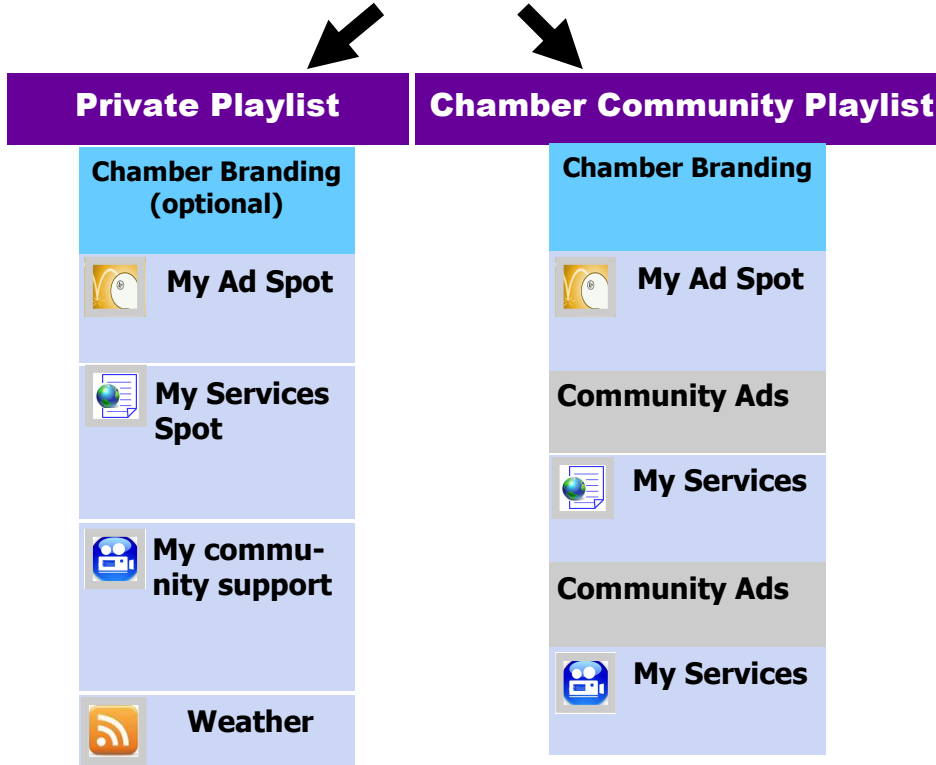
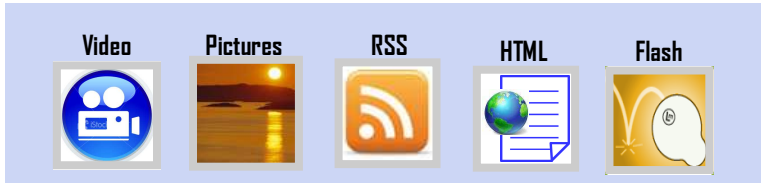


# A Primer - How It Works

## Step 1 - Assemble your content

Using our Internet software you upload a series of pictures, video and text to create your playlists.



### Multimedia Marketing Primer

Using our *software as a service* you create your own multimedia marketing. It's easy and affordable.

**Spot** One picture, video or text file in your *playlist*.

**Playlist** Sequence of *spots* that broadcasts your message.

**Channel** Video screen that loops your *playlist* to a targeted audience. Audiences are segmented into different channels for B to B (business to business) or B to C (business to consumer).

**Digital Sign** Video screens connected to the internet that replace your membership plaque with our multimedia marketing tool.

**Chamber Community Network** Adding community content to your sign allows your advertising to be seen on other signs in the community.

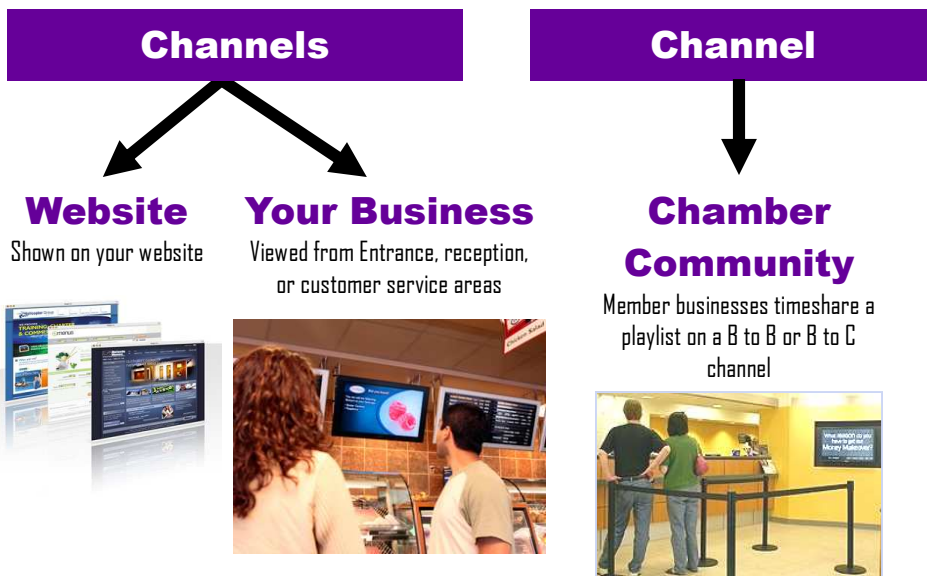
**Playlist Schedule** Ability to create and run different playlists at different times of the day

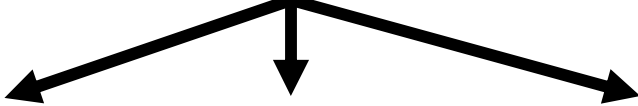
**Impressions** Number of people who see the advertising.

**Software as a service (SAAS)** Use a web browser to access our software. You don't install any software to manage your playlists.

**Wheel** - A 10 minute playlist loops 6 times an hour. The playlist in this case is referred to as a wheel.

## Step 2 - Distribute your content





**Website**

**Your Business**

**Chamber  
Community**

