

*Bringing "AV" functionality to an "IT" world has never been easier. Media Messenger™, an intuitive user interface for digital media players\* from Visual Circuits, generates specific playlists and schedules, and allows you to update these playlists and schedules as your communication goals change. Weaving together video, graphics and text, digital signage displays come to life, corporate training and communications gain in effectiveness, and health and education programming can be customized for optimum impact. The result is a powerful Private Broadcast Network — the ultimate infrastructure for the 21st century.*

#### **Centralized Control of Published Media**

Consistent messaging is all-consuming to any marketing and communication effort. Controlled delivery of the message — providing consistency — is optimized and virtually effortless using Media Messenger. The digital elements used to build and convey the message — whether video, audio, graphics, or scrolling text — can be controlled in one location, no matter how many combinations of elements are needed to reach the target audience. Individual media players can be scheduled to show unique programming, or all players can show the same program simultaneously. Urgent messages can be published immediately. Seasonal messages are easily changed. And brand messages maintain their integrity.

#### **Choices for Media Delivery**

Media Messenger lets you decide not only what needs to be updated, but also how to deliver the updates. Updates can be distributed using an FTP server. Delivery over your network (terrestrial or satellite, wired or wireless, public - Internet or private - LAN or WAN) can also be scheduled to minimize network bandwidth consumption and reduce costs. If you choose, updates can be burned to a CD or DVD-ROM, and physically distributed through the mail or FedEx, to be locally auto-loaded on to media players.

Media Messenger does all this, and gathers valuable playback and diagnostic data for compliance, verification, ROI reporting and tracking/analysis.

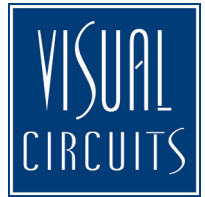
#### **Media Messenger**

Powerful, easy-to-use software tools for remote management of digital content via CD/DVDs, Internet or satellite.



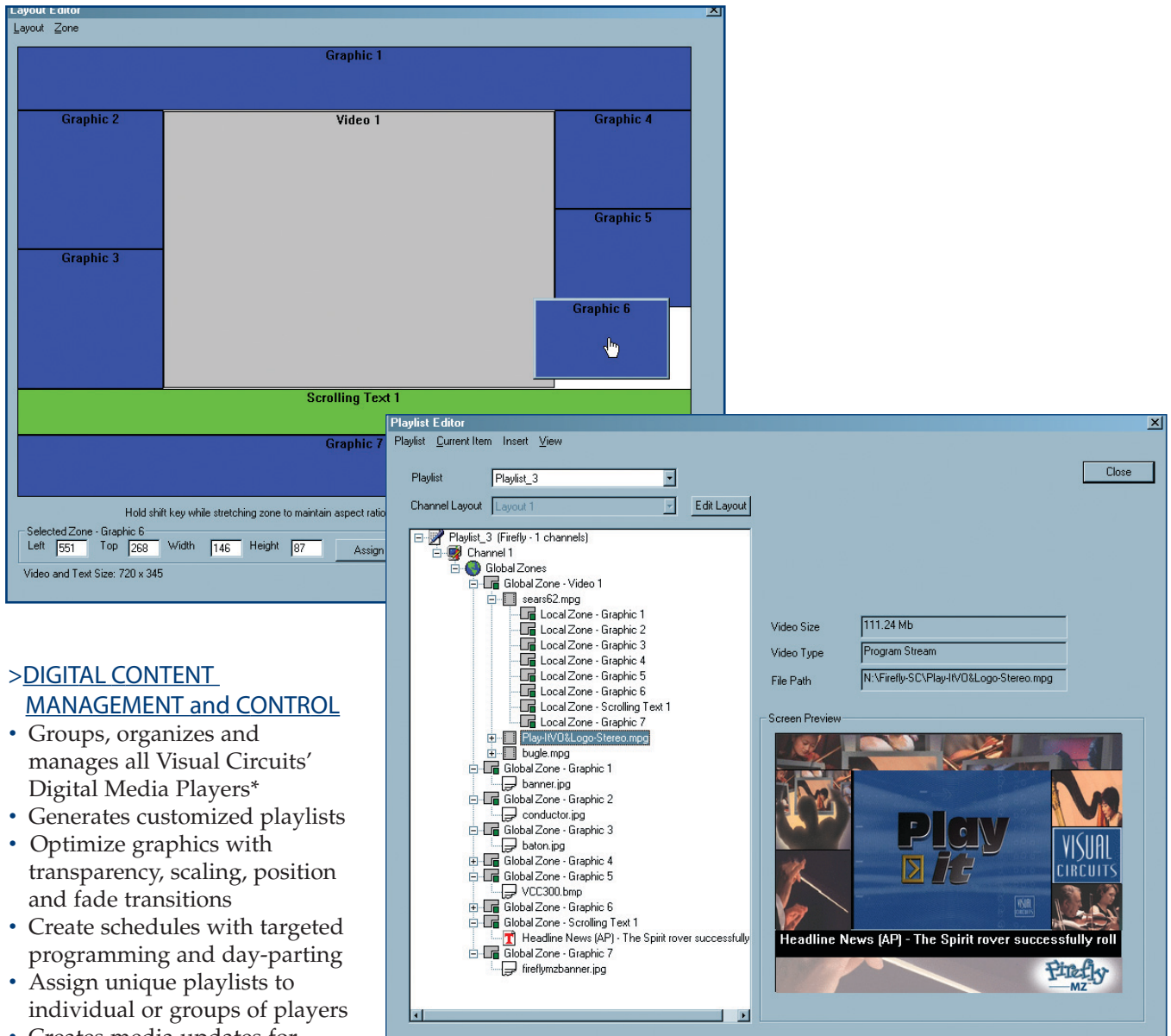
\* Visual Circuits Media Players: POPVideo™, Mantis™ and Firefly™ families.

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### Multi-Zone Functionality for Digital Signage

Media Messenger now supports Multi-Zone™ functionality — allowing users to designate “zones” within a display screen and assign different digital media files to play within each assigned zone. Media Messenger’s pragmatic, step-by-step approach eases the complexity of multi-zone programming.



#### >DIGITAL CONTENT MANAGEMENT and CONTROL

- Groups, organizes and manages all Visual Circuits' Digital Media Players\*
- Generates customized playlists
- Optimize graphics with transparency, scaling, position and fade transitions
- Create schedules with targeted programming and day-parting
- Assign unique playlists to individual or groups of players
- Creates media updates for on-site or enterprise control
- Monitoring and reporting of players in the network
- Compatible with all versions of Windows Operating Systems.

\* Visual Circuits Media Players: POPVideo™, Mantis™ and Firefly™ families.