



How to use Neurala collateral:

Included in this folder are several pieces of marketing collateral created specifically for our Partners to educate and inform prospects about Neurala VIA software.

Logistics:

- All collateral is included in both PDF and InDesign formats.
- Partners should replace the sample logo in the InDesign format with their own logo or use the PDFs as is.
- Partners may insert their contact information in the location provided
- Partners may not edit the text or any information other than the logo without written permission from an authorized Neurala representatives. Any requests for such permission may be sent to marketing@neurala.com with examples for the modifications requested.

Recommendations:

- Use cases, product sheets, and white papers are great tools to generate leads and educate prospects.
 - For broader audiences, send more general information
 - if you have a CRM system with emails of your customers and prospects that isn't segmented according to what they focus on, send them the **Product Brief** or **Industrial White Paper**.
 - For prospects or customers where you know the application they are looking to augment, send more specific information.
 - if you have a customer that focuses on case packing, for instance, make sure to send them the **Case Packing Use Case**.
 - Email, social media, and website downloads are great ways to share digital collateral.
- Tradeshows, office displays, and in-person meetings are great opportunities to distribute print collateral.

Intended Use	Target Audience	Link to Collateral PDF
Basic introduction to Neurala VIA during early sales engagement	All	Product Brief or Industrial White Paper
Explanation of the underlying technology that powers Neurala VIA (Neurala's Lifelong DNN)	Technical Evaluators	L-DNN Whitepaper
For prospects or customers with a specific use case	Case Packing companies or contract packagers	Use Case: Case Packing



For prospects or customers with a specific use case	Plastics manufacturers	Use Case: Plastics Injection Molding
For prospects or customers with a specific use case	Food industry or industries where surface inspection is important	Use Case: Surface Inspection
For prospects or customers with a specific use case	Auto industry customers	Use Case: Part Kitting
For prospects or customers with a specific use case	Electronics manufacturers or contract manufacturers	Use Case: PCBA Inspection

If you need assistance, please contact marketing@neurala.com