

PANASONIC BRANDED HARDWARE	
Product Category or SubCategory or Services	DIR Customer Discount % off MSRP
Fully Rugged TOUGHBOOK Laptops	16.00%
Semi Rugged TOUGHBOOK Laptops	15.00%
Rugged TOUGHBOOK Tablets	13.00%
PANASONIC BRANDED ACCESSORIES, PERIPHERALS, ETC.	
Product Category or SubCategory or Services	DIR Customer Discount % off MSRP
TOUGHBOOK Accessories	11.00%
Panasonic Displays	12.00%
Panasonic Display Accessories	10.00%
Panasonic Projectors - Fixed Installation	38.00%
Panasonic Projectors - Large Venue	38.00%
Panasonic Projectors - Portable	38.00%
Panasonic Projectors - Short Throw	38.00%
Panasonic Projector - Space Player	38.00%
Panasonic Projector Accessories	5.00%
Pro Video - Camcorder	10.00%
Pro Video - Kairos	10.00%
Pro Video - PTZ	10.00%
Pro Video - Studio Camera	10.00%
Pro Video - VariCam	10.00%
Pro Video Accessories	10.00%
Panasonic Pro Audio	3.00%
Panasonic Pro Audio Accessories	0.00%
Panasonic Digital Signage - Media Players	3.00%
Panasonic Lecture Capture Servers	2.00%
RELATED SERVICES	
Product Category or SubCategory or Services	DIR Customer Discount % off MSRP
TOUGHBOOK Services	2.00%
Panasonic Display Services	0.00%
Panasonic Projector Services	0.00%
Pro Video Services	0.00%
Pro Audio Services	0.00%
Digital Signage Services	0.00%
Lecture Capture Services	0.00%
PANASONIC BRANDED CLOUD SERVICES	
Miscellaneous as a Services (MaaS) Sub-Category/Descriptor	DIR Customer Discount % off MSRP
Panasonic CORE Asset Management	2.00%
Software as a Services (SaaS) Sub-Category/Descriptor	DIR Customer Discount % off MSRP
Panasonic SaaS - NetCloud	2.00%
Panasonic SaaS - B2M	2.00%
Panasonic SaaS - Absolute	2.00%