



MEDIA
IMPACT
POWERED BY IMAGINATION

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REVISION CONTROL

Date	Update	Description	Page
10th Mar 2014	OS update	For improved system performance	n/a
8th Feb 2014	Dynamic Signage	Remote management of playlist	4
15th Feb 2014	Trigger	RSS image capability added	6

INTRODUCTION

Welcome to Media Impact, the most feature-packed and versatile in-store media management system available today.

Recognising the need to improve the way our clients connect with their customers and staff, we developed a highly sophisticated and powerful media management system.

Media Impact is a total media management solution consisting of media players, management portal, local R&D and customer support.

Media Impact is modular and can integrate all of your media functions including audio and video playback, messaging, digital-signage and remote control of your devices to multiple zones all out of one system.

Additional modules include way-finding kiosk and queuing system. There are a number of different control options including touchscreens, remote login and mobile devices. The modular design allows you to enable any or all of Media Impacts functions so that your environment looks, feels and sounds exactly how you want it to.

Media Impact is incredibly flexible; scheduling and delivering music, messaging and video how you want, when you want and where you want. You can easily segment your stores by geography, brand or a combination of the two.

And to ensure you get the most out of your music library, music can be scheduled in advance by season, by style, by era, by time of day and even by tempo. If conditions change, with our new Trigger feature you can take full control of the player with just two clicks.

Grab the attention of your customers or staff through display of external content feeds as scrolling text and dynamically created visual content. Easily connect to your Facebook or Twitter account and display updates through your screen.

Media Impact can do more than just manage your media. It can interact with other devices such as set top boxes. If you want to stream news in the morning and then return to music videos you can do it all within Media Impact. It can even integrate with your phone system and provide music and messages on hold, eliminating the need for multiple systems.

Media Impact is used by single site operators and multi-site blue chip companies alike. Some of the larger clients using Media Impact include Target, Westpac and McDonald's.

Media Impact players are configured to meet the specific needs of your business in either an offline or online environment. From basic audio visual players to powerful multi-zone systems.

When it comes to service Media Impact is always there, with local customer support and custom product development to meet the individual needs of your business.

Media Impact means one system to control all your in-store media:

- One system to drive your multi-zone audio and video environment;
- One system to communicate with staff; and
- One company to deal with for world class customer service and technical support.

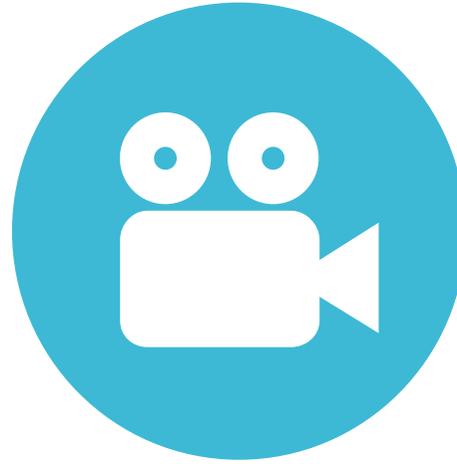


MANAGEMENT PORTAL

At the heart of Media Impact is the Management Portal; an online command centre for the media players. Whether it's scheduling messages or updating players with new content, it is programmed on the Management Portal and then sent to the player.

In scenarios where it is not possible to get a player connected to the internet players can still be managed in the same manner as online ones.

New schedules, media changes and even system updates can be packaged for offline players in the management portal in a convenient USB update format. Place the USB stick into the



player and it will automatically get the update content for it and update itself.

The same USB update can be applied to multiple players even with different update content for those players. The player knows what content is meant for it and ONLY takes that content making USB updates a reliable mechanism that requires no knowledge on the part of the person plugging the USB stick in!

Company Management

With Media Impact targeted communication is made easy. You can replicate the store segments, brands or regions and send communications at any level; from total company to region or to single store. So if micro marketing is important for your business, Media Impact is the right system to achieve your communication objectives. As your



business scales up or down, Media Impact changes accordingly. You can add or delete sites as required. It's that simple.

Media Impact can be fully tailored to communicate with your customer base. Whether you want fresh Chart Hits for teenagers or classics from the golden age of Rock for baby-boomers Media Impact has the flexibility. New music can go on high rotation and reduce over time as the track ages, as if you were running your own radio station. Media impact manages key thematic music with ease, from "The Ode" at 11am Remembrance Day to Christmas music starting and stopping at the right time.

Different users can have different levels of access, ensuring both system integrity and effective utilization of your resource. Media Impact puts you in control.

Content Management

Media Impact is a highly effective content management tool. It manages various types of media including music, audio messages, videos, adverts, images and RSS feeds. This media is assigned to channels and categories. If importing your own media, such as a music library, the assignment to the correct channel and category occurs seamlessly, ensuring accurate playback of your media.

You can schedule the upload of media to occur at certain times, avoiding bandwidth consumption at peak times while scheduling updates to occur at off peak rates.

Content Playback

The success of your communication strategy is determined by the capability of your system to play what you want, where you want and how you want. Media Impact has it covered. 'Streams' are set up that allow the media to reach your customers and staff according to rules determined by you.

The streams are set up on the backdrop of a practical calendar, similar to your desktop email. The timescale is determined by you, so if you wanted to theme your music and messages for key trading periods such as weekends or the festive season, it can be done as far in advance as you like. Build it once, set it to repeat and you'll never have to worry about your Christmas media again.

It is very easy to make changes to the stream, for example a change in trading hours, so if you have to do so you can quickly modify your entire network.

Precise music programming is achieved through a matrix of filters. You may want chart hits without Rap music and to only have G rated content playing during certain times. It's all possible with Media Impact.

You can even change the way the message interrupts the schedule. For a relaxed atmosphere schedule a message between tracks, for an important announcement the message can occur at an exact time, for a live feel it can duck the main audio plus many more options.

Once the regular media schedule has been established, you can easily overlay additional media. For example you may have background music as the main layer, then add an overlay of weekly promotional messages another overlay for general store communications and another overlay for third party advertising.

Once overlays are added in the new streams, new media is uploaded and easily assigned to the relevant overlay. Media is scheduled as far in advance as you like. With Media impact, the right media will always play at the right time. You set the duration that you want the media to play then it automatically expires according to the rules determined by you.

With Media Impact you can quantify the frequency that messages play within a given period of time. Combining this data with store metrics will determine the reach of your campaign; which is an essential ingredient for selling advertising on your network and for internal presentations to management.

Recognising that your time is valuable, there are features that aim to save effort such as copy and paste. For instance, if you've built a detailed stream and need to replicate it with small modifications for another region, simply copy and paste the stream then make the minor amendments.

Consulting with clients who use Media Impact during the initial and ongoing product development processes has led to Media Impact being a superior product. It's this attention to detail that sets Media Impact in a league of its own. Media Impact has thought of all scenarios, that's why we like to think that it's powered by imagination!



Media on Demand

If you're the type of person that likes to be hands on and take control of your media player to suit existing conditions, Trigger is an essential feature.

Within seconds you can change the style of media playing and determine the duration that you want the revised media to play before returning to the regular stream. For example if the scheduled music has been programmed for a relaxed atmosphere but you want the vibe to be 'party', in just two clicks you can change the mood of your venue. The categories are predetermined by you so the feature is fully customized to suit your business.

Trigger has other applications too. You can turn your media network into a fully-fledged training delivery



tool. For instance, you may have staff training videos that you want the sales team in store to see. Just upload the latest video, inform the team and let Media Impact do the rest. You can set up unique user ID's; a useful tool to determine who has watched what.

The feature is online so can be controlled from anywhere that you have access to the internet; at the point of sale, bars, office and even remote locations.

Trigger is the ideal feature when you need to change your environment to suit conditions and is equally effective as a staff training and education tool.

Phone System

Media Impact can easily integrate with your phone system.



The multi-zone functionality means that while one stream of media is playing in store, another entirely separate stream plays on your phone system. By leveraging the playback feature set, you can have music on hold and messages playing how you want and when you want. Changes can be easily made to one phone system or the entire network. With Media Impact you have an unprecedented amount of power and control at your fingertips.

RSS and Dynamic Content

In addition to playing your own content, Media Impact integrates with external feeds and displays them in multiple ways. Scrolling text is eye catching and content can be informative and entertaining. The scrolling text can also consist of tweets from your social media. The tweets can be stand alone

or integrate with third party RSS feeds. It's the ideal feature for instantly getting a message out across your network.

The RSS can also be displayed as dynamically created images on screen so the whole page displays the feed. Custom templates can be added or choose from existing eye-catching designs. Interspersed with your regular video program, the screen becomes a highly attractive medium.

Remote Device Control

Media Impact allows you to take control of any RS232 or IR enabled device such as cable TV, Screens, projectors, switchers, set top boxes, air conditioners, etc.

This feature is ideal if you're looking to remotely manage your in-store devices and by doing so reduce electricity costs while ensuring in-store media is playing according to how you want it to play. For instance, if you want to stream news in the morning and then return to music videos you can do it all within Media Impact.

Remote Device Control can be scheduled in advance and the regular scheduled actions can be interrupted immediately when required.

You can relax knowing that the Remote Device Control feature eliminates the need for remote controls; no more unwanted staff interference with the regular program, no more inappropriate content playing plus by automating your environment, you give staff less to worry about while significantly reducing operating costs.

Player Monitoring

At a glance you can look across a network of players and determine status. A summary page lists all players; whether it's online/offline and healthy/unhealthy. The same page will also show if there is media in the queue so you will know whether a particular player has the latest media.

Alerts

You can set parameters to receive email notification of potential and existing issues, allowing for prevention of issues and fast response should an issue arise. It's a handy feature to ensure the media player is behaving as you desire and that down time is kept to a minimum.

Diagnostics

Review temperature, resource usage history, alerts and errors in given timeframes and last reported communication and playback with the server. Here you can also service test the player.

Device Logs

Media Impact constantly self-monitors and creates log files accordingly. Reviewing log files helps pinpoint issues fast, enabling quick remedy of any issue and prevention of problems before they become issues.

Playback History

Media Impact keeps a detailed history of what media played when and where. This feature is particularly useful in identifying rogue media but is more commonly used to determine that the correct media is playing. A useful calendar feature means you can easily review retrospective information. It is also useful for reporting back to potential advertisers.

Device Control

With Media Impact you can take immediate control of any player in the network. Reviewing and changing the player date and time, changing the volume and restarting the device are all possible. You can also access the player hard drive, review the service and process, ask the player questions and control external devices. All of this can be done from remote locations through secure access.



File Download

See the status of media sent to players to determine what media has been downloaded by the player and when. If you're sending a batch of media that you need to get to the player quickly, you can prioritise important media downloads while canceling others. It's great for just-in-time management.

Device Editor

The Device Editor allows you to keep track of your assets and manage them accordingly. Assigning a status of either testing, transit, live or ignore provides a top line view of your asset utilization. This feature is a valuable asset management tool and provides security across a large network of players. You'll always know where your players are and the status of that player.



You can also review the device types and see a summary of your assets capabilities and the warranty period for a given device.

HARDWARE

To ensure investment in hardware is aligned with your media playback requirements, Media Impact has a choice of media players.

Standard Player

The Minix Mini HD PC is an impressive media player suitable for applications that require up to one stream of audio, one stream of video and basic standard definition digital signage. It is powered by an Intel Dual Core D2550 processor and Integrated Intel GMA 3650 HD graphics. It is VESA mounting



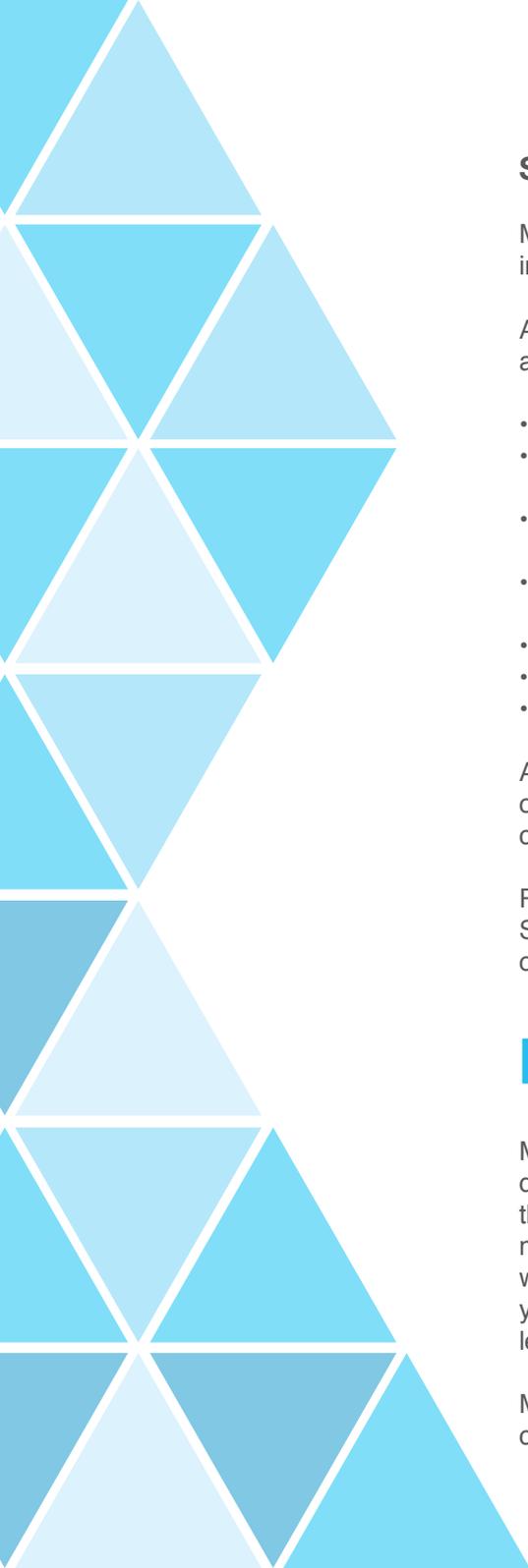
capable to allow for discreet placement near the output source.

Extended Player

When extra power is required, we use a Shuttle DS61; a slim, but powerful x86-based Digital Media Platform offering the best quality, performance and connectivity to meet the requirements of processing high quality digital media. With its robust metal chassis and outstanding temperature range the DS61 is an industrial-grade media platform designed for long-term, smooth and reliable operation. It is VESA mounting capable to allow for discreet placement near the output source.

Touch-screen

A USB powered optional touchscreen that plugs directly in to the media player.



Serving and Hosting

Media Impact players are 'zero-configuration' install in terms of internet connectivity.

All of our servers are hosted in a Tier 3 Data Centre; providing a first-class environment featuring:

- Multi Gigabit diverse Fibre path including building lead-ins
- Cisco Powered Diverse Switching fabric for redundant network connectivity
- Power - Dual Bus N+N Modular UPS with integrated 500KVA Generator
- Cooling - N+1 Carrier Grade Air Con units with hot/cold aisle containment.
- Security - Video monitored 24x7 restricted access
- Fully decontaminated environment
- 24x7x365

All media content and scheduling information reside locally on the player. In the case of loss of connectivity the player can still operate.

Players communicate to the management server via a secure SSH tunnel which requires unrestricted outbound ports to operate. No inbound ports or port forwards are required.

RESEARCH AND DEVELOPMENT

Media Impact is the product of years of research and development. Behind Media Impact is a highly experienced team that has practical and relevant experience developing enterprise media management systems for global blue chip companies within local and overseas markets. We are committed to assist your company achieve a competitive advantage and market leadership through a differentiated in-store media strategy.

Media Impact's innovative feature set is achieved by our company's unique approach to product development.

Our marketing team gain key insights from market research and in unison with our sales team we work closely with our clients to determine more effective ways to communicate with your staff and customers. Our technical department is involved every step of the way, ensuring that ideas are executable whilst adding their own creativity to the process. This leads to enhancement of existing features and development of new products.

For example, the remote device management feature was developed for a multi-site fast food client that needed to prevent staff from changing the media in store. The result was that the right media was playing at the right time and the incidence of inappropriate content playing ceased.

The team at Media Impact is considered as the thought leader in media management and subsequently we are in constant consultation with the industry we service. This consultative approach leads to development of custom features for our clients and the formation of strong strategic partnerships.

Our new product development pipeline is filling with features that not only future proof your investment in Media Impact but assist in giving your business competitive advantage in a challenging market place.

FEATURE SUMMARY

Page	Feature	Description	Benefit	Advantage
4	Company Management	Replicate the media network to your company structure	Easily implement your in-store comms objectives	Measure and achieve objectives
4	Management Control	Central online / offline management from single to multiple sites Group music, messaging & signage by state, region store	Hierarchical control and macro/micro programming	Reduces resource time on system management combined with precise programming
5	Content Management	Online management of your business' content/media	Library for your media and info on playback	Effective and cheap system
5	Content Playback	Control centre for determining playback rules	Content plays how you want and where you want	Improved staff /customer satisfaction
5	Messaging	Schedule messages in advance with multiple interruption options	Save time, keep content fresh and get attention	Save time, keep content fresh and get attention Engaged and informed audience
5	Scheduling	Music, videos, messages, RSS feeds can be scheduled in advance to the minute	Right media is playing at the right time. No outdated content	Greater engaged and informed audience
5	Program filters	Filter by genre, channel, date of release, BPM, etc	Precise music programming	Improved staff /customer satisfaction
5	Track Ageing	Replicate radio formula of new tracks on higher rotation	Support a contemporary or classic music program	Differentiate your brand to drive revenue
5	Media on Demand (Trigger)	In-store interface that allows override of regular schedule	Change environment on the fly	Improved staff /customer satisfaction
6	Phone system	Drive your music / messages on hold	Reduced systems with all benefits of Media Impact	Reduced cost and complexity
6	RSS	Integrate scrolling text /dynamic images on screens including relevant information and tweets	Engages audience	Achieves comms objectives more effectively
7	Remote Device Control	Control devices remotely e.g. switch between FTA TV and video, change channels etc	Ensure correct content is being displayed	Reduce power costs and Improved staff / customer satisfaction
7	Player Monitoring	Monitoring, email alerts, diagnostics and playback history to review players	Know the status of your network , prevent and identify issues	Greater up-time
7	Device Control	Review and control the playback and performance of your players	Easy to implement changes from any location	Accurate playback and remote power
8	Device Editor	Manage assets and player status	Asset management	Cost control and RI
8	Solid State player	No moving parts	Reliable	Optimised investment
9	Secure internet based	Remote access, monitoring and management from a central location	Immediate updates for entire network or single site	Efficient management, lower costs

ADDITIONAL MODULES

Please contact us if you are interested in learning more about either our queuing system or way-finding kiosk.

WHO'S USING MEDIA IMPACT

Media Impact is trusted by large clients who impose stringent criteria for approval of new technology across their network. Media Impact passes the test with flying colors.

A sample of clients utilising Media Impact's features include:

Client	Products / Services
Westpac	Audio and video messaging, digital signage
McDonalds	BGM, video and device automation
Target Australia	BGM and messaging
KFC	BGM, video and device automation
Lend Lease (shopping centres)	BGM and messaging
Esquires Coffee Group (RFG)	BGM, video and device automation
Tabcorp Park	BGM
Laundy Pub Group	BGM, digital signage and video

CONTACT US

Media Impact is available exclusively from our sales, marketing and distribution partners Habitat Digital. Contact us today for a demonstration.

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