

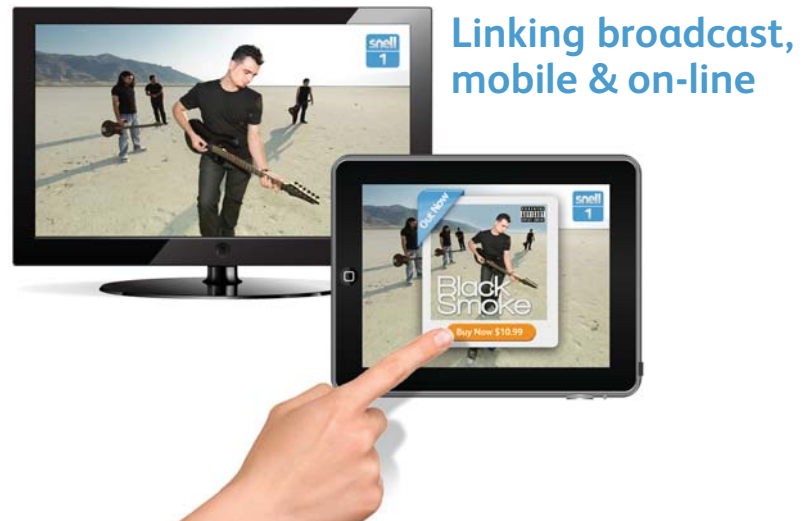
Morpheus Key Features:

- Multi-channel playout
- Scalable & flexible architecture
- Real-time frame accurate control
- Resilient & fault-tolerant design
- Dynamic device allocation & management
- Complex event support with unique MediaBall™ technology

Screentoo™ Key Features:

- Enhanced brand interaction
 - Voting
 - Quizzes
 - Chat
 - VOD
 - Social network integration
- Targeted advertising
- Integrated E-commerce

Enterprise Content Delivery Second Screen Viewing



Linking broadcast,
mobile & on-line

Second Screen Viewing

The increasing trend of consumers watching TV whilst being on-line, through portals, dedicated websites or mobile apps brings new opportunities for broadcast media organizations to enhance the overall viewing experience. From additional program information through to voting and highly targeted advertising.

The Application Store: Screentoo

Screentoo, developed by The Application Store, is a groundbreaking mobile application that extends the television experience. Content broadcast to mobile devices can provide additional levels of interaction for viewers. These include: competitions, voting, donations, chat, live comments, direct response and additional information. Brands can even create additional revenue opportunities by offering purchases via the platform's integrated billing services.

Automated by Morpheus

Morpheus is recognized as one of the broadcast media industry's most advanced multi-channel playout automation systems capable of adapting its configuration and operating characteristics to a broad range of applications and distribution platforms. It's ability to interface with this advanced new mobile application, providing real-time metadata to ensure the mobile applications are tightly linked to the television broadcast, further demonstrates the inherent versatility that Snell has built into its system.

The Power of the MediaBall™

A unique feature of Morpheus is the MediaBall. This innovative technology allows multiple hierarchically linked events to be grouped together and managed as a single entity. In this way, complex sequences of primary material and secondary events are easily supported. With Screentoo, MediaBall provides real-time triggers and rich metadata from the primary broadcast system to provide new levels of synchronized interactivity with the on-line and mobile applications.

