RealAppleIQ™ Suite

Pay Per Use

A plain English guide to what you pay for, what is free, and how the system works

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Why the Cost Model Works the Way It Does

The RealAppleIQ™ system is designed around a simple principle: you only pay when you are getting or sharing a valuable insight. When the system is not in use, there is no cost. Nothing ticks over in the background. Nothing is charged until something meaningful happens.

When a measurement run is complete, the insight it contains has real value — but only if the right people can act on it quickly. The ability to share that data directly with a quality manager, agronomist, or packhouse supervisor means decisions can be made immediately, without scheduling a meeting. Getting busy, senior people into the same room at the same time takes effort and often takes days. Aligning calendars across an orchard, a packhouse, and a head office is itself a cost — one that rarely appears on an invoice but is felt by everyone involved.

The download charge that makes sharing possible is small. Compared to the time cost of coordinating a meeting between multiple stakeholders — or the cost of a handling problem that goes unaddressed for another week — it is insignificant. The model is designed to make sharing the easy choice, not the expensive one.

1. The Short Version

The RealAppleIQ™ suite operates on a Pay Per Use model. You are not paying a large upfront licence fee for software. Instead, you pay for what you actually use — each measurement run you conduct in the field, and each time one of your team downloads a run's data and video to their own device to analyse it.

Everything else — the software, the data hosting, the ability to view results, the bruise susceptibility tools — is included. There are no hidden charges. Your monthly invoice shows every chargeable event with a timestamp and duration so you can see exactly what you are being charged for.

☑ What you pay for

Each measurement run conducted in the field

Each download of a run's data and video to an Analyst's own device

ⓘ What is included at no extra charge

Unlimited viewing of runs on the supplied laptop

RealUserIQ™ measurement software

RealDataIQ™ analysis software (unlimited Analyst licences)

RealBaseIQ™ data management software

Secure cloud hosting of all your measurement data and video

	RealBruiseIQ™ susceptibility file generation and delivery Automatic software updates Automatic delivery of new runs to your Analysts

2. The Two Things You Pay For

2.1 Measurement Runs

A measurement run is charged each time the RealAppleIQ™ sensor completes a run through a handling system in RealUserIQ™. A run is the period from when you start recording to when you stop. Each run appears on your invoice with the date, time, and duration.

Very short runs — where the operator started a session by mistake or stopped it almost immediately — are not charged. The threshold for a chargeable run is not published, but in practice any run that produced meaningful measurement data will be charged. If you are unsure whether a short run was charged, check your invoice: every run whether chargeable or $0 will be detailed.

> One run = one pass of the RealAppleIQ™ through a handling system in a single measurement session.

2.2 Analyst Downloads

An Analyst is any member of your team who uses RealDataIQ™ to review measurement data and video on their own device — typically a manager, quality manager, or agronomist working from their office or laptop. RealDataIQ™ licences are free and there is no limit on how many Analysts you can have.

When an Analyst opens RealDataIQ™, they see a directory of all your company's runs. Runs marked with a **green square** are already downloaded to that Analyst's device and can be opened and viewed immediately at no charge. Runs marked with an **orange square** are available on the server but not yet downloaded to that device. Downloading an orange-square run to the Analyst's device is a chargeable event.

Indicator	What it means	Cost
■ Green	This run is already downloaded to this device. Full data and video available immediately.	**No charge to open or view.**
■ Orange	This run is on the server but not yet on this device. Click to download full data and video.	**Charged to your account when downloaded.**

Once a run has been downloaded to an Analyst's device it stays there. They can open it as many times as they like at no charge. The download charge is a one-time charge per run per device — not a charge every time they view it.

> ⚠ **The download charge is paid by the primary account — not by the Analyst**
>
> All Analyst download charges are billed to your company's account, not to the individual Analyst. If a manager or quality team member downloads ten runs to their laptop, those ten downloads appear on your monthly invoice. This is by design — it means your team can access the data they need freely, and the cost is managed centrally through your account.

> ⚠ **Video files can be large**
>
> Each measurement run includes synchronised video alongside the measurement data. Video files can be several gigabytes for a long run. The download charge covers the full run package — data and video together. Your invoice lists the duration of each run, which is a reasonable guide to file size.

3. What Is Always Free

The following activities are never charged, regardless of how often they occur:

Activity	Charged?	Notes
Viewing any run on the supplied measurement laptop	**FREE**	The laptop holds a complete local copy of all runs and video. This never costs anything to view, no matter how many times or how many people use the laptop.
RealUserIQ™ software licence	**FREE**	Included. The measurement software that operates the RealAppleIQ™ is part of the service.
RealDataIQ™ software licence (per Analyst)	**FREE**	Included for every Analyst you add. There is no limit on the number of Analysts and no charge for the licence itself.
RealBaseIQ™ software licence	**FREE**	Included. This is the background software that manages all data transfers, licences, and updates.
Cloud hosting of your measurement data and video	**FREE**	All your runs are securely hosted on Real Instruments Limited servers. Storage is included.
Viewing a green-square run in RealDataIQ™	**FREE**	Once a run is on an Analyst's device it can be viewed as many times as needed at no charge.
Generating RealBruiseIQ™ susceptibility files	**FREE**	Running the RealBruiseIQ™ instrument and generating susceptibility data files costs nothing.
Automatic delivery of RealBruiseIQ™ files to Analysts	**FREE**	Susceptibility files are automatically pushed to all Analysts in your company without any download charge.
Software updates for all applications	**FREE**	All app updates are delivered automatically by RealBaseIQ™ at no charge.
Technical support	**FREE**	Standard support is included in the service.

4. How the Apps Fit Together

There are four software applications in the RealAppleIQ™ suite. Understanding what each one does makes the charging model easier to follow.

Application	Who uses it	What it does
RealUserIQ™	Operator in the field	Runs measurement sessions with the RealAppleIQ™ instrument. Installed on the supplied laptop. This is where runs are started and stopped.
RealBaseIQ™	Runs automatically	Works silently in the background on the supplied laptop and Analyst devices. Uploads completed runs and video to the server, delivers licence files, delivers software updates, and connects all the other apps to the Real Instruments Limited database. You do not interact with it directly — it just needs to be online.
RealDataIQ™	Analysts (managers, quality team, agronomists)	Installed on each Analyst's own device. Shows a directory of all company runs. Green-square runs are already on the

Application	Who uses it	What it does
		device; orange-square runs can be downloaded. Full data and video in full resolution.
RealAppleIQ™ firmware	Internal (instrument)	The software inside the RealAppleIQ™ sensor itself. Connects to RealUserIQ™ on the laptop. Holds a local index of recent runs so the instrument can operate in locations without internet access.

RealBaseIQ™ is the hub that connects everything. It runs quietly in the background and most operators will never notice it. But it needs to be able to reach the internet to do its job — uploading runs, delivering licences, and keeping the apps up to date. See Section 6 for what happens if it cannot connect.

5. Your Monthly Invoice

At the end of each month, Real Instruments Limited issues an invoice covering all chargeable events during that period. The invoice is itemised — every charge is listed individually so you can see exactly what you are being billed for.

Invoice line item	What it shows	How to use it
Measurement run	Date, time, and duration of each run	Match against your own field records. Duration is shown so you can identify any unexpectedly short runs.
Analyst download	Date, time, Analyst, and run downloaded	Shows which team member downloaded which run and when. Useful for managing access and understanding data usage across your team.
Monthly total	Total charge for the period	Sum of all runs and all downloads for the month.

If you believe a charge is incorrect — for example, a run that was an operator error — contact Real Instruments Limited with the timestamp from the invoice. We will review the run record and credit the charge if appropriate.

Keep your own field log of measurement runs — date, location, system measured, and approximate duration. Comparing your field log against the invoice is the quickest way to spot any discrepancies and the most useful information to have when querying a charge.

6. Licences and Connectivity

The RealAppleIQ™ suite operates on a monthly licence that is renewed automatically. Understanding how this works helps you avoid any unexpected interruption to service.

6.1 How the Licence Works

Your licence is valid for one month at a time. When you pay your monthly invoice, Real Instruments Limited activates the next month's licence on our servers. RealBaseIQ™ on your laptop collects the new licence file automatically the next time it connects to the internet, and passes it on to the RealAppleIQ™ instrument when the laptop and instrument are connected. You do not need to do anything — the whole process is automatic.

Step	What happens	Who does it
1	You pay your monthly invoice	You

Step	What happens	Who does it
2	Real Instruments Limited activates the next month's licence	Real Instruments Limited (automatic on payment)
3	RealUserIQ™ collects the new licence file from the server and passes the licence to the RealAppleIQ™ instrument	Automatic — next time the laptop is online and instrument are connected
4	RealAppleIQ™ is ready to run	Ready for the next session

6.2 Grace Period and Warnings

If an invoice is not paid, the licence is not renewed. The RealAppleIQ™ does not stop working immediately — a grace period applies before any warnings appear, and a further period before the licence expires. As the licence approaches expiry, warning messages will appear in RealUserIQ™ and/or RealBaseIQ™ on the laptop.

Stage	What happens
Invoice paid	Normal operation continues.
Invoice overdue — grace period	Normal operation continues. No warnings yet.
Grace period expiring	Warning messages appear in RealUserIQ™ and/or RealBaseIQ ™. RealAppleIQ™ continues to operate.
Licence expired	RealAppleIQ™ will not start a new measurement session. Contact Real Instruments Limited to reinstate.

⚠ Do not ignore the warning messages

When warning messages appear in the apps, it means payment is overdue and the licence expiry is approaching. The warnings are there to give you time to resolve the invoice before the instrument stops working. If the licence expires in the middle of a season, it will not be possible to conduct measurement runs until the account is brought up to date and a new licence is delivered.

6.3 Connectivity: Why the Laptop Must Be Online

RealBaseIQ™ needs regular internet access to function correctly. Without it, the following will stop working over time:

Function	What happens without internet access
Run upload to server	Completed runs are stored on the laptop and queued for upload. They will upload automatically when internet access is restored. No data is lost.
Analyst access to new runs	Analysts will not be able to see or download new runs until the laptop has uploaded them.
Software updates	Updates will not be received until connectivity is restored.
Licence renewal	New licence files cannot be delivered. If the current licence expires before connectivity is restored, the RealAppleIQ™ will stop working.
RealBruiseIQ™ file delivery	Susceptibility files will not reach Analysts until connectivity is restored.

✕ IMPORTANT

If your organisation's IT policy blocks internet access on the supplied laptop, RealBaseIQ™ will not be able to upload data, deliver licences, or update software. After approximately one month plus the grace period, the RealAppleIQ™ instrument will stop working entirely. Before deploying the laptop in a managed IT environment, confirm with your IT team that RealBaseIQ™ is permitted to access the internet.

The RealDataIQ™ holds a local copy of recent runs and can operate in the field without internet access — for example in orchards or cool stores with no connectivity. The laptop does not need to be online during a measurement session. It only needs internet access at some point to upload the completed runs and receive licence updates. A daily or weekly connection is sufficient in most cases. Note video files can be quite large so the internet connection will need to be active for a reasonable time.

7. Managing Your Analysts

An Analyst is anyone in your organisation who uses RealDataIQ™ to review measurement runs on their own device. There is no limit on the number of Analysts and no charge for their licences. The only cost associated with Analysts is the download charge when they download a run to their device for the first time.

7.1 Adding an Analyst

Running the installer and directing the installer to your company licence file will create an additional Analyst seat. Once added, they will be able to see all your company's runs in their RealDataIQ™ directory.

7.2 Understanding Analyst Download Costs

Because all Analyst download charges are billed to your account, it is worth thinking about which runs your Analysts actually need on their own devices:

- A run that has already been downloaded to an Analyst's device (green square) costs nothing to open again. Encourage Analysts to download runs they will refer to repeatedly.
- A run that is only ever reviewed on the supplied laptop costs nothing at all. For runs that only need to be reviewed once in the field, the laptop is the most cost-effective option.
- Analysts who regularly work with large numbers of runs will accumulate download charges over time. The monthly invoice shows each download by Analyst, so you can see usage patterns clearly.
- RealBruiseIQ™ susceptibility files are automatically pushed to all Analysts at no charge. These do not need to be downloaded manually.

There is no need to restrict the number of Analysts. Real Instruments Limited actively encourages broad Analyst access — the more people in your organisation who can see the measurement data, the more value you get from the system. The download charge reflects the cost of hosting and delivering large video files on demand, not a restriction on access.

8. The Primary PC

The supplied laptop is the primary PC. It is the only device that can run RealUserIQ™ and conduct measurement sessions. All run data and video is stored locally on this laptop, and viewing any run on it is always free — regardless of how many times it is viewed or who uses it.

8.1 Changing the Primary PC

The primary PC can be changed to a different laptop. To do this, contact Real Instruments to activate transfer then plug the RealAppleIQ™ instrument into the new laptop and accept the transfer conditions in RealUserIQ™. Once transferred, the new laptop becomes the primary PC and is the only device that can run measurement sessions going forward.

The old laptop retains all the data and video already stored on it — nothing is deleted. However, the new primary PC will not automatically have copies of those older runs. If the new laptop needs access to historical runs, they must be downloaded from the server, and each download is charged at the standard rate.

9. Sub-Licences: Sharing Data with Third Parties

In some situations, you may need to share measurement data with a party outside your organisation — a supermarket technical team, an independent consultant, a researcher, or a grower group. Sub-licences allow you to do this in a controlled way, without giving a third-party access to your full run library.

9.1 How Sub-Licences Work

The primary PC user requests a sub-licence through RealBaseIQ™. As part of the request, the primary user selects exactly which runs the third party will be able to access — they do not get visibility of your full run library, only the specific runs you choose to share. The primary user also sets the terms of access: how long the sub-licence is valid for, and/or the maximum number of downloads permitted.

Real Instruments Limited generates the sub-licence and packages it with an installer for the RealDataIQ™ software. This is sent to your organisation's primary contact, who distributes it to the third party. The third party installs the software, and can then access only the runs you have selected, within the access limits you have set.

9.2 Sub-Licence Charges

Each time the third party downloads a run, the charge is billed to your primary account — the same rate as a standard Analyst download. There is no separate fee for issuing a sub-licence. You are only charged when the third party actually downloads a run.

Because you control both which runs are shared and the download limit, you remain in full control of what the sub-licence can cost. Sub-licence download charges appear on your monthly invoice alongside your standard Analyst download charges. A Sub-licence can be cancelled at any time, via RealBaseIQ™ on the primary PC.

10. Data Backup: Your Responsibility

When runs are uploaded from the primary laptop, Real Instruments Limited holds a copy of that data on its servers. This copy exists to enable Analyst access and sub-licence sharing — it is not a backup service and cannot be guaranteed as one.

The client is solely responsible for backing up all run data and video stored on the primary laptop. Real Instruments Limited strongly recommends maintaining an independent backup of the primary laptop — whether to an external drive, a network location, or a cloud backup service of your choice — on a regular basis.

Complete Charge Reference

This table covers every event in the system and whether it is charged.

Activity	Charged?	Notes
Measurement run (above minimum duration)	YES	Each run appears on the invoice with timestamp and duration.
Analyst downloading a run to their device (orange square)	YES	Charged to the primary account. Covers full data and video package.
Analyst Sub-License downloading a run to their device (orange square)	YES	Charged to the primary account. Covers full data and video package.
RealUserIQ™ software licence	FREE	Included in the service.
RealDataIQ™ Analyst licence	FREE	Free for every Analyst. No limit on number of Analysts.
RealBaseIQ™ software licence	FREE	Included in the service.
Secure cloud hosting of all runs and video	FREE	Included in the service.

Activity	Charged?	Notes
Viewing a run on the supplied laptop	**FREE**	Unlimited. No charge regardless of how many times or who views it.
Viewing a green-square run in RealDataIQ™	**FREE**	Already on the Analyst's device. No charge to open or view.
Generating RealBruiseIQ™ susceptibility files	**FREE**	No charge to run the RealBruiseIQ™ instrument or generate files.
Automatic delivery of RealBruiseIQ™ files to Analysts	**FREE**	Pushed automatically to all Analysts. No download charge applies.
Software updates (all applications)	**FREE**	Delivered automatically by RealBaseIQ™.
Monthly licence renewal (on payment of invoice)	**FREE**	Triggered automatically when invoice is paid.
Very short runs below minimum duration	**FREE**	Not charged. Will not appear on invoice.

Common Questions

Question	Answer
If I run the instrument through the same system twice in one measurement, am I charged twice?	No. Each measurement session is one run and incurs a single charge. One run will appear on your invoice with its timestamps and duration.
Can I review a run on the laptop as many times as I like without being charged?	Yes. Viewing runs on the supplied laptop is always free, regardless of how many times you view them or how many people use the laptop.
If an Analyst downloads a run, can they view it again later without being charged again?	Yes. Once a run is on an Analyst's device (green square) it can be opened as many times as they like at no further charge. The download charge is a one-time charge per run per device.
If the same Analyst downloads the same run on a new laptop, is that charged again?	Yes. A download to a new device is a chargeable event even if the same Analyst already has it on another device. This is because the full data and video package is delivered fresh to the new device.
How many Analysts can we have?	Unlimited. There is no charge for RealDataIQ™ licences and no limit on the number of Analysts you can add to your account.
What happens to our data if we stop using the service?	All historical run data remains on the supplied laptop regardless of service status.
What if we think a run was charged in error?	Contact Real Instruments Limited with the timestamp from the invoice. We will review the run record and credit the charge if the run does not meet the threshold for a chargeable event.
What if the laptop cannot connect to the internet for a period?	Runs are stored locally and will upload when connectivity is restored. No data is lost. However, if the laptop cannot connect for an extended period, the licence renewal cannot be delivered and the instrument will eventually stop working. See Section 6.3.
Are RealBruiseIQ™ files charged when Analysts receive them?	No. RealBruiseIQ™ susceptibility files are automatically delivered to all Analysts at no charge. They do not count as a download event.
Who do we contact if we have a question about an invoice?	Contact Real Instruments Limited. Your invoice includes contact details.

Real Instruments Limited — www.realinstruments.com — For billing enquiries contact your authorised distributor or Real Instruments Limited directly.