

ADVVERTISING MODULE TX3 TOUCH

[TX3 Series]

TOUCH ENTRY

RECURRING REVENUE GENERATOR

Overview

The TX3 Touch Advertising module empowers property managers to quickly recoup the costs of their state-of-the-art telephone entry and card access security system by selling advertising time on their kiosks in high traffic lobbies and entrance ways.

Recurring revenue

The Advertising Module sells for a one time flat fee. However, it allows the owner of the property to recur revenue on an on-going basis.

Ad slots can be for time periods as little as 3-hours long or as long as 5 years.

The general recurring revenue model for the touch screen owner is to allow for local businesses to purchase time slots, or groups of time slots, whereby their customized picture or video media files can play as "Main Video", "Bottom Banner", or "Screen Saver" advertisements on the unit.



How it works . . .

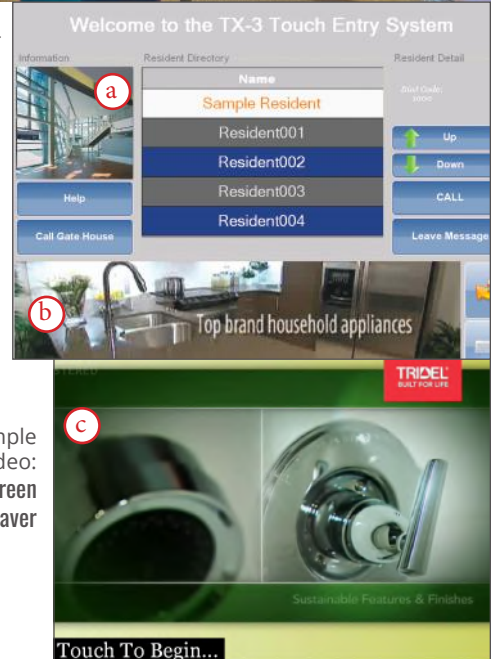
Visitors to the building will be presented with a **Screen Saver** ad/promotion when they approach the unit. A **Main Video** will appear while using the application and/or appear as a **Bottom Banner** when they have completed their call to the building resident.

3 Banner positions:

(a) Main Video

Sample Video: (b) Bottom Banner

Sample Video: (c) Screen Saver





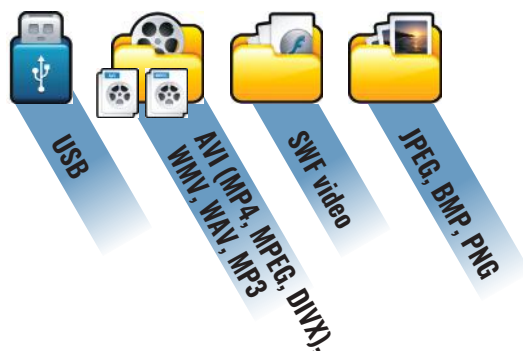
POTENTIAL ADVERTISERS

- Lawyers
- Mortgage Services
- Insurance
- Accounting Services
- Cleaning
- Contractors
- Dance Studio
- Flower
- Interior Design
- Movers
- Neighbourhood
- Personal Assistant
- Pets Stores
- Printing Stores
- Restaurants
- Salon and Spa
- Self-Storage
- and many more ...

FEATURES

- Choose any type of advertising media files to be displayed on the touch screen (video, image, animation)
- Schedule the media in any combinations of 3-hour periods during the day, seven days per week
- Select multiple ads in the ad slot window. Ads can be arranged to play in any sequence.
- Easy to configure and update media/ad slots
- Generate a simple report for billing purposes

SUPPORTS



EASY 3-STEP SETUP

- Enter configuration utility as unit admin
- Add a video/image or other media file using a simple wizard
- Schedule fully customizable playlists for 3 hour periods during each day, 7 days per week

CONFIGURATION SCREEN

The configuration utility consists of several interconnected windows:

- Media Selection:** A window with radio buttons for "Single Video" and "Advertising". Under "Advertising", there are tabs for "Main Video", "Bottom Banner", and "Screen Saver". A table shows scheduling for various time slots (12 AM, 3 AM, 6 AM, 9 AM) across the days of the week. Files listed include McDonald's Promo.wmv, Harvey's Promo.wmv, Dance Studio.wmv, and Pet Store.wmv.
- Playlist Scheduling:** A dialog box with a table listing the playlist items.

ID	Filename	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
0	McDonald's Promo.wmv						4	3
1	Harvey's Promo.wmv						4	3
2	McDonald's Promo.wmv						4	3
3	Harvey's Promo.wmv						4	3
4	McDonald's Promo.wmv						4	3
5	Dance Studio.wmv						4	3
6	Pet Store.wmv						4	3
- Edit a Media File:** A window for selecting a file and previewing it. It includes fields for "Start Date" (2020-11-13) and "End Date" (2020-12-13), a "Select File" field, and a "Preview File" section with a video player and playback controls.

ADVANCED MEDIA OPTIONS

- Start and end dates



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