

News Release

Omega's Online Dealer Portal & Virtual Salesman are Officially Live

DOUGLASVILLE, GEORGIA – MAY 31, 2016 – Omega Research & Development Technologies, Inc. has announced their new dealer portal, OmegaDealer.com at this year's CES highlighting their Virtual Salesman technology. Now, it's live for all omega dealers!

The centerpiece of the portal is a very sophisticated, interactive, customizable system designer called Virtual Salesman. It features a highly evolved quoting engine which is pre-loaded with information on Omega's entire product line. During set up, the dealer can select which Omega products they carry, set their own pricing & labor rates, select which features are included or which are paid-for upgrades, offer all compatible accessory upgrades, and more.

Virtual Salesman can then be used to easily gather important customer information, such as: vehicle year, make, & model, what type of system they are shopping for (security, remote start, combos, OEM upgrade, etc.), as well as what particular features are important to them. Virtual Salesman then takes that information, and, using the dealer's selected product line, tailors the system for each customer. Virtual Salesman will even suggest available upgrades and accessories that fit the install. Since Virtual Salesman will only present the Omega products that the dealer stocks, there's a unique Virtual Salesman created for each dealer.

Product Development Manager and designer of Virtual Salesman, Mike Thompson, says, "Our dealer base is as diverse as our product line and we realize how challenging it can be to understand all the potentials for every customer and vehicle. Virtual Salesman ensures that our dealers will maximize their dollars per sale, increase their close ratio, and do it with pin-point accuracy. Virtual Salesman is powered by the OmegaLink vehicle database and automatically matches interface modules and data start systems to the selected vehicle."

"The system can be setup in minutes, and if dealers really want to bring Virtual Salesman to life, it offers custom vehicle profiles that allow them to limit which systems are offered per vehicle, choose their preferred interface, and even adjust the total labor for perfect estimates every time. Once customers design their system, Virtual Salesman will email the quote to the customer & dealer with contact info, itemized list of all parts, upgrades, and accessories for easy follow-up and scheduling."

Virtual Salesman will be available in a retail kiosk, for counter top and wall-mount display. Dealers can also use any web-enabled device (like all store computers, tablets, or custom

displays) to serve up their Virtual Salesman. Check out how powerful Virtual Salesman can be by watching the overview video on the www.OmegaDealer.com home page.

For information on becoming an Omega Dealer in the US, email us at Javier@caralarm.com.

For more information on Omega's car security, keyless entry and remote start product lines, please visit www.CarAlarm.com, www.OmegaWeblink.com, www.OmegaCarlink.com, and www.OmegaGPS.com.

About Omega:

Omega Research & Development Technologies has been an innovative leader in the vehicle security industry for over 40 years. Since its founding in 1971, Omega's product line has diversified to include remote start modules and other vehicle accessory products. Omega's most recent product offerings include the exciting new technologies of telematics, wireless and databus integration.

With the vision of the founder, Kenneth Flick, guiding the company, auto security systems remain the central focus of Omega Research & Development Technologies. In 1995, Omega became the only company in the keyless entry arena with a technology designed to prevent crime due to unauthorized transmitter access to vehicle systems. The patented technology, **Unauthorized Transmitter Alert**, promises to revolutionize the industry. Consumers can now have instant knowledge of any unauthorized access to their keyless entry systems. Most of the product lines manufactured by Omega are equipped with Unauthorized Transmitter Alert technology.

Omega's mission, as it was over four decades ago, is to provide reliable, leading-edge security and automotive accessory products at a competitive price.

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