



INSIGHTS | 2021

Application Store Guide for App Developers

First steps in our IoT platform for smart
security cameras

INTRODUCTION

Welcome to the Azena Application Store

In this paper you'll learn all you need to get started with the Application Store. No detailed technical knowledge required. You can use Application Store with just a few clicks.

Azena helps grow your business by providing an open IoT platform filled with diverse computer vision apps that can be applied to almost any use case.

Our platform for security cameras connects the ecosystems of camera manufacturers, application developers, integrators and customers to turn the best available hardware and software into groundbreaking security business solutions.

- **Integrators** gain access to a growing number of innovative apps for security cameras from all manufacturers. Each app can be installed and tested on camera systems with just a few clicks. Our Application Store offers the latest technologies and inspiration for innovative solutions.

- **Developers** get the platform, OS and tools they need to develop new apps not only for cameras from one single manufacturer, but for all available systems using our OS. Our marketplace gives developers access to a growing demand for smart security apps worldwide.

Azena helps both integrators and developers differentiate themselves from competition and enter new industries, through new solutions based on IoT standards.

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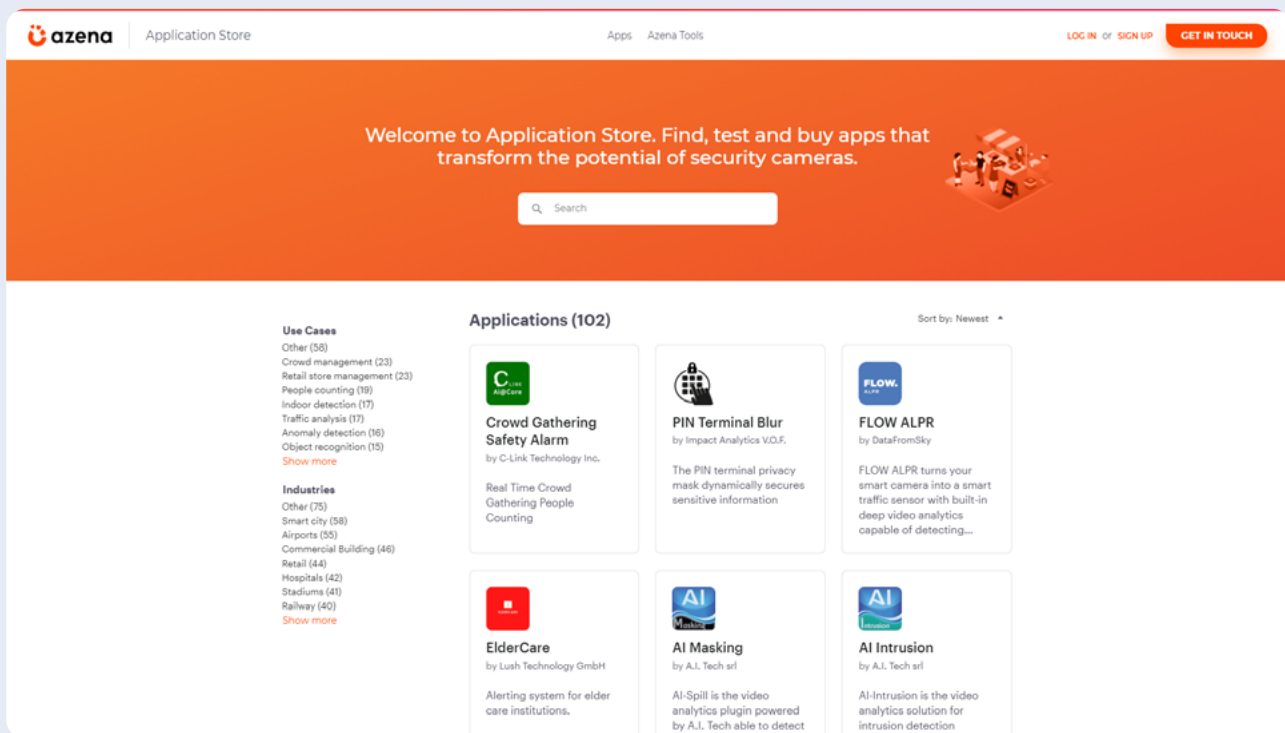
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FIRST STEPS

The Application Store

Find, test and buy apps that meet your needs.

Build, test and sell apps that help businesses grow.



This is the initial screen of the Application Store, before you are logged in.

You can visit the Application Store right now using the following link:

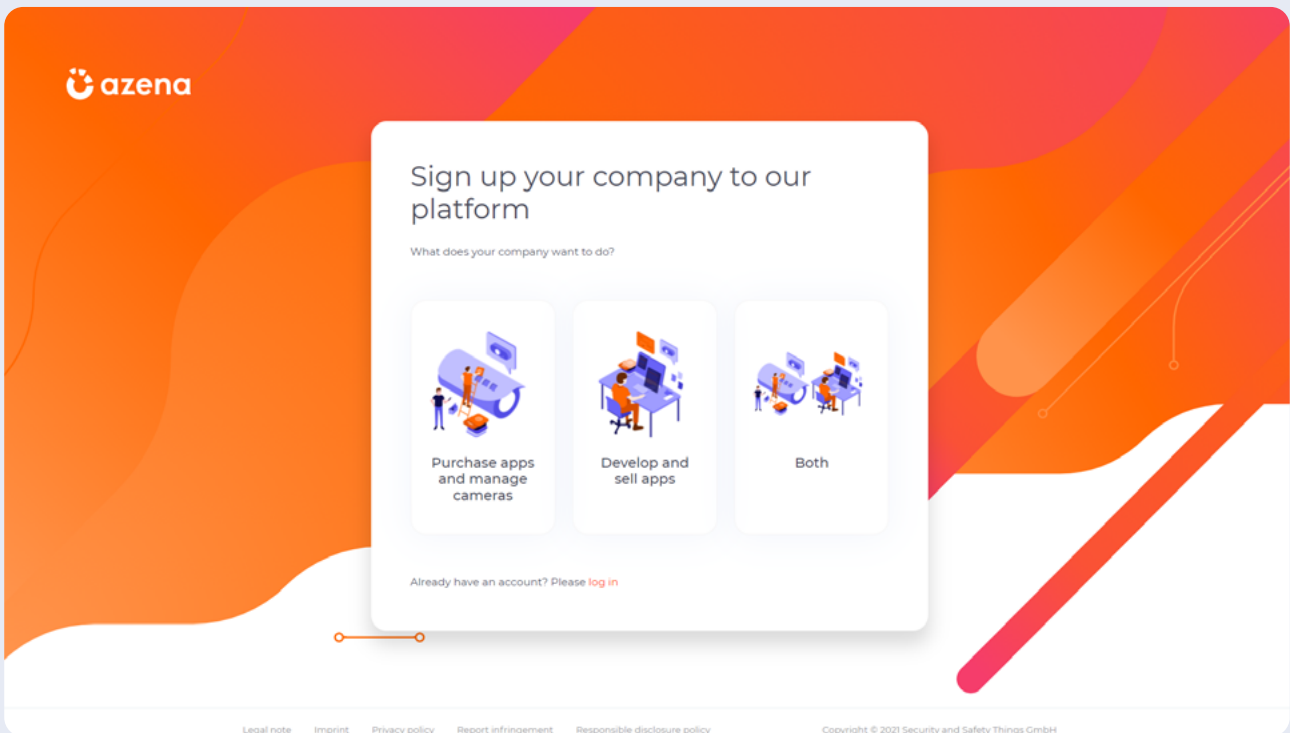
<https://store.azena.com>

In the following we see how both integrators and developers can start using our Application Store, with just a few clicks, and benefit immediately.

FIRST STEPS

First steps into the Application Store

Signing up is easy: visit the Application Store and click “register”. Then choose in which role you want to use the Application Store, system integrator, application developer or both. Depending on which role you choose, the store will be set up for you.



First, we need to know if you're a system integrator or an application developer.

First you'll be asked for information about you and your company as well as contact details. The email you give will be your login name. When everything is completed, we'll send you an email to confirm your identity.

Finally, we check your registration, to make sure that only those who seriously want to help shape the future of Security IoT get access to the Application Store. If you're successful, then up to two working days after, you'll receive your personal link to the store by email and can start creating your user profile.

The screenshot shows the Azena user profile page. The header includes the Azena logo and 'Account' on the left, and a home icon and 'Sign out' on the right. The main content area is titled 'User Name' with the subtitle 'Overview of your personal details'. It contains several sections: 'Personal details' with 'First name' (User) and 'Last name' (Name) fields; 'Contact details' with 'Phone' and 'Email' (mariacecilia.jima@de.bosch.com) fields, and a 'SAVE' button; 'Password' with a note suggesting a strong password and a 'CHANGE PASSWORD' link; and 'Delete account' with a warning that deleting the account will result in loss of access to services and permanent deletion of personal data. A sidebar on the left has 'Profile' and 'Company' options, and a 'Collapse sidebar' button at the bottom.

This is what your profile page will look like after registering.

In the "Team" section of your profile, you can also invite other users from your team and manage their user rights and permissions

FOR APP DEVELOPERS

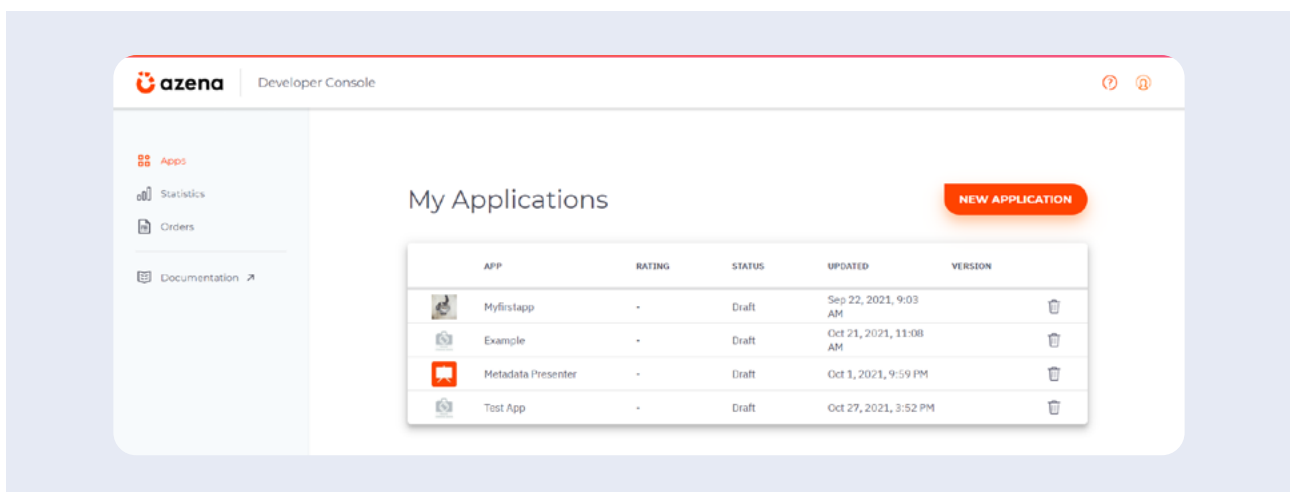
How to use the Application Store as an app developer

#1

Upload and update your apps

To start selling apps in the Application Store, click on “my apps” in the navigation at the top of the page. If you haven’t published any apps, the overview will be empty.

Click on “new application” to [start setting up your new app detail page](#).



This is the information you provide to describe your app. Please be as detailed as possible:

- App name*
- App description (short and long form)*
- Link to your website
- App icon*
- Preview screenshots*
- Documentation for download
- Your privacy policy*
- Your terms of use*
- Support contact (email*, website, phone)
- APK-file for your app*
- Price (excl. taxes)
- Availability (app and free trial per country)

Information with an asterisk (*) are required.

You can save your app as a draft and publish it later or start selling it in the store right away. You can also edit this information at any time.

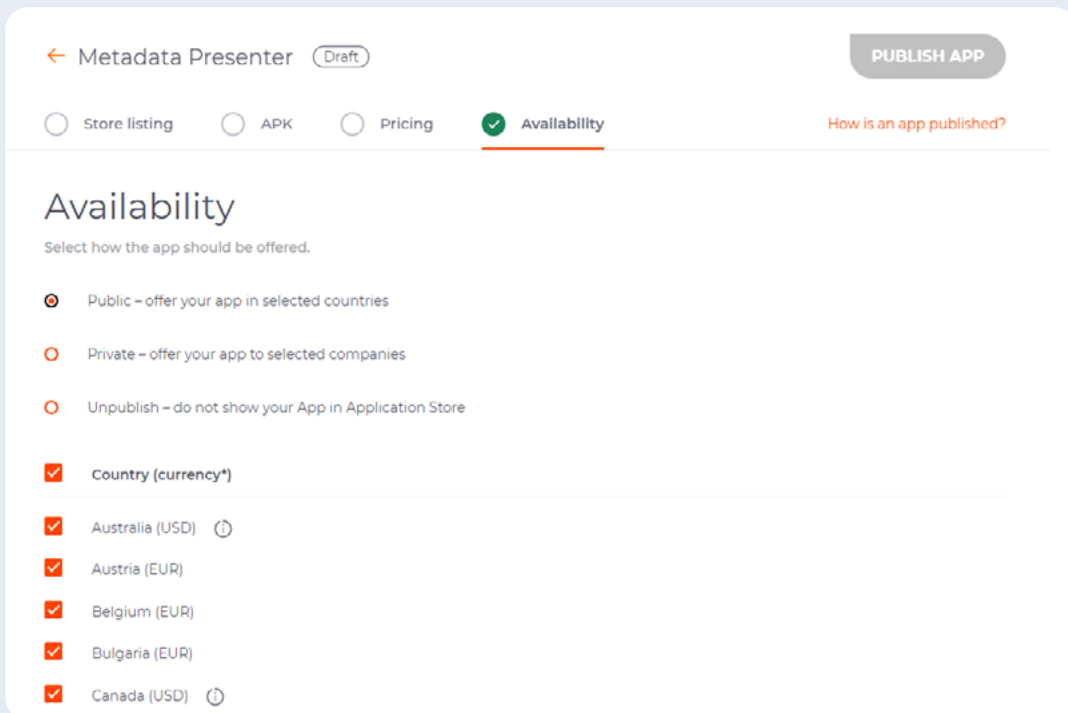
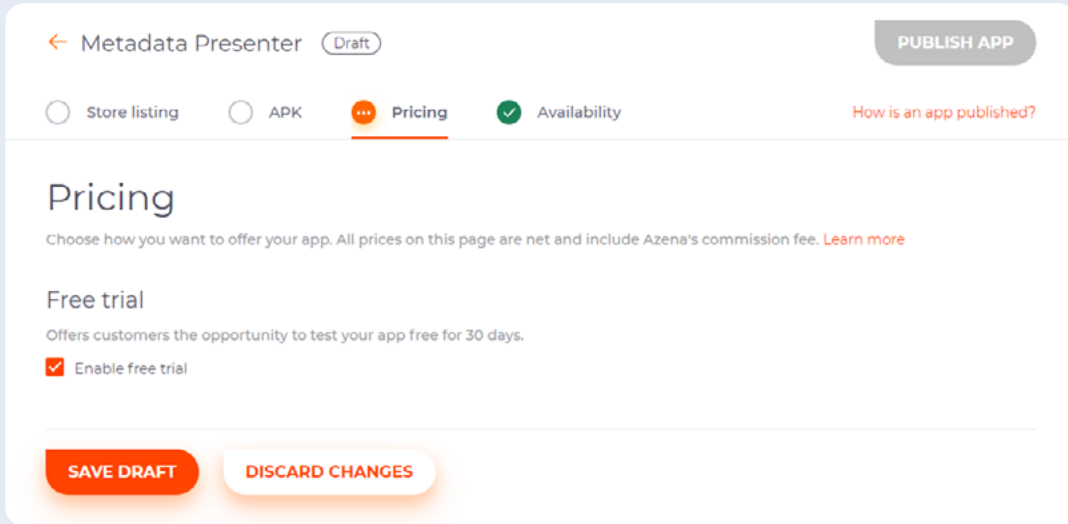
Top tip:

Apps to run on our camera OS must be developed according to our standards. Find all information and tools you need to create great apps in the “Documentation” section.

Invite users to test your app for 30 days, free of charge. This increases the chance that they'll purchase your app

Set pricing and in which countries you want to sell your app

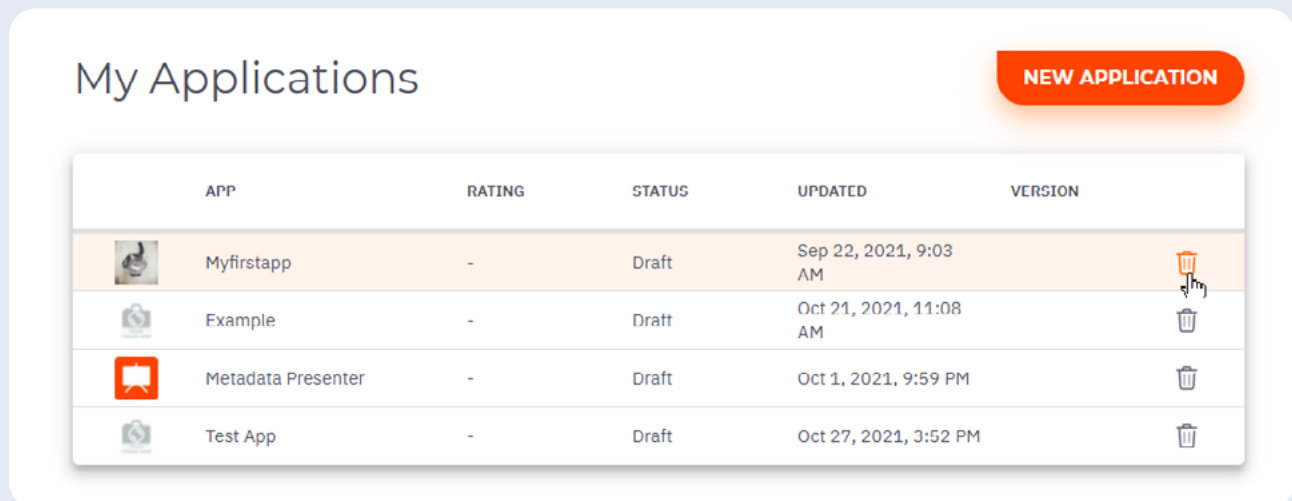
To give you full control over your international business, you can set prices, currencies and availability of free trials at an individual country level.



Update and delete your app with a few clicks in Application Store

To update your apps, go to “My Applications”, click on the app and customize the information or APK-file. Each newly uploaded APK is automatically assigned a new version number.

To delete an app, simply click on the trashcan icon on the right side of the table.



FIY:

We use Stripe for payment processing in Application Store. This service is widely used by developers to process payments simply and securely.

FOR APP DEVELOPERS

#2

Advertise and sell applications

Describe your app's functionality and use cases

Logo, name and short description are the first things potential buyers notice about your app in the store. These three elements determine whether someone clicks and wants to learn more about your app or not. So marketing starts with adding your app to the store.

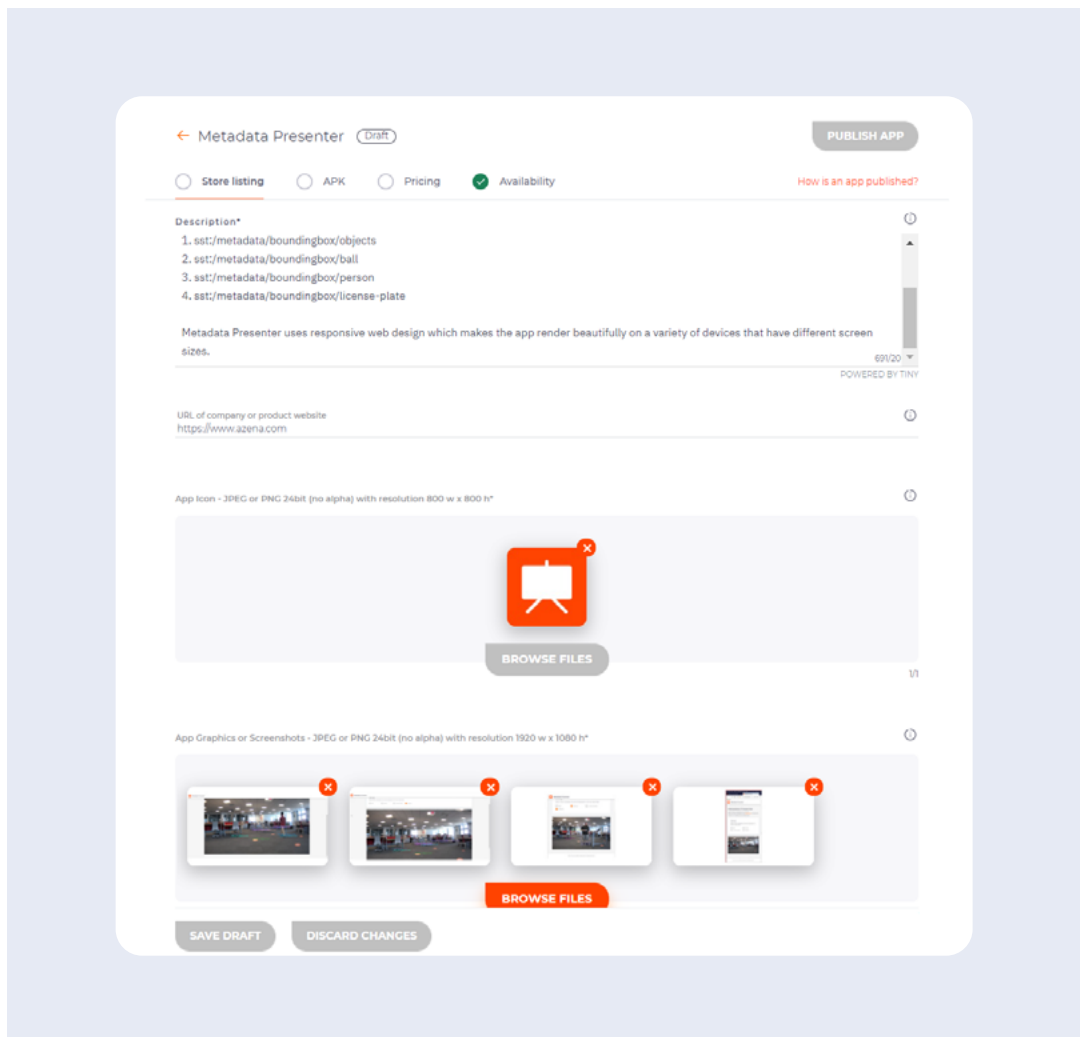
- **Logo:** grab attention with a great logo that illustrates the value your app adds to businesses. You should invest a lot of creativity and effort into the logo concept and creation.
- **Rating:** in addition to the logo, the user ratings stand out visually. You should try to get as many good and reliable ratings as fast as possible.
- **Description:** finally, a short but powerful description decides whether you attract interest. Describe the benefits your app delivers in natural language and avoid excessive marketing terms.

Keep your app description short and simple at this point. Make it more of an appetizer for a detailed description and downloadable documents available on the App page.

Add screenshots and videos that provide insightful previews

On the app page you can describe in detail how it feels to work with your app. Provide high-quality screenshots so visitors can get an idea of its structure and functions.

Short video clips are perfect for demonstrating data analysis in security cameras. These can be integrated very easily as YouTube videos.



Attach documentation to help users get the most out of your app

You can offer any kind of documents for download that you think will help users get the most out of your app. Consider providing assistance here, not just any sales materials.

TAKE AWAY

Start with three simple steps

Sign up

- Click “register” in Application Store
- Select your business type
- Complete email confirmation and registration review

Create profile

- Set up user data and password
- Set up company details and billing address
- Invite team members and assign permissions

Set payment details

- Integrators give their bank details
- Developers connect their stripe account

Azena helps integrators and developers grow their business in a simple but powerful way. Our open IoT platform brings together both supply and demand in one place. Our OS for security cameras sets industry standards for software applications designed to make devices from all manufacturers smarter.

If you have any questions regarding registration or use of the Application Store, don't hesitate to contact us.



About us

At Azena, we connect camera manufacturers, SoC providers, application developers, VMS providers, and systems integrators through a game-changing platform. Our goal is to accelerate the speed of innovation for security cameras and applications that make use of AI and computer vision.

Azena is a fully owned but independent Bosch start-up head-quartered in Munich, founded in September 2018.

Our Platform

We have designed a global platform for security camera applications.

Today, we offer a free and open operating system for security cameras, a development tool kit for app developers and an Application Store for integrators as well as a device management portal.

For more detailed information on Azena, please visit:

www.azena.com

Imprint

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