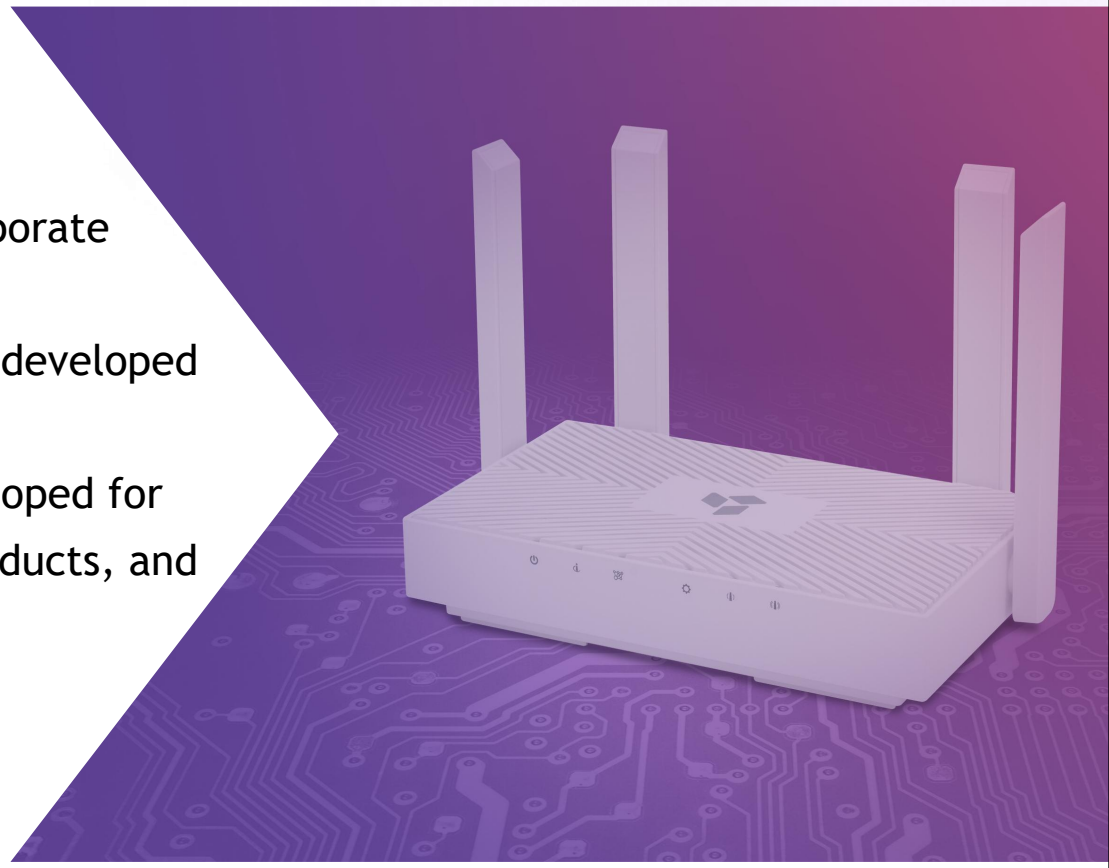
SNR Wi-Fi ROUTERS

Branding & Customization

SNR Wi-Fi Routers



SNR wireless routers - a reliable solution developed by NAG,
including Wi-Fi routers for home use, telecom operators and small corporate networks.
The entire line of routers comes pre-installed with EasyWRT software, developed by NAG, and optimized for the used hardware base.
A flexible set of offers for customization of SNR routers has been developed for telecom operators, and services for branding of packaging, printed products, and firmware customization are also available.

Current product line SNR Wi-Fi

SNR-CPE-ME2-LITE

SNR AX2

SNR-CPE-ME2-SFP LITE

SNR MD2

SNR LTE

SNR-CPE-W4N

Customization elements

1 Software

EasyWRT software customization: web-interface changes, parameter settings, functional changes

2 Colorbox

One of the key elements of branding: corporate color scheme, logo, slogan, design elements

3 Masterbox

Applying a corporate logo or pattern to packaging in accordance with corporate colors and product features

4 QIG

Quick Installation Guide (QIG) - printed quick installation guide, user manual

5 Case

Color changes, branding with logo, indicator icons, lettering and other design elements

Customization terms

Characteristic / model	AX2	Lite (rev B)	SFP Lite	MD2	W4N (rev N)	LTE
Minimum batch for customization of printed materials, pcs	3000	2000 - 5000**	5000	3000	5000	1000
Minimum volume of monthly purchases for EasyWRT software customization, pcs	300	300	300	300	300	300
Support period of custom EasyWRT	1 year	1 year	1 year	1 year	1 year	1 year

The table specifies:

- Minimum volume for customization materials from the factory (branded case, packaging, box, QIG).
- Minimum monthly purchases for EasyWRT software image customization. The custom software branch is updated together with the main software and sent out after each EasyWRT software release. Make changes to the custom software no more than once a year, provided that the purchase volume is maintained.

Customized terms for minimum monthly purchases are acceptable, custom image support terms can also be adjusted.

** - Reduced quantities lead to longer delivery times.

EasyWRT software customization

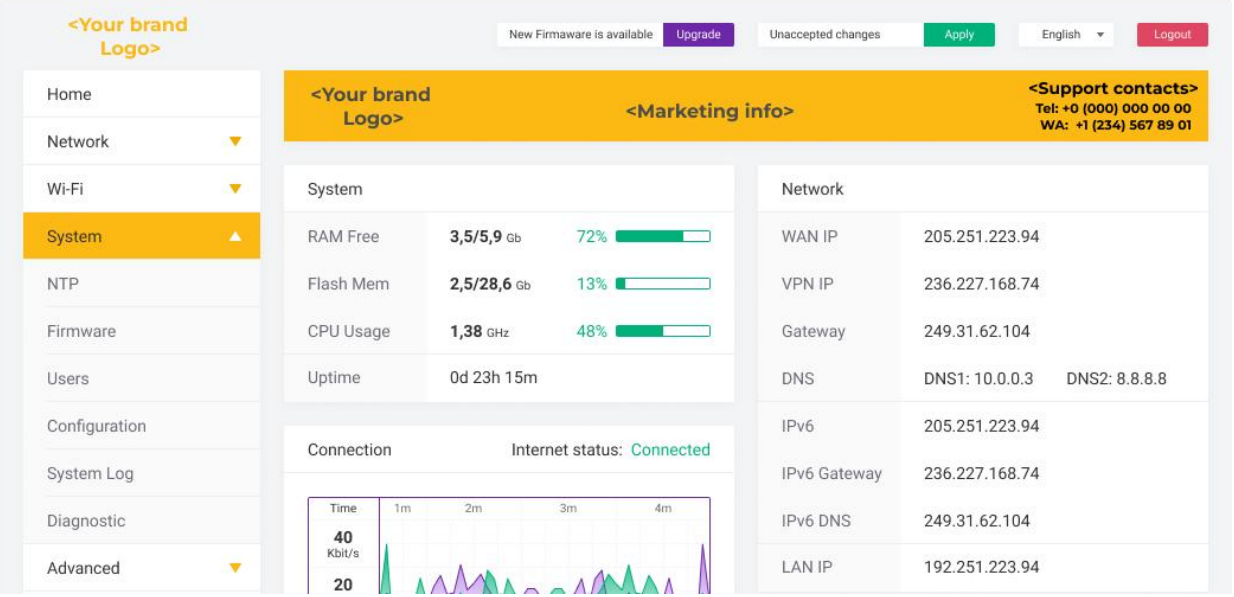
EasyWRT - software developed by NAG, based on the open source OpenWRT solution, using proprietary drivers. The new software combines WRT functionality and ease of customization for the average user.

- Diagnostic archive;
- TR-069 (EasyCWMP) functionality, new management branches;
- Software diagnostic tools;
- Seamless roaming in Mesh network with 802. 11k/r/v;
- MBSSID and guest networks;
- OPKG package manager (WireGuard, OpenVPN, etc.);
- Band Steering;
- WPA3 and PMF support;
- Improved L2TP/PPTP performance;
- Auto-update by schedule;
- «EasyCustom» software manual customization functionality.

EasyWRT software customization

Customizing parameters

1. Custom SSID;
2. Protection against downloading third-party firmware via web interface;
3. Change update server address;
4. ACS server address;
5. Customizable factory settings;
6. Enable custom scripts in autoloader.



EasyWRT software customization

User Interface

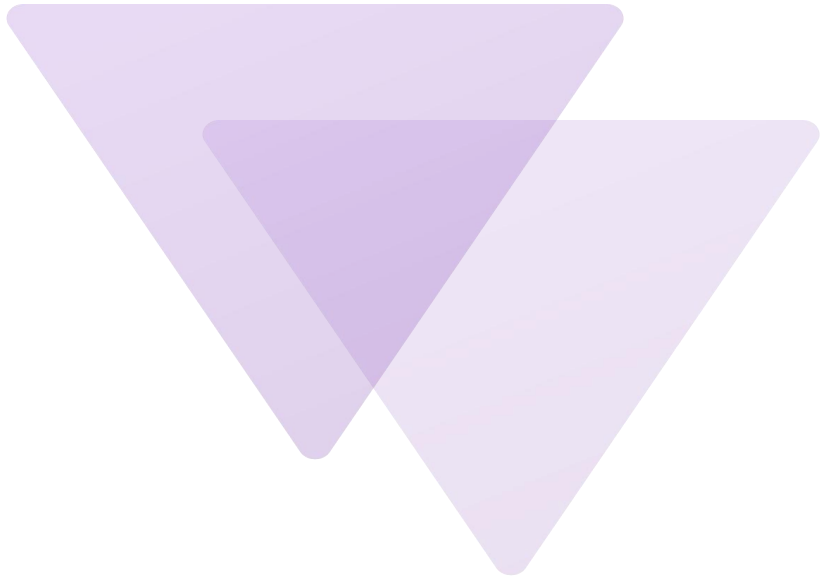
1. Topbar web interface header (variably clickable with any link): your logo, technical support contacts, advertising information;

2. Hiding elements of the web interface to reduce the probability of loss of connection due to user actions, increasing the usability of the router on a particular network;
3. Color of web interface elements.

EasyWRT software customization

Functional changes

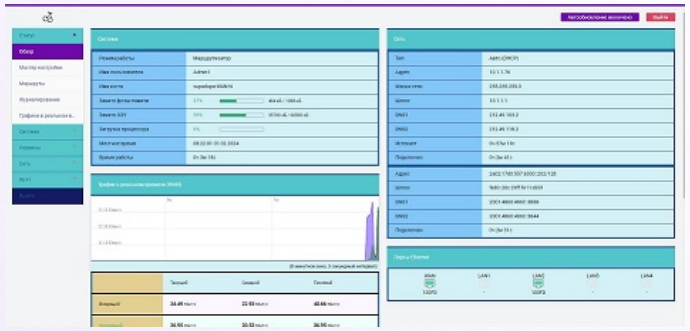
Functional software changes allow you to customize the router to your network, enhance diagnostic capabilities, and improve user convenience.

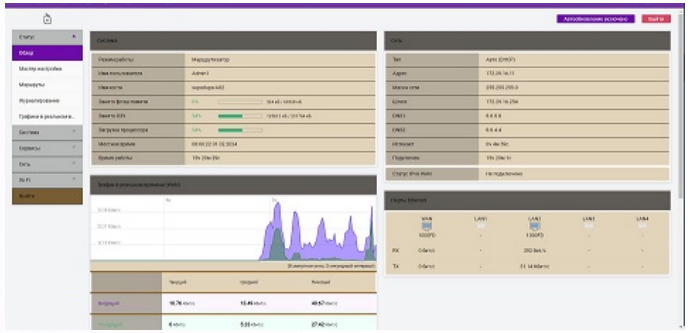


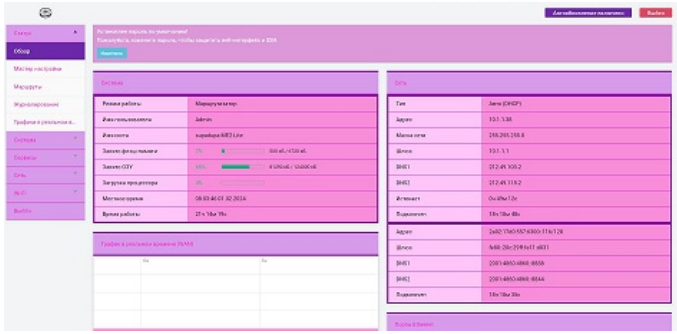
EasyCustom Tool

EasyCustom - EasyWRT software customization tool, which is an archive with a set of files, commands and scripts.

Allows you to manually change EasyWRT settings without re-building the firmware, write the changed parameters to the router's permanent memory by downloading the assembled archive. When loading EasyCustom system files will be replaced with similar files from the archive, and when resetting the router to factory settings - will be taken from the downloaded archive, which allows you to leave the recorded settings "factory".







Case branding

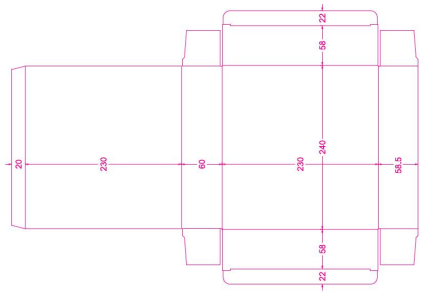
It is possible to change the color palette of the case on request, all changes are agreed individually and checked for technical feasibility. Logo, indicators, inscriptions and other design elements can be changed.

The possibility of branding the router case will allow you to strengthen your brand, making the product more recognizable. It will also allow you to position your devices favorably on the market.

Branding of printed materials

Branding of printed materials

Colorbox - is an important branding element that creates the first impression for the customer. Its design should be attractive and consistent with the brand, including corporate colors, logo, slogan and informative elements (contact information and company website). Colorful packaging will help to stand out among competitors and attract the customer's attention.

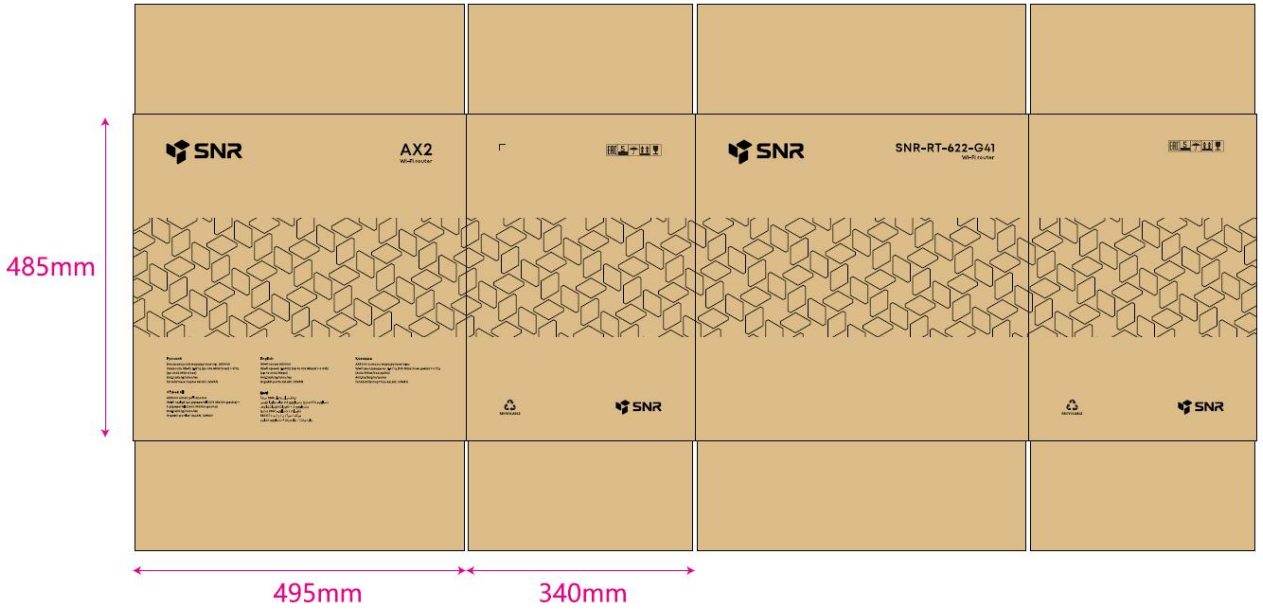


A label should be left on the box for the location of the sticker and a mention of the production of the species:

Importer: <name of customer>
Manufacturer: <name of the manufacturing plant>
Developed by NAG company.

Branding of printed materials

Masterbox - is not just a device protection, but also an important branding element. It should be attractive, informative and functional. We offer various packaging options, taking into account your corporate colors, logo and product features.

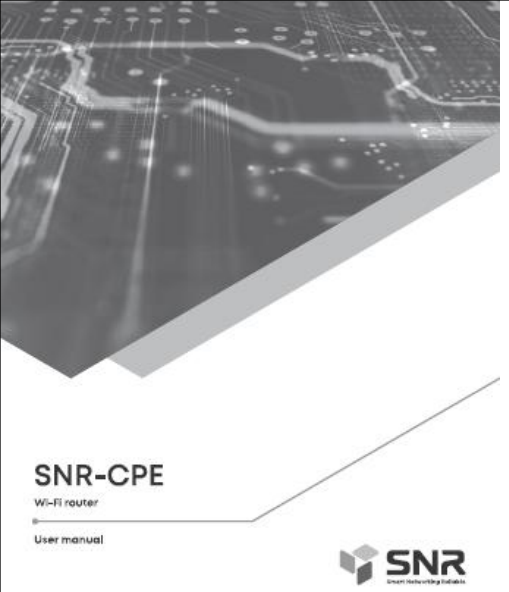


It is possible to apply a company logo or pattern on the packaging, it is necessary to leave a mark for the location of the sticker and a mention of the production of the company NAG, species:

Importer: <name of customer>
Manufacturer: <name of the manufacturing plant>
Developed by NAG company.

Website, contact phone number and other data can be changed.

Branding of printed materials



The Quick Installation Guide (QIG) must contain:

1. Mention of the manufacture by NAG, of the species:

> *Importer: <name of customer>*
> *Manufacturer: <name of the manufacturing plant>*
> *Developed by NAG company.*

2. Warranty card;
3. A disclaimer about changes in appearance and technical specifications by NAG;
4. EAC logo and icons for transportation and storage conditions.

The rest of the elements are available for modification.

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