

Product Life Cycle Guide

Introduction

This Product Life Cycle Guide is designed to communicate product and support resources availability during the life span of a product version. This guide outlines the different stages starting from the general availability to eventual end of life. This information shall help customers to develop integration and deployment plans with the knowledge and understanding of Cognitec product life cycle plans.

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Cognitec encourages customers to use the latest product version as much as possible. The main reason is that there are not only new features and functionalities, but the biometric performance is being enhanced with nearly every version. *E.g. the performance of FaceVACS-SDK version 7.x has been much improved over the performance of version 4.x because of continued R&D efforts.* Cognitec is interested to activate new systems with the best performance available in the market and provide to our VARs the leading edge of face recognition technology. To assist customers with migration and transition strategies, Cognitec offers training and consulting services.

Basic Definitions

All Cognitec products are based on the FaceVACS® face recognition technology and therefore belong to the one **Product Family**, the FaceVACS® Product Family. Those products are FaceVACS-SDK, FaceVACS-DBScan, FaceVACS-Alert, FaceVACS-Acquisition etc.

A **Product** represents a specific application of the FaceVACS® technology and provides a set of common features that meets the needs of a group of customers or a specific market segment. The term Product is used in a general sense without referring to a specific version, like FaceVACS-DBScan or FaceVACS-Alert.

A **Product Version** describes a specific product release of one Product having a defined set of concrete features, as laid down in the product specification/ product data sheet of that particular Product Version. The product specifications of different Product Versions of one Product are different in detail but similar regarding the common features. FaceVACS-DBscan 3.3 and FaceVACS-DBScan 4.1 are different Product Versions of the same Product FaceVACS-DBScan.

Product Life Cycle

Every Product Version has its own Product Life Cycle. The Product Life Cycle cannot be applied to Products.

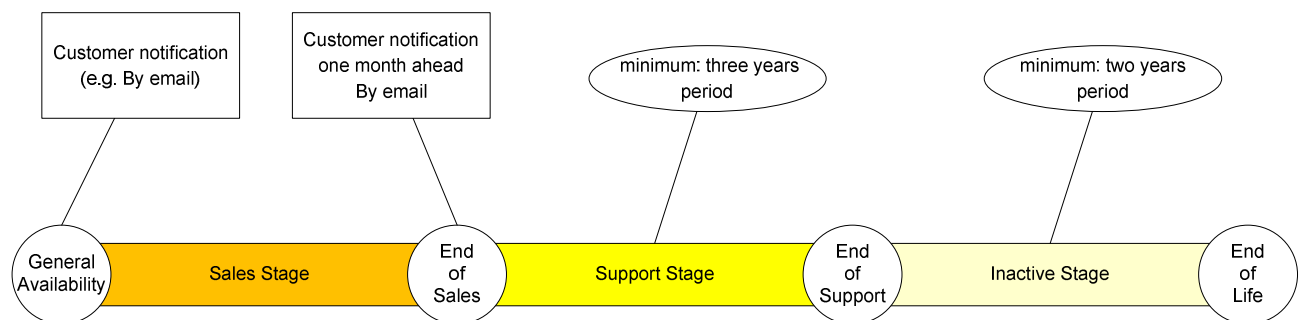
A **Stage** is a period of the lifespan of a Product Version where Cognitec provides specific services including active sales, fulfillment, customer service, and R&D to customers in order to purchase, integrate, resell, deploy and maintain Cognitec Product Versions.

The **Sales Stage** describes the Stage where a Product Version is actively marketed and sold. The Sales Stage begins after the “General Availability” of the Product Version which is announced on the Cognitec web site and/or by email notification. Cognitec decides the end of the Sales Stage at its sole discretion and communicates the “End of Sales” date of the Product Version to customers one month ahead.

The **Support Stage** is the Stage following after the “End of Sales” and lasts for at least three years, if nothing else is agreed with the customer. The specific “End of Support” date is published on the Cognitec web site.

The **Inactive Stage** is the Stage following after the “End of Support” and lasts for at least two years, if nothing else is agreed with the customer. The specific “End of Life” date is published on the Cognitec web site.

After ‘End of Life’ of one Product Version, a newer Product Version of the same Product or a replacement product will be provided. In case of the unlikely event that Cognitec decides not to continue a Product and not to offer a replacement product, Cognitec will inform customers at the “End of Sales” milestone.



Services offered at the respective Stages

Sales Stage	Support Stage	Inactive Stage
+ New Sales ¹	- New Sales	- New Sales
+ Product Integration ² Support	- Product Integration Support	- Product Integration Support
+ VAR Sales ³	+ VAR Sales	- VAR Sales
+ Product Maintenance Support ⁴	+ Product Maintenance Support	- Product Maintenance Support
+ Product Patches / Fixes	+ Product Patches / Fixes	- Product Patches / Fixes
+ Replacement Activations ⁵	+ Replacement Activations	+ Replacement Activations

+ indicates available services; - indicates terminated services

Product Versioning Scheme

The versioning scheme reflects changes between releases resulting in new Product Versions. By knowing the versioning scheme, customers understand the level of effort required to migrate to new releases.

Cognitec's Software Product Versions are named FaceVACS-<name> <version> (like FaceVACS-DBScan 4.1). If a customer orders a Product, Cognitec will deliver a Software Package representing this Product. The actual Software Package referring to the Product Version gets a version number following the scheme <major>.<minor>.<maintenance>.<patch> (like 4.1.1.3)

- <major>.<minor> correspond to the Product Version. The major number change indicates a significant change of Product features. A change in the minor number indicates some feature enhancement or feature extension.

A change in the <maintenance> or the <patch> level indicates a maintenance release that belongs to the same Product Version. Maintenance releases are provided for software bug fixing. If only the <patch> level has changed, the API, the persistent file formats or interchange data formats, database scheme, activation etc. are unchanged.

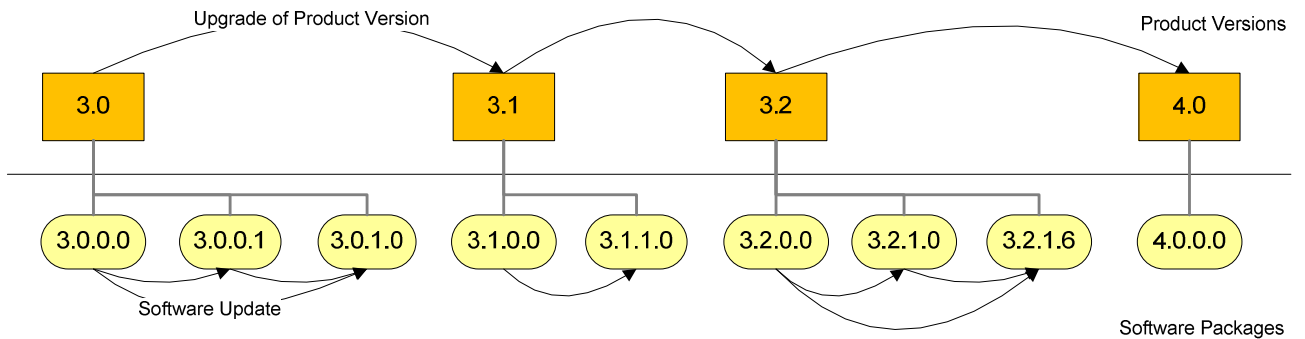
¹ Sales to new customers or sales in the scope of new projects including product evaluation

² Support how to use the Integration points (e.g. API calls, DB configuration, product configuration) to develop customized products.

³ Sales to value added resellers where the software product is already integrated and VAR sells his integrated product including the Cognitec software product to his customers

⁴ Support for installing, activating and running the product

⁵ Replacement of permanent licenses required due to hardware changes



Software Upgrades and Maintenance

A new Product Version of one Product is also called **Upgrade of Product Version** (with respect to the previous Product Version). Upgrades of Product Versions are subject to Cognitec's sales and licensing policy.

New Software Packages referring to the same Product Version are also called **Software Updates**. Software Updates fix known software bugs and they are usually free of charge for customers of the respective Product Version.