

SpotMagic Technology for Dynamic Screen Networks



SpotMagic's advanced media convergence technology is uniquely designed for the creation and broadcast of targeted entertainment, point of sale, and information content to network display screens and interactive kiosks. SpotMagic DSN broadcast system merges multiple applications of SpotMagic's IDVMedia™ technology into one simple to implement, feature-rich package that is ideally suited for large scale network deployments.

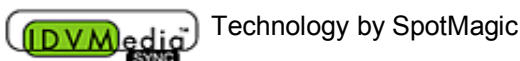
TIME	CASE NAME	LOCATION
10/20/2004 - 10:30:00 AM	Macy, Carol	Room 1, Room 102
10/20/2004 - 10:30:00 PM	Malkow, Timothy	Room 2, Room 117
10/20/2004 - 10:30:00 PM	Manning, Mark	Room 3, Room 113
10/20/2004 - 10:30:00 PM	Marler, Sherree	Room 3, Room 114
10/20/2004 - 10:30:00 PM	Marlin, Betty	Room 3, Room 121
10/20/2004 - 10:30:00 PM	Maxoy, Scott	Room 3, Room 114
10/20/2004 - 10:30:00 PM	Maynard, Jeanne	Room 4, Room 117
10/20/2004 - 10:30:00 PM	Mayorga, Emilio	Room 5, Room 121
10/20/2004 - 10:30:00 PM	McBryde, Diane	Room 5, Room 126
10/20/2004 - 10:30:00 PM	McDaniel, James	Room 5, Room 104
10/20/2004 - 10:30:00 PM	McFarland, Linda	Room 5, Room 118
10/20/2004 - 10:30:00 PM	McLaughlin, Scott	Room 3, Room 116
10/20/2004 - 10:30:00 PM	McInvest, Contact	Room 3, Room 124
10/20/2004 - 10:30:00 PM	Middaugh, Randy	Room 5, Room 124
10/20/2004 - 10:30:00 PM	Miller, Donald	Room 3, Room 117

Snohomish County WA uses SpotMagic to create and instantly update courtroom agendas displayed on multiple screens throughout the new courthouse building. By completion, the network will grow to include kiosks and screens in six buildings displaying event schedules, live video of Council meetings, emergency evacuation directions and the latest news.

- Cost effective – simple to implement and highly productive.
- Any form of distribution – Internet, private network, wireless or satellite.
- Secure – IDVMedia's browserless iron-clad "walled garden" keeps content and communication safe, secure and private.
- Dependable – A distributed architecture makes large scale deployments simple and reliable.

SpotMagic's IDVMedia technology has been in use for mission critical, broadcast, retail and enterprise applications for over four years. IDVMedia applications are available now for all Windows™ platforms.

Contact: John Armstrong - john@spotmagic.com



SpotMagic's pilot project for 36 Circle K stores in Phoenix AZ offered a rotating 10 minute block of POP video commercials surrounded with news, weather, sports headline text, pictures and graphics gathered from Web Sources and configured for local markets and branded for individual retail locations.



Creating and Implementing convention directories and information broadcasts is simplified.

