



Customized Communication Services

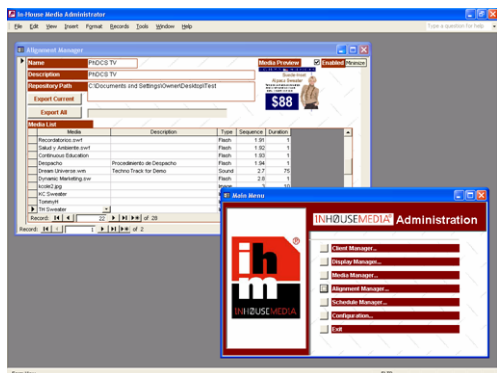
For many years, the marketing industry has effectively used powerful audiovisual media to communicate and influence the behavior of their mass target audiences in every way which they can imagine. Nonetheless, most companies and business owners alike have been unable to adopt and implement similarly persuasive communication strategies with their most valued and accessible of audiences: their employees, customers and partners. In the process, numerous daily opportunities of reinforcing desired behavior are left unused, or worst yet, left to informal and uncontrolled channels that do not consider your business success as their primary objective. With that in mind, every business can identify and effectively exploit their captive audiences with potent customized audiovisual communications to elicit many desired behaviors such as efficiency, increased purchasing, increase sales and error reduction.

INHØUSEMEDIA

The New Face of Powerful Communications

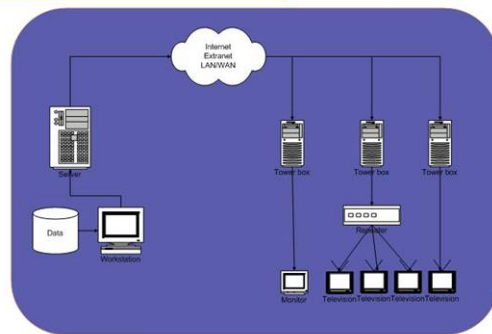
Using proven methodologies and technologies, In-House Media partners with companies to define and deliver an innovative customized communications service they subscribe to that reaches their captive audience of interest, and conveys a strong message with a specific purpose.

The final result of the effort is the deployment of smart displays near where the target captive audience can be reached delivering directed audiovisual content that can be manipulated remotely from a central location as part of the service. This network of displays essentially provides a business with their own communications channel.



Our proprietary centralized administration system allows us to efficiently manage your smart displays remotely.

Technical Model



Smart Display

A computer accessible in a Local or Wide Area Network or the Internet, running the In-House Media Player and In-House Media Communication software turns any connected video display of any kind or size (regular TV, Plasma TV, CRT Monitor, etc.) into a smart display that can be remotely controlled to deliver customized content to specified audiences at specified times.

In-House Media Player

It is the piece of software that makes the connected display or displays intelligent.

It can automatically play customized rich audiovisual content in many formats, and supports scheduling of content for reaching different target audiences.

In-House Media Communication Software

In-House Media utilizes the Internet as the communications backbone between the intelligent displays and our media management and control center. The service supports a number of different ways to connect the displays to the internet using direct connections, or leveraging your existing Local or Wide Area Network. Software at both ends of the connection handles all the details of exchanging required information between them.

Centralized In-House Media Administration System

Using proprietary technology at the control center, In-House Media manages individual customer's content, intelligent displays, media lineups and schedules and statistics.

Suggested and Possible Uses

Your own corporate communication channel can be used in a many ways including, but not limited to:

- Audiovisual, High-Impact Newsletter, Institutional Info
- Presidential and Executive Communications Channel
- Digital Product Shopper, Sales Pusher
- Visual Standard Operating Procedures, Best Practices
- Remote Education, Graphical Frequently Asked Questions

Supported Media Formats

The In-House Media Player supports the most pervasive and rich media formats in the market today including:

- Still Images (jpeg, gif)
- Full Motion Video (mpeg, avi, wmv)
- Internet-Ready Content (HTML)
- Animation (Flash) and Sound (mp3, wma)

Service Features

In-House Media can support all aspects of a typical deployment project including:

- Design of balanced content and selection of best-bang-for-the-buck hardware and media types.
- Equipment acquisition and installation
- Media creation and preparation
- Service Support

However, we can work together with you and other 3rd-parties to complement current investments in equipment and marketing collateral.

Service Benefits

The main benefits of the service can be summarized as follows:

- Centralized management means you have a business partner supporting your efforts.
- Content can be changed anytime, anywhere.
- Content can be scheduled to reach the target audience of choice at the right time and the right place all the time.
- Increased productivity, efficiency, sales effectiveness, product response, depending on the target audience and message.

Businesses That Can Easily Benefit

Any business with a captive audience of any size can benefit from customized communications. Examples include:

- On-the-job training, continuous education, corporate philosophy, customer orientation to increase efficiency and reduce errors - At waiting and service rooms in:
 - medical offices, hospitals and pharmacies
 - law offices, restaurants, banks
 - government transaction centers
 - regional offices or branches
 - Cafeterias, dining halls, lobbies
- Direct marketing, product information, entertainment, general information, news - At gathering areas like:
 - Retail stores, Supermarkets, Food courts
 - Malls, Bars and Pubs
 - Movie theaters, student centers
 - Mass transport terminals and commuting services like Airplanes, Buses, Trains and Ferries