



## MyAdTV Digital Signage Software Platform

**MyAdTV** is the worlds first digital signage software company to offer a ‘One Click Turnkey’ solution that converts any Internet connected PC to a digital signage turnkey system for in-store advertising and on-location ad sales. We have put in tremendous effort in designing our software so that you can start to compose and playback ad content without the need to purchase any hardware or software beyond your Internet enabled computer. Since this is a web based application, there is no software installation and maintenance. You can validate the concept right from your own computer before investing in systems for your stores. By following the steps in the Quick Start User Guide, you will be able to compose your first ad in less than 30 minutes after you sign up for an account.

Whether you are a store owner or an advertising content designer, you can sign up for a FREE ‘Starter Package’ to access the service right away. The software takes static images, movie formats, Macromedia Flash, and user type-in text as inputs and composes an ad sequence to be played as full screen dynamic advertising. You can control and update the content remotely through your account from any computer. The update will take place automatically with no interruption to the display content.



MyAdTV also has a built-in Hierarchical Content Management System designed to optimize workflow efficiency and minimize content management cost. You can subscribe to multiple accounts and establish tiered permissions for a staff to manage various ad campaigns, or for web designers to create ad content while you retain the right to override any activities within the linked accounts.

The One Click Turnkey digital advertising solution is easily demonstrated by going to MyAdTV’s demo site (<http://myadtv.com/demo.html>).

### What You Need:

- Any PC based computer with Internet connection
- Pentium III or above recommended (or its equivalent)
- 512M or more memory recommended
- Microsoft Internet Explorer browser 6.0 or above

- A high-end graphics card if you are running flash or movie files with resolution higher than 640x480

### How To Start:

- Go to [http://myadtv.com/free\\_signup.php](http://myadtv.com/free_signup.php) page to sign up for a free 'Starter Package' account
- Fill in the form as instructed. You will be able to access your account once you have submitted the form
- Go to <http://myadtv.com/login.php> to login to your user account
- Create your ad content by following the steps provided in the Quick Start User Guide (<http://myadtv.com/HelpDocs/QuickStart/QuickStart.html>)
- Run the final content on the same computer or on another computer using the Turnkey, Desktop or PlayNow display mode (refer to the Quick Start User Guide)

### What You Get:

- Ownership of one User account for content creation and management and one Player account for content display
- Ability to subscribe to additional User and Player accounts
- Ability to expand your account structure with great flexibility
- Access, through your user account, to MyAdTV, MyAdPlayer and MyAdXchange modules
- Use of MyAdTV to view account summary, edit account profile, billing information and history, display template selection, create mirror sites, add new accounts, and assign account ownerships
- Use of MyAdPlayer to create content, view content, upload media files, set display schedule, assign content ownership, assign content location and to set the Turnkey, Desktop or PlayNow display mode on the content display computer
- Use of MyAdXchange to trade ads with other businesses for the purpose of cross promotion. Content can be submitted and approved online. Users are notified by emails on responses. Content is delivered to target location automatically
- Ability, through your Player account, to display scheduled content on any Internet connected PC
- Ability, through your User account, to update content from any remote computer. New or updated content will be delivered to the digital signage screen automatically without any interruption to the display.
- Ability to utilize many media file types: jpg, gif, animated gif, flash, wmv, avi, mpeg, RSS as well as user type-in text

### Why Two Separate Accounts

When you sign up for a 'Starter Package', you are required to supply a login ID and a password for your User account and a different login ID and password for your Player account. This allows you to retain control of the content creation and management using the User account while you can have your staff run the content display on a separate computer at a different location using the Player account. Since the content is stored in a central server and can be retrieved remotely over the Internet, you can update your

content from any computer anywhere. The Player account will poll continuously for new updates and deliver the new material to the displaying monitor. The new or updated ad will be integrated smoothly into the ad sequence without any interruption to the display.

### How To Update Content

After you have gone through the exercise provided in the Quick Start User Guide (<http://myadtv.com/HelpDocs/QuickStart/QuickStart.html>), you can test out the content update process. You can find this information on the MyAdPlayer User Guide ([http://www.myadtv.com/HelpDocs/UserGuide\\_QuickStart\\_1.htm](http://www.myadtv.com/HelpDocs/UserGuide_QuickStart_1.htm)) Section 6. If you have access to two computers, both connected to the Internet, you can actually see how the changes take place.

- Display the ad content on one computer using the Turnkey, Desktop or PlayNow mode
- Login to your user account on the other computer
- Go to MyAdPlayer and create a new ad or modify an existing ad by changing the text or upload another image
- Watch as the new or modified ad comes up on the content display monitor

### Selecting Display Template

MyAdTV provides you with 9 different display templates to select from. Display Templates determine the layout of your digital signage screen and may contain one to three frames. Frames are used to sub-divide your screen into different display areas. Each frame can be independently programmed to display different ad sequences. To visually illustrate how frames can be subdivided on your template, several examples are provided on the template selection page (<http://myadtv.com/templateselection.html>). When you first sign up for an account, Template1 is the default template assigned to your account. You can only use one template for your account at any one time. It is best to choose the template you want to use before you start to create your content because content is not transferable between templates. You can find the instruction for selecting a different template in MyAdTV User Guide Section 4.1

([http://www.myadtv.com/HelpDocs/UserGuide\\_MyAdTV.htm](http://www.myadtv.com/HelpDocs/UserGuide_MyAdTV.htm)).

### How 'One Click Turnkey' Works

MyAdTV is the worlds first digital signage company to offer you this patent pending technology. You can set any Internet connected PC to be a digital signage turnkey system. That is, when you first power on your computer, it will start playing the content of the Player account you have designated automatically. The setup is very simple and does not require any application software to be installed on your computer. You can find the instruction for setting up the Turnkey mode in MyAdPlayer User Guide Section 8 ([http://www.myadtv.com/HelpDocs/UserGuide\\_QuickStart\\_2.htm](http://www.myadtv.com/HelpDocs/UserGuide_QuickStart_2.htm)).

When you click on the Turnkey mode button from within your User account, a simple batch file called myadtv.bat is placed in the Startup Folder of your computer. The batch file contains a single line of text that looks like this:

```
"C:\Program Files\Internet Explorer\iexplore.exe" -k http://myadtv.com/viewplayer.php?lName=YourAccount&lPass=YourPassword
```

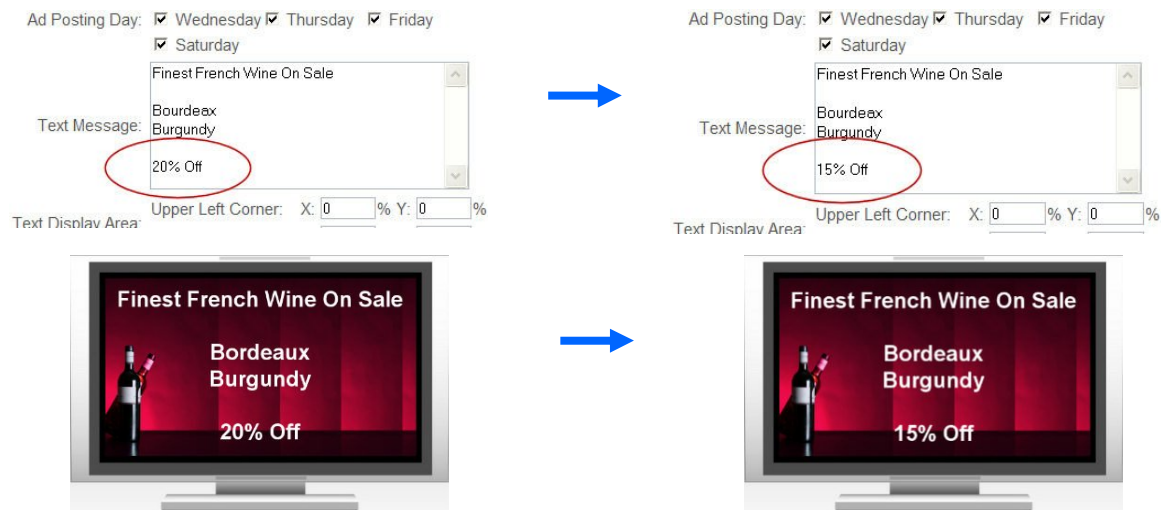
This command line will start the Internet Explorer browser in full screen mode, no browser frame, during computer boot up. The browser will use the URL address provided in the command line and start the web application from MyAdTV central server. The URL address contains your Player account ID and the password which are used to identify the content to be played on this computer.

After you have generated this batch file from your user account, you can email this file to your staff and use it to convert any computer you want into a digital signage turnkey system by placing this file in the Startup folder. You can also copy this file to your desktop folder and when you click on the myadtv.bat icon from your desktop screen, it will start playing the content in full screen mode without the need to login to your user account.

Tip: Email systems do not like to receive files with .bat extension; it is much safer to first rename the file to myadtv.txt before sending to someone via email. The email recipient must rename the file back to myadtv.bat before placing it in the Startup folder or the Desktop folder.

### Instant Message Posting

There are many cool features in MyAdTV, one of them is the Instant Message Posting where you can use it to run a real time ad campaign or to display a real time message board. You can create ads with user type-in text; you can define the type, size, color, placement and transition effect of the text. You can edit the text from a remote PC and the change will take place the very next time the ad is played.

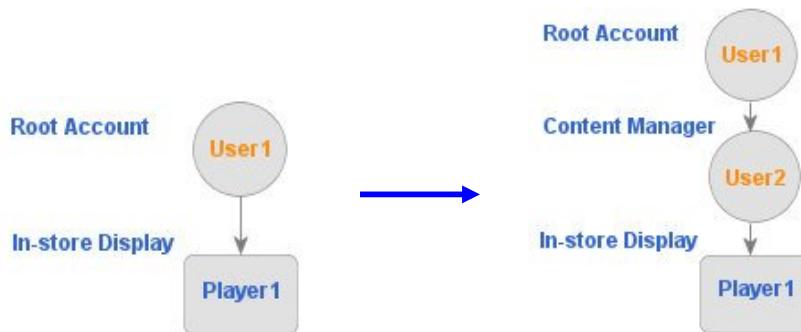


For example, you are having a sale on a selected wine brand. The wine sells very well in the first three hours, so you decide to lower the discount rate in order to ensure the stock will not run out. Simply login to your user account from any Internet connected PC, and access your wine ad to make the necessary changes. Then hit submit and you are done. The ad will show the changes the next time it is played without interruption to the display.

## Expanding Your Usage

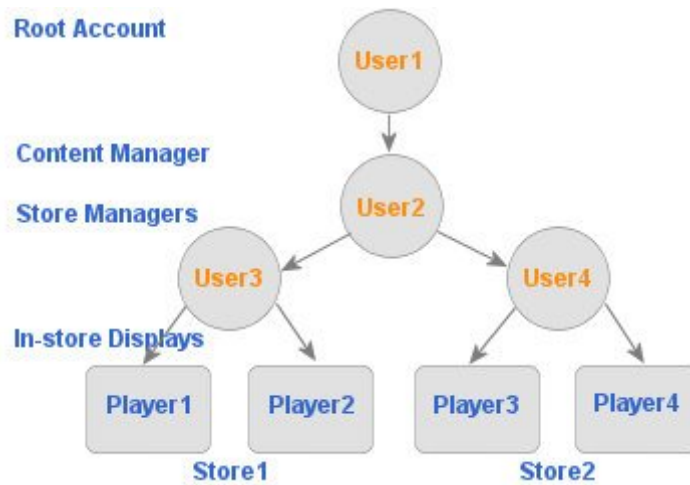
When you choose a digital signage system, you must take into consideration that the system will allow you to expand your usage easily. MyAdTV lets you customize your own digital signage network with great flexibility. This patent pending hierarchical content management system allows you to expand and reconfigure your network at anytime to optimize workflow efficiency and to minimize content management cost. When you operate a digital signage network with hundreds or even thousands of display locations, the content management cost will become one of the major factors to a successful business. MyAdTV has focused its efforts in designing a system that lets you control the cost by (i) redirecting workflow on the fly; (ii) campaign collaboration among groups; (iii) content submission by outside agencies; (iv) assignment of content edit rights and (v) expanding or reducing usage on an as-needed basis. MyAdTV will reduce your content management cost at any level of usage.

To illustrate the hierarchical content management concept, let's start with this simple case – you want to have your web designer to create content for you but you want to control when and where to play the content without having to call your designer every time you want to make a change.



When you first sign up for a free Starter Package, you receive one User account and one Player account. From your User account, you can subscribe to an additional user account for your web designer to create content for you. You can find the instruction for adding a new user account in Account Structure User Guide Section 1 ([http://www.myadtv.com/HelpDocs/UserGuide\\_AccountStructure.htm](http://www.myadtv.com/HelpDocs/UserGuide_AccountStructure.htm)). The new user account will have a different login ID and password. Now both you and your web designer can place content in the Player account. Any content created by your designer can be modified by you including display schedule. Any content that you create can only be viewed but not modified by your designer because you have higher admin rights than your designer. Since content is stored in MyAdTV's central server, your designer can manage your content from anywhere while you can access the content from anywhere at the same time.

Let's consider a second case – you have placed digital signage in two of your stores, two digital signage screens in each store, you want your web designer to create content for all four digital signage screens and you want your store managers to manage the ad campaigns at the same time.

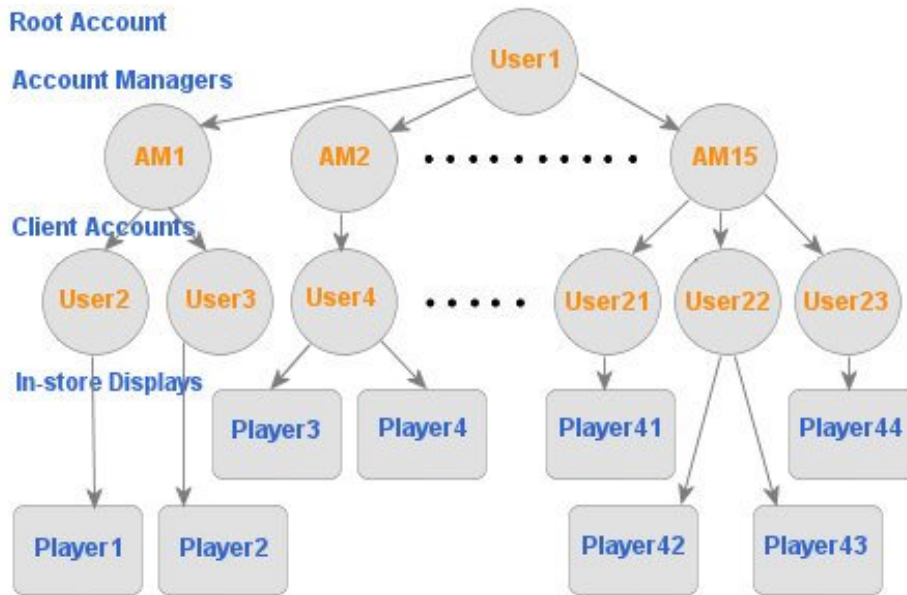


From your User account which is the Root account, you can construct your digital signage network shown above. Your web designer can access all four of the Player accounts and place different content in each of the Player accounts. Since you and your web designer have higher admin rights than your store managers, you or your web designer can set the edit rights for each of the ads and thereby decide whether or not to allow your store managers to modify the ads. For example, if you are running a sales campaign, you may want to assign edit rights to your store managers so that they can suspend or modify the ads depending on the condition of the sales floor. The account structure provides a segregated work environment for the two stores; that is the manager in Store1 only sees the content assigned to Player1 and Player2 and the manager in Store2 only sees the content assigned to Player3 and Player4. Users belonging to the same branch can contribute content to the same Player account. For example, User1, User2 and User3 can all contribute content to Player1 and Player2; User1, User2 and User4 can all contribute content to Player3 and Player4. You can reconfigure the account structure at anytime. You can find the instructions in Account Structure User Guide Section 3 ([http://www.myadtv.com/HelpDocs/UserGuide\\_AccountStructure.htm](http://www.myadtv.com/HelpDocs/UserGuide_AccountStructure.htm)).

There is no limit to the size of the account structure you may construct; the platform is designed to accommodate enterprise level usage. Please go to <http://myadtv.com/accountstructure.html> under National Chain Store to learn more about enterprise account structures.

### **Start A Digital Signage Business**

Businesses such as creative service providers, ad agencies and system integrators can easily construct an account structure where they can provide services directly to their clients by accessing the clients' accounts.



The account structure shown above is an efficient model for service oriented businesses to organize their workflow. The Root account represents the headquarters where you can monitor account activities and administer account management. The second level is occupied by account managers where groups of client accounts are assigned to the managers. A client account can be reassigned to a different account manager at any time. You can find the instruction for reassigning account admin in MyAdTV User Guide Section 3.1 ([http://www.myadtv.com/HelpDocs/UserGuide\\_MyAdTV.htm](http://www.myadtv.com/HelpDocs/UserGuide_MyAdTV.htm)). In this structure, only the Root Account can perform the reassignment. The service provider company can add more account managers or assign more client accounts to managers as the business grows. Each account manager can only access accounts that are assigned to him or her. Each client account can only access its own content because all client accounts are independent and invisible to each other. Additional accounts can also be added to client accounts so that their usage will not be limited and are also on an as-needed basis.

\*Please write to [sales@myadtv.com](mailto:sales@myadtv.com) if you want to become a reseller.

### **MyAdXchange Ad Trade Platform**

MyAdXchange is a first of its kind open market ad trading platform that allows you to trade your digital signage ad space with other users. The patent pending ad trading platform incorporates a number of new technologies to enable a fully integrated, fully automated ad trading process. It also minimizes the amount of work needed for buyers and sellers of ad space to process and maintain the trades. Ad buyers are advertisers who wish to place ads on digital signage screens; and ad sellers are digital signage screen owners who want to sell ad space on their digital signage screens.

The trade process is being simplified down to a few steps: (i) ad sellers post ad trade requests to the system; (ii) ad buyers locate sellers using the search tool provided; (iii) ad buyers create and submit ads; and (iv) ad sellers review and approve ads. After that, the platform takes over and completes the rest of the process including delivery of content to target locations according to trade terms. Users are notified by emails on activities posted to their accounts. The trading platform also includes a message exchange utility where buyers and sellers can exchange messages and these messages will be saved and displayed on the case profile pages.

The MyAdXchange ad trading platform is ideal for anyone who wants to start an on-location ad sales business. You just need to secure a location in a public place with decent foot traffic and install a digital signage screen. Your digital signage screen can be your sales tool. By posting an ad on your screen, you can inform potential advertisers to contact you if they wish to place their ads on your screen. You can also contact advertisers directly to sell ad space. Once your request is on the system, your ad space will be traded on the open market where other users can locate you and buy ad space from you. The system will increase your chance of getting ad buyers while reduce the amount of work needed in maintaining the trades and hence your administrative cost.

For support, go to <http://myadtv.com/contactus.php>.

#### **About MyAdTV, Inc.**

MyAdTV, Inc. ([www.myadtv.com](http://www.myadtv.com)) is a software service provider dedicated to bringing digital signage solutions to the masses. Its patent pending flagship technologies include one-click turnkey, hierarchical content management system and automated ad trading platform. For investor relations, please write to PR@myadtv.com.