FOR IFP BRANDS AND DEVICE MANUFACTURERS

# The OEM Licensing Guide

How to choose the right teaching software model for your interactive panels: branded, white-label, custom or SDK.

**Compare your options, know what to ask, and pick the model that fits your product strategy.**

## Software Wins the Tender, Not Just the Screen

Two panels with the same specs can feel completely different in a classroom. The software decides what teachers do after installation, how well your panel demos to a principal, and how much support your team carries for years after the sale.

The goal isn't the longest feature list. It's software teachers actually use every day, and that your team can deploy and maintain with confidence.

## What to look for in a teaching software partner

**Classroom value.** Content and tools teachers use daily: lesson prep, curriculum content, visual explanation and assessment.

**Brand fit.** TutAR branding, your branding, or a distinct interface of your own.

**Deployment.** Tested compatibility with your hardware, pre-installation, activation, updates and support.

**Commercial fit.** A model that matches your volumes, markets and growth plans.

## The key question

Do you want to add a proven teaching app to your panels, ship it under your own brand, customise the experience, or build specific capabilities into software you already have?

LICENSING MODELS

# Four Ways to Ship TutAR

The models differ in how much brand control you get and how much development is involved.

## TutAR-branded

Pre-install TutAR as it is on compatible panels. Best for: brands that want teaching software on their panels fast, with no development.

## White-label

Ship TutAR under your own name and logo. Best for: brands that want one consistent identity without building a new product.

## Custom build

Adapt the interface, features or workflows to your range, scoped with your team. Best for: brands with distinct positioning, markets or roadmap priorities.

## SDK integration

Build TutAR's 3D content and capabilities into your own app. Available for Android, React Native, Web and Windows. Best for: OEMs that already maintain their own whiteboard software.

## At a glance

| Model | Your brand | Development effort | Time to market |
|---|---|---|---|
| TutAR-branded | TutAR | None | Fastest |
| White-label | Yours | Low | Fast |
| Custom build | Yours, with your own UI | Moderate to high | Scoped with you |
| SDK | Your existing app | Depends on your app | Depends on your app |

SELECTING A MODEL

# Which Model Fits You?

Start with one question: how much control does your brand need over the experience?

Choose TutAR-branded if you want to add teaching value to your panels quickly, without building or branding software.

Choose white-label if you want schools to see the software as part of your brand.

Choose a custom build if your edge depends on a different interface, workflow or feature set.

Choose SDK if you already have an app and want 2,700+ 3D models and TutAR capabilities inside it.

## Have these ready for a faster quote

- Annual panel volumes and target markets
- Android versions and chipsets in your range (or run our free panel check at tutar.app/platform)
- Which features matter most, including AI tools
- Branding or integration needs

## What TutAR brings

- 2,700+ curriculum-mapped 3D models, KG to Grade 12
- AI teaching tools for lesson preparation, quizzes and equation solving
- Ready-to-teach lesson templates and built-in PhET simulations
- Tested on real hardware, with chipset configurations recorded by our Product team
- Software only. We don't make panels, so we never compete with your brand

**Check your panel**

EVALUATING A PARTNER

# Your Evaluation Checklist

Use these questions with any teaching software partner, including us.

## Product and hardware

- Has the software been tested on your chipset, RAM, Android version and resolution?
- Can the partner demo real teaching workflows, not just a feature list?
- What works offline, and what needs a connection?
- How do touch performance, pre-installation and updates work?

## Branding and delivery

- Which brand elements can change: app name, logo, splash screen, interface?
- Can it be the default whiteboard and integrate with your launcher?
- For SDKs: what's included, what's documented, and how is it supported?
- Who handles first-line support, training and future versions?

## Commercial

- How is pricing structured for your volumes and markets?
- How do licence validity and renewals work?
- How are AI features and usage included?
- What does onboarding and implementation involve?

## Start with a pilot

Test the software on your production hardware with real classroom tasks. Measure teacher usability, stability and performance before committing to volumes.

TALK TO OUR TEAM

# Let's Find the Right Model for Your Brand

Whether you want to bundle TutAR with your panels, launch it under your own brand or build it into your own platform, we'll help you choose the right approach.

Tell us about your panels and plans. Our team will review your requirements and come back with options for compatibility, licensing and next steps.

**Discuss your OEM requirements**

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This guide is for evaluation only and is not an offer or quotation. Features, compatibility, pricing and terms are confirmed with the Infusory team for each partner.