FAQs – SMART Notebook basic version

Contents

SMART Notebook basic version

What is SMART Notebook basic version?

SMART Notebook basic version is free desktop software that helps teachers create interactive lessons and dynamically deliver them on the interactive display to engage students. It is ideal for customers who are looking to engage students with great software that complements their SMART Board® interactive displays.

Why was this change made?

A common misperception raised by customers when considering purchasing SMART Board interactive displays is that they must pay for the software. To ensure our customers understand the full value of their purchase, we are more clearly positioning our free software offering, making it easier for you to drive hardware sales.

Current Market Perception
- Belief that customers are required to pay a subscription fee after one year to use any SMART software
- Lack of awareness that SMART currently offers a free version of SMART Notebook software (previously known as limited mode)
- Confusion as to what (if any) free software is included with a SMART Board interactive display purchase

Are there changes to the functionality?

There are no product functionality changes, it's still the same great SMART Notebook software you know, and customers love. What customers experienced in Notebook limited mode will be the same as in SMART Notebook basic version, only the version name will change.

Customers will see the revised version name in-product. For example, when used at home or on non-SMART hardware, the watermark will appear as shown below:

SMART Notebook®
— basic version —
Connect to a SMART Board® to hide watermark

Is SMART Notebook basic version a new brand name?

No, SMART Notebook basic version is simply the free version of SMART Notebook software – it is not a distinct new product or new product brand name.

What messaging should I use – how should I refer to SMART Notebook basic version in customer conversations?

Refer to this as a "version" of SMART Notebook software, not a new product or brand name. For example:

- Correct → "SMART has free software included with its interactive displays – **SMART Notebook basic version**, SMART Ink and iQ Android embedded computing".

- Incorrect → "SMART has free software included with its interactive displays called 'SMART *Notebook Basic'".

Will customers need to do anything to convert from SMART Notebook limited mode to SMART Notebook basic version?

No customer action is required. Customers using Notebook limited mode will automatically see the revised version name when they update their software.

What is the price for SMART Notebook basic version?

SMART Notebook basic version is free.

Product Experience

How does SMART Notebook basic version compare to SMART Learning Suite?

SMART Notebook basic version provides <u>free</u> desktop, lesson creation, editing and delivery software to provide an excellent experience when teaching with SMART Board interactive displays.

SMART Learning Suite is a <u>paid subscription</u> that transforms static content into interactive learning experiences. <u>Including both an online and desktop experience</u>, it takes learning beyond the use of the interactive display and outside the classroom.

Here's a comparison of SMART Notebook basic version and SMART Learning Suite:

FREE SMART Notebook basic version

PAID SUBSCRIPTION SMART Learning Suite

What's Included

Create engaging lessons with digital content
- Adding text, tables, lines, shapes
- Importing CFF, PDF, PPT content
- Changing object properties
- Inserting content from the Gallery
- Cropping images
- Cell shade
- Using attachments
- Inserting 3D content
- Inserting Geogebra content
- Inserting and editing equations
- Access anywhere, including at home
- Requires sign-in
- Watermark when not connected to a SMART Board

Deliver engaging lessons with interactive displays
- Measurement tools (ruler, protractor, Geodreieck protractor, compass)
- All pen tools
- Screen shade
- Screen capture
- SMART Document Camera viewer

Bonus
- 45-day access to premium content and SMART Learning Suite Online
- Read-only functionality of any previously created content using premium features
- Regular updates to be compatible with the latest OS

SMART Notebook

All lesson creation and delivery features with the basic version

Additional interactive features for desktop lesson creation and delivery
- Game-based activities
- Formative assessments
- YouTube add-on
- Image web search add-on
- SMART Blocks add-on
- Maestro
- Dual page view
- Transparent background
- Concept mapping add-on
- Lesson recorder add-on

SMART Learning Suite Online

Deliver lessons to student devices
- Formative assessments and games with real-time student reporting
- Facilitate student collaboration with the Workspace activity
- Teacher and student paced delivery

Assign lessons for out of class access
- Students continue their work outside of class

Ease of access
- Lesson creation and delivery on any device including Chromebooks

Integrations
- G Suite
- Canvas (via Google Drive)
- Microsoft (SSO)
- OneRoster (coming soon)

What is included if a customer purchases a SMART Board interactive display?

Free learning software designed for education and optimized for use on SMART Board interactive displays is included in every display purchase. Below is a breakdown of what is included:

Can customers continue to use older versions of SMART Notebook?

Older versions may not be supported on newer operating systems like Windows 10. This means features may not work and the software may be unreliable.

Can customers download SMART Notebook basic version?

Yes, SMART Notebook basic version will be available for download on smarttech.com starting at the end of June 2019. Customers who download Notebook basic version will also receive a bonus 45-day access to SMART Learning Suite. This bonus 45-day access includes more engaging lesson creation, editing and delivery features in SMART Notebook and SMART Learning Suite Online which provides the ability to use lessons with student devices and access beyond the classroom.

What will the experience of SMART Notebook basic version be on non-SMART displays?

SMART Notebook basic version is designed to work seamlessly with SMART hardware, such as SMART Board interactive displays and SMART Podium. When used at home or on non-SMART hardware, the watermark will appear as shown below.

SMART Notebook®
— basic version —
Connect to a SMART Board® to hide watermark

Are customers using SMART Notebook basic version required to sign in with their SMART account?

Yes, it is the same experience as customers previously had with SMART Notebook limited mode.

Are product updates available with SMART Notebook basic version?

Yes, SMART Notebook basic version will be updated regularly for free to ensure customers are compatible with the latest operating systems.

Do SMART Notebook basic version users need to be provisioned in the Software Portal?

No, SMART Notebook basic users do not need to be provisioned in the Software Portal, they just need to sign in with a Google or Microsoft account.

Moving between SMART Notebook basic version and SMART Learning Suite

What happens if a customer uses SMART Notebook basic version and then upgrades to SMART Learning Suite?

Customers using SMART Notebook basic version who choose to upgrade to SMART Learning Suite will instantly have access to the full-featured SMART Notebook and to SMART Learning Suite Online. All content previously created in SMART Notebook basic version will continue to function.

What happens if a customer uses SMART Notebook basic version and does not upgrade to SMART Learning Suite?

Customers who download SMART Notebook basic version will have immediate access to the full-featured Notebook and to SMART Learning Suite Online for a bonus 45 days. After the bonus 45 days, the subscription-based features will behave as per below:

Subscription-based feature	Behavior in SMART Notebook basic version
SMART Learning Suite Online	No access
Activities & assessments	All existing activities and assessments can be played but cannot be edited. New activities cannot be created.
YouTube add-on	Existing videos remain, but you cannot search for or insert new videos
Image Web Search add-on	Existing images appear, but you cannot search for new images
Concept Mapping add-on	All existing concept maps are maintained, but new concept maps cannot be created
Lesson Recorder add-on	Existing recordings will play, but you cannot create new recordings
SMART Blocks add-on	Runs existing SMART Blocks, but you cannot add new SMART Blocks (Blocks aren't launched)
Maestro	Won't open
Screen view	Dual page and transparent background options are not available. Full screen is now available
Share files to board or share using a link	You can't share files through *Share to Board* or *Share using a Link*.

What happens to lessons created with subscription-based features if a SMART Learning Suite subscription is not renewed?

Customers who choose not to renew their SMART Learning Suite subscription will continue to have access to all the features included with SMART Notebook basic version. They can open and deliver previously created lessons that contain subscription-based content with full functionality, but they will not be able to edit that content or create new subscription-based content.

Refer to the table above for specific feature behaviors.

Selling and Positioning SMART Software

What customers would be a perfect fit for SMART's software offerings?

	FREE SMART Notebook basic version	**PAID** SUBSCRIPTION SMART Learning Suite	**FREE** Free learning software **included** with SMART Board interactive displays
Target Customer	• Customers looking for free SMART software • Customers looking for desktop software to create and deliver lessons on interactive displays • Customers looking to maintain SMART Notebook 11.4 functionality while keeping the software updated with their operating systems	• Customers looking to transform learning beyond front-of-class interactive displays with game-based learning, formative assessments, and student collaboration • Customers looking for lesson creation and delivery software that works with Chromebooks, student devices and outside of the class	• Customers looking for free software included with their SMART Board interactive display purchase

What is the purpose for each software offering and how will it impact my business?

	FREE SMART Notebook basic version	**PAID** SUBSCRIPTION SMART Learning Suite	**FREE** Free learning software **included** with SMART Board interactive displays
Purpose	• Correct market misperceptions • Move SMART Notebook 11.4 customers onto the latest version	• Drive revenue from software sales • Establish funnel for reoccurring revenue	• Support hardware sales • Establish funnel for future software sales • Correct market misperceptions