



HP VR ISV PARTNER PROGRAM

Introducing the HP VR ISV Program, designed to foster collaboration between ISVs and HP in order to give ISVs a competitive advantage in the market while building HP's stack of end-to-end solutions for enterprise & SMB customers.



Welcome to the HP Independent Software Vendor Partner Program: Virtual Reality Track. As part of the HP VR ISV Program, Independent Software Vendors (ISVs) with VR solutions have an opportunity to collaborate with HP.

STAND OUT FROM THE CROWD

Expand your reach by joining HP's VR ISV Program, a collaborative initiative that pairs industry-leading VR solutions with HP's powerful VR Ready portfolio.

Differentiate your offering by presenting customers with solutions that address their complex IT administration and security needs. Leverage the HP brand to build visibility for your solutions with customers and other HP partners.

You'll receive marketing, sales and technical support from a partner experienced in selling,

deploying and servicing scalable solutions for enterprise and SMB customers. Implement HP's powerful line of VR Ready devices - including mobiles, desktops, the VR backpack, and head-mounted displays (HMDs) - to empower your customers to design, create, and experience true immersion with end-to-end hardware and software solutions.





WIN WITH HP

With your partnership, HP is building a convenient, one-stop VR shop with a global infrastructure that offers customers peace of mind with reliable, consistent solutions. We ship 1.7 PCs every second, with operations in 170 countries.¹ Our support network, sales force and supply chain help HP lead the way in technology innovations.

When it comes to VR, we have a comprehensive portfolio, featuring powerful, secure mobiles & desktops, the first professional wearable VR PC with the HP VR Backpack², and the exciting new ultra-light, ultra-immersive HP Reverb Virtual Reality Headset - Professional Edition that's changing the game. Our vision is to be the leading one-stop shop for commercial customers from VR development to deployment.

By enrolling in the HP VR ISV program, you'll be eligible to receive 3 main benefits:

1. MARKETING

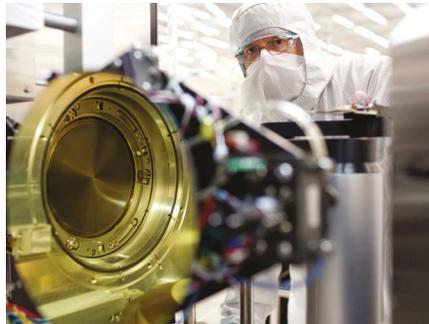
Collaborate with HP on joint marketing activities defined by a joint business plan. You will also have access to HP marketing assets and ISV program branding. One example would be a joint booth at a key industry conference.

2. SALES

Access the HP sales team to help ensure collaborative efforts translate to mutually beneficial sales outcomes. For example, an HP account manager has an existing account relationship that can be leveraged to drive business for all parties.

3. TECHNICAL SUPPORT

Test and validate solutions on HP devices. Provide input into HP-specific target product roadmaps based on the joint business plan. The HP VR marketing team is tightly integrated with the VR R&D team, which makes providing real-time feedback a breeze. With R&D and product manager access, help influence product development and get early access to testing and development kits. HP has a solid roadmap and we keep reinventing to better serve our customers.



Visit our site to learn more and use our simple application process to be considered for the program at:

HP.COM/GO/VRISV

READY TO GET STARTED?

Review the information on the [HP VR ISV enrollment portal](#) to better understand the benefits and requirements, as well as VR Ready portfolio highlights on the [HP Commercial VR](#) website.

STEP 1

Ensure your business is aligned to the program requirements outlined on the portal. Contact an HP VR Representative if you have any additional questions about the process or program and when you are ready, submit your online application.

STEP 2

Once your application has been submitted and reviewed, partners meeting HP's VR ISV Program criteria will receive an email with 3 documents:

- **Partner Agreement** (legal terms)*
- **Program Guide** (business terms)*
- **Sample Business Plan**

STEP 3

Submit a draft for a proposed annual business plan. HP will review the business plan to determine partnership eligibility and alignment with the program requirements.

STEP 4

If you have satisfactorily met all criteria, partner agreements will be executed. Congratulations on your new status as an HP VR ISV Partner!

STEP 5

You will be assigned an HP Partner Business Manager, who will help refine the joint business plan and grant you access to all the new HP resources available to you.



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*The Partner Agreement and Program Guide are non-negotiable; the Business Plan can and will be refined based on joint business development.

DISCLAIMERS

1. Based on backpack VR PCs as of July 20, 2017 and power based on processor, graphics and memory.

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