

**Appendix C - Pricing Index**

**DIR-TSO-4176**

**Digital Ally, Inc.**

**PRODUCTS**

<b>BRAND</b>	<b>PRODUCT CATEGORY</b>	<b>Product Description</b>	<b>Discount % off MSRP</b>
<b>Hardware</b>			
Digital Ally	Mobile Digital Recording Systems	Law Enforcement In-Car Camera Systems and LIDAR	8.00%
Digital Ally	Mobile Digital Recording Systems	Commercial In-Car Two-Camera System	21.00%
Digital Ally	Mobile Digital Recording Systems	Commercial In-Car Three-Camera System	15.80%
Digital Ally	Mobile Digital Recording Systems	Commercial In-Car Two-Camera System with Cloud Service	14.00%
Digital Ally	Mobile Digital Recording Systems	Commercial In-Car Three-Camera System with Cloud Service	11.54%
Digital Ally	Mobile Digital Recording Systems	Asset Tracking Unit (ATU)	34.00%
Digital Ally	Parts and Accessories for Mobile Digital Recording Systems	Law Enforcement and Commercial In-Car Camera Microphones, Mirrors, Individual Cameras, Memory Cards, Mounts, Batteries, Cables, and Accessories	6.00%
Digital Ally	Body Cameras	Body Cameras and Body Camera accessories	8.00%
<b>Software and Cloud Storage</b>			
Digital Ally	Software	VuVault Software	8.00%
Digital Ally	VuVault.com Unlimited Cloud Data Storage	VuVault.com Cloud and Cloud Accessories for Body Cameras and Law Enforcement In-Car Camera Systems	8.00%
Digital Ally	Mobile Digital Recording Systems with Unlimited Cloud Data Storage and 3-Year Contract	Discount on Law Enforcement In-Car Camera System when purchased with 3-year unlimited cloud contract	10.00%
Digital Ally	Mobile Digital Recording Systems with Unlimited Cloud Data Storage and 5-Year Contract	Discount on Law Enforcement In-Car Camera System when purchased with 5-year unlimited cloud contract	20.00%
<b>BRAND</b>	<b>PRODUCT CATEGORY</b>	<b>Product Description</b>	<b>Discount % off MSRP</b>
Digital Ally	Body Camera with Basic Plan and 1-Year Contract	Discount on Body Camera when purchased with Basic Cloud Plan and 1-year contract	32.00%
Digital Ally	Body Camera with Pro Plan and 1-Year Contract	Discount on Body Camera when purchased with Pro Cloud Plan and 1-year contract	39.66%
Digital Ally	Body Camera with Ultimate Plan and 1-Year Contract	Discount on Body Camera when purchased with Ultimate Cloud Plan and 1-year contract	49.75%
Digital Ally	Body Camera with Pro Plan and 3-Year Contract	Discount on Body Camera when purchased with Pro or Basic Cloud Plan and 3-year contract	66.55%
Digital Ally	Body Camera with Pro or Basic Plan and 5-Year Contract	Discount on Body Camera when purchased with Pro or Basic Cloud Plan and 5-year contract	83.30%
Digital Ally	Cloud Service	FleetVu Manager, FleetVu Mobile, and Cloud Service for ATU and Commercial In-Car Camera System	33.33%

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<b>BRAND</b>	<b>PRODUCT CATEGORY</b>	<b>Product Description</b>	<b>Discount % off MSRP</b>
<b>Warranty</b>			
Digital Ally	Warranty	Extended Warranties	8.00%
<b>Body Camera Solution for Schools and School Resource Officers</b>			
Digital Ally	VuSchools	VuSchools Body Camera Kit with Mini-Dock, cloud storage, and accessories: 1 to 500 units	0.00%
Digital Ally	VuSchools	VuSchools Body Camera Kit with Mini-Dock, cloud storage, and accessories: 501 to 1,000 units	10.00%
Digital Ally	VuSchools	VuSchools Body Camera Kit with Mini-Dock, cloud storage, and accessories: 1,001 to 2,000 units	15.00%
Digital Ally	VuSchools	VuSchools Body Camera Kit with Mini-Dock, cloud storage, and accessories: 2,001 or more	25.00%
<b>Services</b>			
Digital Ally	Technical Services	Technical Services Setup	6.75%
Digital Ally	Installation Service	Installation, Removal, or Installation Training for In-Car Camera Systems and In-Car Camera Accessories	10.75%
Digital Ally	Video Migration	Cloud and Database Migration	6.75%

**VALUE ADDED AND RELATED SERVICES**

<b>Service Category</b>	<b>Service Descriptions</b>	<b>Unit of Issue</b>	<b>Discount % off MSRP</b>
Software	VuVault Software	Each	8.00%
<b>VuVault.com Unlimited Cloud Data Storage</b>	VuVault.com Cloud and Cloud Accessories for Body Cameras and Law Enforcement In-Car Camera Systems	Per Account, Per Year	8.00%
<b>Cloud Service</b>	FleetVu Manager, FleetVu Mobile, and Cloud Service for Commercial Products	Per Account, Per Year	8.00%
<b>Warranty</b>	Extended Warranties	Per Device, Per Year	8.00%
<b>Technical Services</b>	Technical Services Setup	Each	6.75%
<b>Installation Service</b>	Installation, Removal, or Installation Training for In-Car Camera Systems and In-Car Camera	Per Vehicle	10.75%
<b>Video Migration</b>	Cloud and Database Migration	Each	6.75%

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**VOLUME DISCOUNTS - PRODUCTS AND SERVICES**

Type of Volume	Product Category	DIR Customer Discount % off MSRP
<b>By QTY</b>		
1-49 units	Body Cameras	6.75%
50-199 units	Body Cameras	8.40%
501 to 1,000 units	VuSchools	10.00%
1,001 to 2,000 units	VuSchools	15.00%
2,001 or more units	VuSchools	25.00%