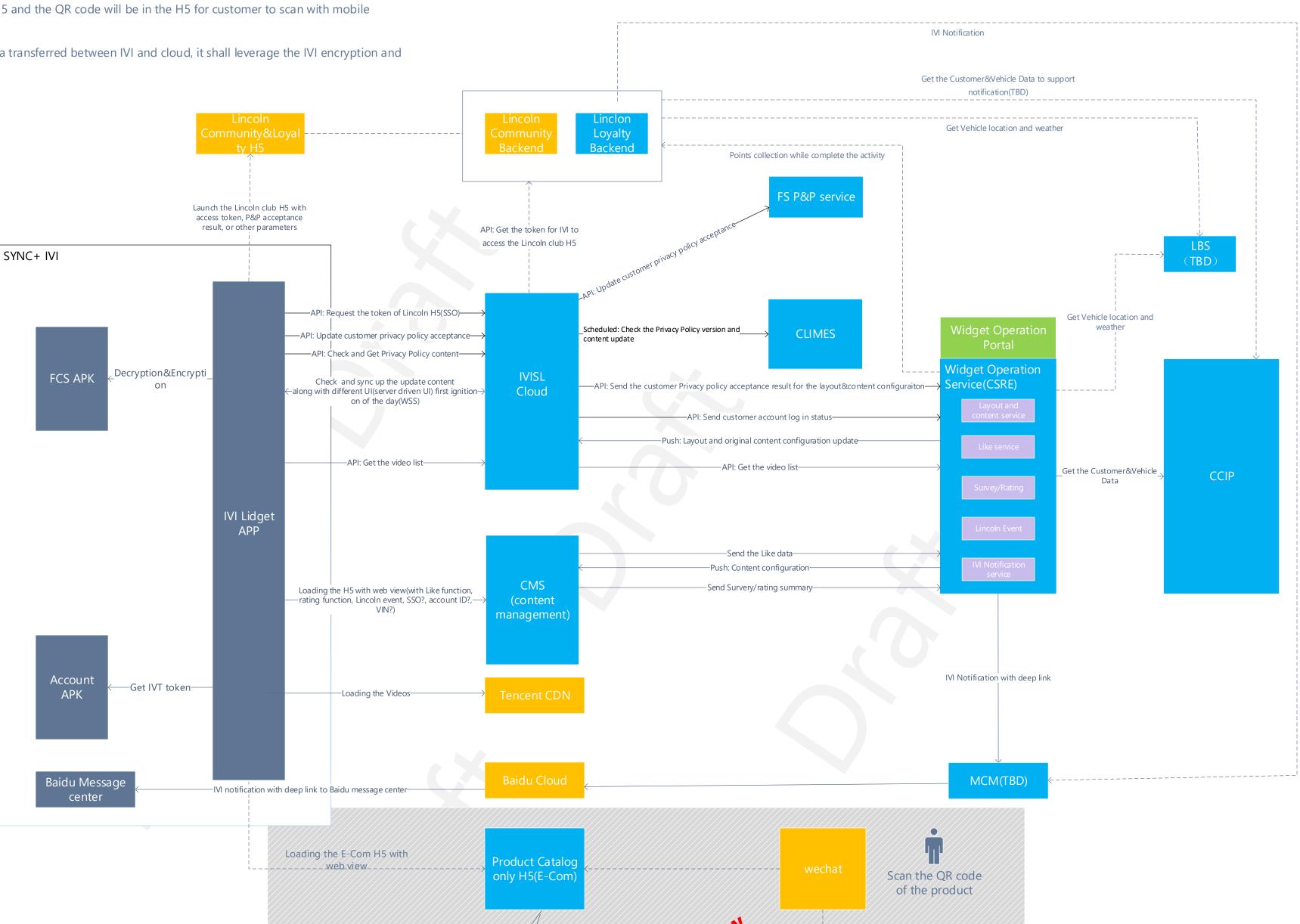
Assumption and Comments:

- 1. Account log in status will be handled by SYNC+ IVI system and if customer does not log in, it will require customer to log in.
- 2. T&C will be covered in the SYNC+ IVI log in T&C.
- 3.Turn on&off holiday surprise shall be handled by IVI locally. The IVI shall also allow customer to opt in and opt out
- 4. Content sorting shall be handled by IVI locally based.
- 5. The like function will be handled in H5 and there is no like function of native for now..
- 6. Lincoln club points redeem is not in scope for now and will launch with E-com together.
- 7. Assuming the customer survey and rating are handled by H5 since the content will be dynamic and changed often.
- 8. Assuming Lincoln event is handled by H5 and the QR code will be in the H5 for customer to scan with mobile

9. if there is any PII or VIN or sensitive data transferred between IVI and cloud, it shall leverage the IVI encryption and decryption method to protect.



A specific H5 might be needed for IVI with the QR code

Assuming the products could also be purchased with loyalty points.

Load the H5 and customer need to log in with purchasing

E-Com H5 for mobile