# IOT PRODUCT VIGNETTE

ptc

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# AMAZON DASH BUTTON

ptc

Simple way to replenish your favorite household products with the push of a button
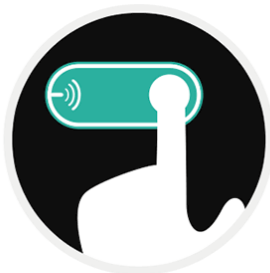
Never be caught in the morning without coffee!



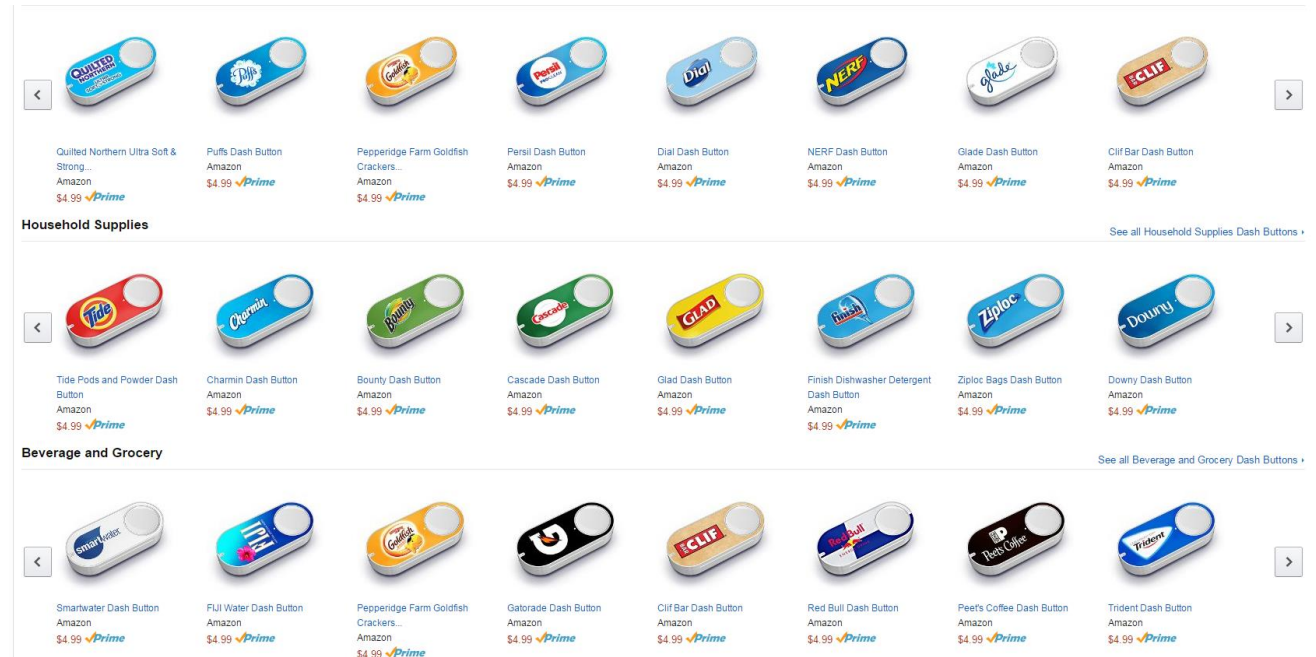## HOW IT WORKS

**SET IT**
Set-up and place
Dash Button

**PRESS IT**
When you're running low
on your favorite product

**GET IT**
Receive your product
before you run out

Household Supplies

| Quilted Northern Ultra Soft & Strong... | Puffs Dash Button | Pepperidge Farm Goldfish Crackers... | Persil Dash Button | Dial Dash Button | NERF Dash Button | Glade Dash Button | Clif Bar Dash Button |
|---|---|---|---|---|---|---|---|
| Amazon | Amazon | Amazon | Amazon | Amazon | Amazon | Amazon | Amazon |
| $4.99 Prime | $4.99 Prime | Amazon | $4.99 Prime | $4.99 Prime | $4.99 Prime | $4.99 Prime | $4.99 Prime |

See all Household Supplies Dash Buttons ›

Beverage and Grocery

| Tide Pods and Powder Dash Button | Charmin Dash Button | Bounty Dash Button | Cascade Dash Button | Glad Dash Button | Finish Dishwasher Detergent Dash Button | Ziploc Bags Dash Button | Downy Dash Button |
|---|---|---|---|---|---|---|---|
| Amazon | Amazon | Amazon | Amazon | Amazon | Amazon | Amazon | Amazon |
| $4.99 Prime | $4.99 Prime | $4.99 Prime | $4.99 Prime | $4.99 Prime | $4.99 Prime | $4.99 Prime | $4.99 Prime |

See all Beverage and Grocery Dash Buttons ›

| Smartwater Dash Button | FIJI Water Dash Button | Pepperidge Farm Goldfish Crackers... | Gatorade Dash Button | Clif Bar Dash Button | Red Bull Dash Button | Peet's Coffee Dash Button | Trident Dash Button |
|---|---|---|---|---|---|---|---|
| Amazon | Amazon | Amazon | Amazon | Amazon | Amazon | Amazon | Amazon |
| $4.99 Prime | $4.99 Prime | Amazon | $4.99 Prime | $4.99 Prime | $4.99 Prime | $4.99 Prime | $4.99 Prime |
|  |  | $4.99 Prime |  |  |  |  |  |

**SIMPLE**
Easy to set up and use

**SMART**
Just press the button to get your essentials

finish

▶ WATCH VIDEO

**FREE**
After the first press

# COMPONENTS OF THIS SCP

Physical:
- Plastic housing
- Push Button
- Plastic Hook
- LED Lights
- Battery

Smart:
- Microprocessor

Connected:
- Wi-Fi Radio
- Wi-Fi Antenna
- Bluetooth Radio
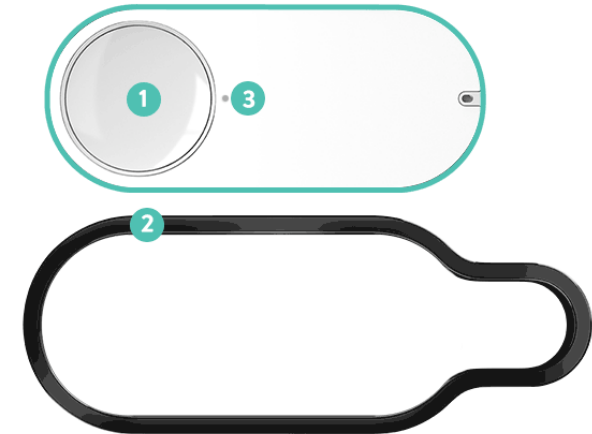
## DASH BUTTON DETAILS

**1. ORDER BUTTON**

This is where you'll place an order.

**2. REMOVABLE HOOK**

Dash Button comes with a reusable adhesive and a removable hook to hang, stick, or place Dash Button right where you need it.

**3. ORDER STATUS INDICATOR**

Once Dash Button is pressed, this indicator will turn green when an order is successfully placed or red if the order was unsuccessful. All order statuses can be checked through the Amazon App.

# CAPABILITIES & BENEFITS

For the consumer:
- Connects to your home network
- Orders products with a simple button push
- Saves time and gas by avoiding trips to store
- Simple to use
- Intuitive App to track product usage, price, order status

For Amazon:

- Locks in the customer to buy from Amazon
- Provides Amazon with predictable business flow
- Helps Amazon with inventory control
- Attracts new tech savvy buyers

For OEM:
- Increased customer satisfaction
- Automated reordering to fill inventory
- New revenue stream

Maxwell House Coffee Dash Button
by Amazon

Price: $4.99 ✓Prime

In Stock.
**Want it Monday, Oct. 10?** Order within **8 hrs 43 mins** and choose **Two-Day Shipping** at checkout. Details
Ships from and sold by Amazon.com **exclusively for Prime members.** Details

- Amazon Dash Button is a Wi-Fi connected device that reorders your favorite product with the press of a button. Each Dash Button is paired with a product of your choice, which is selected through the Amazon App on your Android or iOS smartphone during the set-up process.
- Free after first press. Buy Dash Button for $4.99 and receive a $4.99 credit after your first press.
- Easy to use. Press Dash Button to order your favorite products and never run out.
- Buy with confidence. Get the same low prices we offer on Amazon.com.
- Order Protection. Ensures Dash Button responds only to your first press until your order is delivered.
- Prime members get free shipping

**What products can this Dash Button order?** (56 products)

See all 56 products

Used & new (1) from $4.99 & FREE shipping on orders over $49.00. Details

### Automatic Reordering
Devices can automatically order physical goods from Amazon when supplies are running low—like a Brita Water Pitcher that orders more water filters or an August door lock that reorders batteries.

### Increased Monetization
You can choose to sell your own genuine products that you design and manufacture specifically for your device. Or you can receive a fee for other products sold on amazon.com - creating new opportunities to grow your business.

### Easy Integration
You can start using Dash Replenishment Service with as few as 10 lines of code. Your connected devices can place orders on behalf of your customers without having to manage addresses, payment instruments, or billing systems— giving your customers access to Amazon's low prices, great selection, and reliable delivery.

### Customer Satisfaction
Using DRS, you can increase customer satisfaction and engagement with your devices by providing your customers with genuine replacement products that you design and manufacture specifically for your device.

# PROBLEM IT SOLVES

**Never be caught short on your favorite or critical items**
**Wine/Beer**
**Toilet Paper**
**Coffee…….**

When you notice you are running low on a certain product, simply push the button and your product is automatically ordered via Amazon

Amazon will charge your credit card on file and ship the product to your front door

No need to drive to the store to purchase and pick up the product