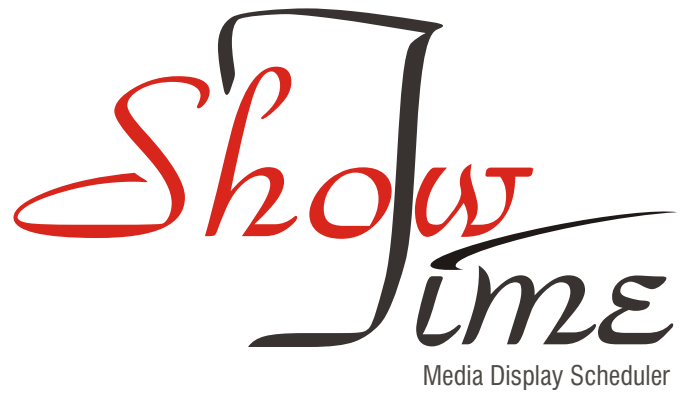


ShowTime delivers
the **right** message
to the **right** person
at the **right** time.



Application Features

Scheduling Of Media Display

Advantages

- ▶ Increased revenue for the advertiser Direct impact on the size and content of shopping baskets.
- ▶ Maximise retail space by reducing the need for on-floor stock displays.
- ▶ Allows advertisers to re-purpose the same material on TV, in-store and on the web.
- ▶ Facilitate end-to-end management of in-store advertising campaigns

Beneficial for

- ▶ Retail organisations with multiple outlets
- ▶ Shopping Malls
- ▶ Public Transport Hubs
- ▶ Sports Venues
- ▶ Public Precincts

Salient Features

- ▶ The flexibility to play marketing material on one screen, all screens, or a selection of screens.
- ▶ Complete end-to-end digital marketing solution, including content management, bookings and billing modules.
- ▶ Centrally managed system supports one screen or thousands.
- ▶ Schedule material to play at specific times, days, weeks, or months.

Media Displaying System

The media displaying system schedules media to specific dates and times. The system can retrieve information from the web for Targeted audience.

Registration of Media Material

Media material can be registered from a remote system. While registering the type of media is also stored on to the central server. When an authorized application user registers materials, a digital signature is generated. This will be shipped with the material files to enable other components to check the authenticity of the files right up to display time.

Allotting Media Display Time/Space

Booking of media display can be directed towards specific locations and specific displays within the locations specified at specific dates and with specific time periods. The booking module will have following features:

- ▶ Media scheduling to pre-defined location groups.
- ▶ Cancel existing Schedules.
- ▶ Scheduled filler advertising. '**Filler**' is an advertisement that will be played when any particular time slot is not filled. At the scheduled time, fillers are chosen randomly by the system from the available media appropriate for the time slot to be filled.

Schedule Generation

With Scheduling Manager and Scheduling Server modules system can create schedules for each display. Creating schedules is based on just-in-time basis. They may be generated on an ad-hoc basis or scheduled to take place on a regular basis.

Application Software Deployment

Application is mainly divided into following modules:

Booking Module

Highly flexible module allowing media to be booked based on screen location(s), day of week, time of day or customer demographics. Run the media on just one or several screens.

Definitions Module

This module defines support information used by other modules (about pre-defined location groups, pre-defined display proximity).

Operations Module

This module is used to execute or to schedule the execution of tasks that are essentially batch processes such as backups and the media schedule generation and distribution.

Pricing Module

This module supports different rates based on location, day, time, length and format of advertising.

Network Module

Application needs to know information about the layout of the network. This includes information such as names and addresses of location, the locations of display devices in each location, the IP addresses of computers in each location.

Administration Module

Used to specify who can use Media Display application and who can access each module. This is role-based mechanism. Administration module first requires users to login using a valid system login before any modules are available.

The Application is a centrally controlled system, transmitting schedules and media material from the central site to all locations within the network.

Display of Media

Application server and player are responsible for playing the media materials. The player will play each media at the precise time as specified in the schedules and will download any materials that are required from the media server. The player will check the digital signature of each file to ensure that the materials have not been compromised upon.

The application player will support the following file formats:

- ▶ URL (any URL capable of being display by IE 5.0/Netscape 4+)
- ▶ HTML
- ▶ MPEG 1
- ▶ Real Player
- ▶ Apple Quicktime
- ▶ Streamed Video
- ▶ JPEG
- ▶ GIF
- ▶ TIFF
- ▶ PNG
- ▶ Microsoft PowerPoint
- ▶ Macro Media Flash
- ▶ Shockwave

Web Capture

Media display application will have built in screen emulation program, which runs on TCP/IP. The emulation program supports file transfer from any host server using HTTP or FTP protocols. Application can transfer multiple files, with multiple hosts, at the same time. Each file transfer uses a separate active display session (it runs in multithreaded environment according to the schedule created). Application can be tokenised to capture required specific information from a file or URL by using delimiters. It allows to download a World Wide Website from the Internet to a local directory, building recursively all directories, getting html, images, and other files from the server to system and then packaged to display on screens.

Reports

The Application player can generate reports showing:

- ▶ The material played.
- ▶ Duration of display.
- ▶ Media schedules.

Integration with other Systems

In order to manage the data complexity and performance requirements of Media Display Scheduling System efficiently, data will be stored in RDBMS. Application can export data to other relational databases, including information about locations, displays and media. Media files will be maintained in XML format which can be easily parsed by using third party software.



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