

## Product Specifications – Version 3.0

PointMediaPro™ is an advanced digital signage software platform, with a superior, database-driven design that allows for precise, dynamic scheduling and targeting of media messages across large enterprise networks.

PointMediaPro was developed by Thinxstream to specifically meet the granular and diverse needs of operating a sophisticated screen network, streamlining the workflow and reducing costs, while also maximizing the accuracy and timeliness of messaging.

### User Access

- Web-based management console with user authentication
- Role-based user profiles provide system access based on user account privileges to maintain system integrity
- Workflow enforced approvals at content and campaign submission logged for audit trail

### Media Targeting

Multidimensional factors that optimize media presentation to provide immediate feedback on effectiveness and impression estimation include:

- Location based-menu or geospatial map interface
- Time of day
- Targeting by demography, geography, channels
- Flexible user-defined categories
- Displays multiple scenarios that contrast different results in targeting profiles
- Ability to save targeting scenarios for subsequent campaign submissions

### Media Scheduling and Day Parting

- Date range
- Days of week
- Times of day
- Ability to schedule changes quickly from the management console to stop, reschedule, or change the content

### Media Formats

- File based media: Mpeg (MP4), Adobe Flash Video (FLV), Adobe Flash (SWF), Image (GIF, JPG, PNG)
- RSS and media RSS sources
- Text ticker and RSS distribution system to optimize network
- Video streaming via RTMP
- Media and playlist preview

### Display Zones

- Ability to schedule campaigns for full screen or specific zones
- Ability to schedule transparent media which can span across multiple zones

### System Monitoring

- Campaign dashboard that shows campaign life cycle status – booking and running status, media transfer status, proof of play status, etc.
- Continuous network heartbeat from content server and media players
- Optional advanced network monitoring including expanded status, reset, software distribution, etc.
- Audit log tracks activities in the system
- Ability to republish a campaign in case of failures while publishing
- Comprehensive analysis tool to validate system configuration and third party components

### Media Categories

- Ability to specify campaign category
- Filler category referenced as necessary to augment content schedule
- Information alert category immediately supersedes all planned media

### Media Logic

- Powerful inter-media associations to control media sequencing between independent submissions
- Global distancing to control sequencing based on categories, brands, and clients
- Adjacency allows media to run in sequence, as desired, with universal media tied to day-part specific media
- Support for branding and brand categories of products being advertised on the network
- Ability to set isolation and adjacency between clients and brands
- Ability to set prohibited product categories to prevent accidental media display

## Content Security

- Schedule and content locking to prevent system tampering at the point of display

## Network Support

- Tiered architecture to allow flexibility for hardware and network bandwidth optimization without purchasing additional licenses
- Adjust deployment between tiered and direct models or include hybrid of both based on requirements
- Option to set preferred time of transfer

## Deployment Flexibility

- Optimized request retries between server and player to handle network outages
- Housekeeping on management server and player cache to save disk space at configurable frequency
- Auto client setup
- Ability to import displays from a CSV file

## Networking Requirements, Connectivity

- Port 80 – Web handler collects data from content server
- Port 9090 – Messaging channel between management server and content server
- Port 5050 – Download status communication

## Database Management

- Backup and restore utilities for database management and migration
- Run database on separate platform from PointMediaPro management server, if desired

## System Extensibility

- Support to provide customer specific extensions
- Incorporate into media scheduling, access control, and systems monitoring

## Licensing

- Separate server and client licenses for flexibility in deployment based on system scale

## Documentation

- Comprehensive installation and user guides

## System Requirements

- **PointMediaPro Management Server Configuration**
  - Microsoft Windows Server 2003
  - Microsoft SQL Server 2005
  - Server class quad core processor CPU, 4GB RAM, 240GB HDD (for 2000 players)
  - Static IP Network Address
  - Internet connectivity required to support Web/RSS ticker and Google Maps
  - Port 9090, 5050, 80 opened for communication between system elements
- **PointMediaPro Content Server Configuration**
  - Intel Atom CPU, 1.6GHZ, 2GB RAM, 40GB HDD
  - Microsoft Windows XP Professional / Linux – Ubuntu 9.10 or above
  - IIS (Microsoft Windows XP Pro) or Apache 2 (Linux)
  - Flash 9 or above plug-in
- **PointMediaPro Media Player**
  - Intel Atom CPU, 1.6GHZ, 1GB RAM, 40GB HDD
  - Microsoft Windows XP Professional / Linux – Ubuntu 9.10 or above
  - Web Browser – Microsoft Internet Explorer, Firefox
  - Flash 9 or above plug-in

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