally, we integrate other functions such as membership sign up, museum passes and passport applications.

CoolNerd Media's goal is to support libraries and their communities as much and as quickly as possible. Our normal pricing is comparatively low to our competitors: \$3,499 for a single standard aggregation kiosk and \$3,999 for a single standard kiosk with self-checkout integration. We are happy to provide CTLS members a 10% discount for single purchases and 15% discount for purchase orders of 10 units or more for either kiosk type.

Purchasing a CoolNerd Kiosk includes maintenance and service for year one. Years two and beyond require a maintenance and service fee. Our maintenance is conducted mostly through remote access during off hours. Maintenance keeps your CoolNerd Kiosk updated to your needs and the changes from digital vendors, Windows OS, iOS, Android OS, ILS software, etc. We are happy to provide a 25% to your members for ongoing maintenance for single purchases and a 30% discount for purchases of 10 or more units.



36 East 23rd Street, 9th Fl,
917-771-5600 (M)

New York, NY 10010
646-489-1157 (O)

inquiries@coolnerdmedia.com
866-281-8479 (F)

Below, please find a chart below detailing costs and CTLS discounts.

CoolNerd Kiosk	Description	Fee	CTLS Discount
Aggregation Kiosk	1 to 9 digital vendor aggregation kiosks.	\$3,499.99	10% = \$3,150.00
Aggregation Kiosk with Self Checkout	1 to 9 digital vendor aggregation kiosks with self-checkout functionality.	\$3,999.99	10% = \$3,600.00
Aggregation Kiosk	10 or more digital vendor aggregation kiosks.	\$3,499.99	15% = \$2,975.00
Aggregation Kiosk with Self Checkout	10 or more digital vendor aggregation kiosks with self-checkout functionality.	\$3,999.99	15% = \$3,400.00
Maintenance & Service Year One	Hardware and software maintenance and updates.	\$1,500.00 (included with purchase)	100% (included with purchase).
Maintenance & Service Year Two and Beyond.	Hardware and software maintenance and updates for 1 to 9 units.	\$1,500.00	25% = \$1,125.00/yr per unit.
Maintenance & Service Year Two and Beyond.	Hardware and software maintenance and updates for 10 or more units.	\$1,500.00	30% = \$1,050.00/yr per unit.

Our website has a purchase order form. Members can place CTLS as the code for their discount. The accounting system will automatically calculate the applicable discount based on the number of units ordered. Members can also contact us via email anytime to order. The email address for ordering CoolNerd Kiosks is: orders@coolnerdmedia.com and we will reply back shortly with an order form to be filled out and emailed back.

You should also note that we are working on additional products for libraries and look forward to offering them and discounts on them to CTLS members. Thanks again for working with CoolNerd Media!

Best regards,

Mark Unthank
Chief CoolNerd
CoolNerd Media
646-498-1157 (o)
917-771-5600(c)
866-281-8479 (f)
www.coolnerdmedia.com