



ooh!Media

Out of Home Advertising

Features

- Windows® based application enables a quick start and immediate productivity
- Powerful layer control—add text over colored backgrounds or images and graphics
- Single screen for creating, viewing and editing content—highly intuitive, requires minimal education
- Intuitive Editor design enables drag/drop control of graphics, animations and video files
- Frame Preview Window enables instant WYSIWYG message viewing
- Frame Sequence Window enables easy viewing and timing adjustment of frames, layers and effects
- Supports Windows fonts and conventions
- Flexible text formatting—pick size, style, add shadows to fonts
- Media Library—store, control and display hundreds of supplied images
- Single click message transmission—high bandwidth, large file control
- Display graphics & animations in many popular formats: JPG, GIF, AVI, BMP, etc.

System Requirements

- Windows® 2000 or XP
- 100 MB hard disk space
- Pentium III processor, 600 MHz or better recommended
- 256 MB of RAM or better
- CD ROM drive
- 10/100 Ethernet connection

Ooh!Media – Powerful, intuitive Windows based software that allows you to reach your targeted, daily viewing audience as no other out-of-home advertising media can. Pronounced “O” Media, Out-Of-Home (Ooh) advertising is one of the fastest growing ad categories today that provides the best return on your investments. At a moments notice, you can create dynamic, on-premise advertising programs that increase your same store sales while reducing or eliminating your dependence on other traditional shotgun media (Newspaper, TV/Radio, etc). Adaptive’s Ooh!Media software sets a new standard in digital display advertising control. One screen command and control empowers you and optimizes your customer’s viewing experience. Instantly display promotional text, add backgrounds, graphics, animations and video to create responsive advertising where it matters most – your own storefront.

Frame Sequence Window:

Powerful multiple layer control. Simple viewer allows you to easily set the timing and effects for each layer. Create professional looking content to fit your viewing audience day part.

Frame Filmstrip Window:

Flexible, intuitive frame control. Quickly find the frame you want to edit, or drag and drop content on to a frame and it auto expands to fill in multiple frames.

Frame Preview Window:

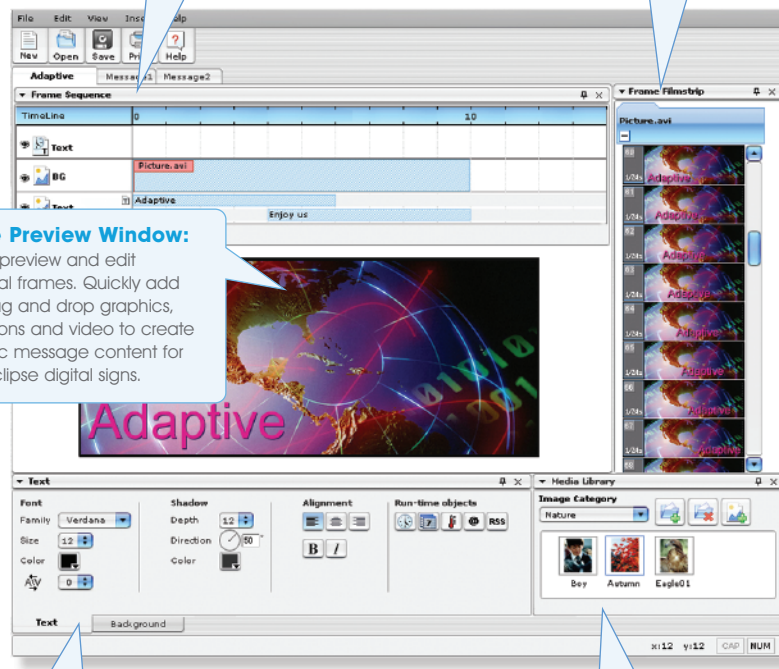
Quickly preview and edit individual frames. Quickly add text, drag and drop graphics, animations and video to create dynamic message content for AlphaEclipse digital signs.

Text Format Window:

Choose the color background, add text over backgrounds, pick any Windows font and size, shadows, and message alignment.

Media Library Window:

Easily drag and drop graphics and images into your daily messages. Choose from hundreds of exciting graphics and animations in the Alphamation library. Import content in almost any format; AVI, GIF, JPG, BMP, etc.



SOFTWARE KIT INCLUDES:

- OOH! Media V 1 CD
- Easy-to-follow installation wizard with automatic sign detect
- Online help and hover tool tips
- Electronic manual
- Alphamation graphic and animation library

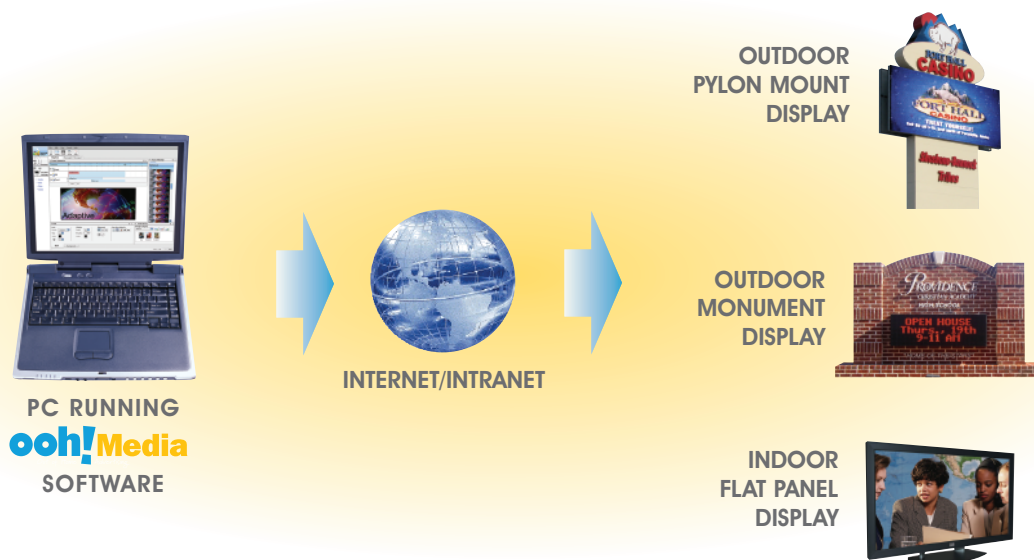
OPTIONAL SERVICES:

- Alphamation custom content creation of messages and animations
- PC desktop eTrain™ web training class
<http://adaptive.displays.webex.com>

Contact your Adaptive Alpha Products Dealer for sign-up information

Out-of-home (Ooh) advertising is hot! It is an emerging market that Adaptive is closely watching. According to the Outdoor Advertising Association of America Inc., in the ten years from 1994 through 2004, out-of-home advertising revenues nearly doubled nationwide, reaching \$5.8 billion last year. If you're not familiar with the term "out of home," it encompasses all advertising outside of your home. Digital signage* is the fastest growing "technology" segment in the Ooh category. Adaptive's Ooh!Media software is designed to support all digital signage technology – both inside and outside your business.

Digital LED sign billboards are the latest example of the largest application of our technology. Within the store "place based media" digital signage, flat-panel technology like LCD and plasma displays, have been used for many years to influence consumer-purchasing behavior right at the point of sale. Adaptive manufactures a complete line of indoor and outdoor LED digital signs. Ooh!Media software controls this powerful enterprise wide indoor and outdoor advertising network.



Create Your Own Campaign

Why use outdoor and indoor digital signage? Because it is your most cost effective and dynamic way to effect impulse decision making at the point-of-sale.

- Consumers are in a mindset to purchase products – instantly you can effect their impulse decisions
- You can reach millions of consumers at a fraction of traditional media cost (CPM impressions)
- Advertising investment is one-time – compare this to your everlasting ad budgets for traditional media
- Create your digital content and deploy it digitally – no wasted time in the placement process
- Instant impressions and promotions - 70% of the time, brand selection occurs right at the shelf or street level
- Your advertising is highly targeted, place-based, exactly where and when you need it most
- No more shotgun ad programs that cannot provide an auditable ROI
- And, a digital signage network can be used for staff training, corporate communications or local event support

* Digital signage is a network of digital displays (or one display) that is centrally managed and addressable for targeted information, entertainment, merchandising and advertising. Digital signs aka: digital displays, LED digital displays, LED video-boards, electronic message centers, marquee message centers, flat panel displays (plasma & LCD), narrow-casting, out-of-home media network, advertising network, digital media advertising, in-store TV network.