

Why Shuttle?

Our approach to technology is predicated on the ease of use and the enhancement of the overall customer experience with a friendly, yet powerful hardware interface that can be implemented worldwide.

Shuttle continues to provide our firm with the most comprehensive and easily deployable solution for Medialink. Its solid Architecture, great flexibility, exceptional support and global presence were key elements when making the decision of what firm to utilize for our global Medialink solutions.

In addition, our Shuttle K48 units are compact in size, quiet, energy efficient, require little or no maintenance and have proven to be very cost effective. The Shuttle K48 is truly plug and play when used as a Medialink set top box, it has far exceeded our expectations and therefore we will most likely continue to rely on Shuttle for all our existing and future solutions.

What do we offer?

A complete and indispensable digital signage and communications solution for managing essential areas of a business, such as:



... "there has never been so many ways to communicate" ...
... "it's consistent, flexible and effective" ...

What can it be used for?

- Creating, managing and displaying an unlimited number of TV channels that can be segmented by target audience, location, type of message, date and time.



- Generating and capturing multiple types of content, such as video, images, text, web pages, news, alerts, rss and xml.
- Managing and delegating communication tasks:

Inside and outside the organization.



MedialinkTV adapts itself to the organization's management and its available resources, assigning them tasks across departments and utilizing virtual workspaces which are accessible from anywhere.

- Implementing and evaluating promotions and advertising campaigns instantly.
- Deploying digital images and signage at will.
- Communicating and broadcasting relevant news and information.
- Providing new and on-going training to personnel at the workplace or other designated areas, through the Internet and virtual classrooms.
- Reinforcing desired corporate image, sought-after brand recognition and a sense of belonging.
- Promoting interaction with target audiences.
- Obtaining a virtual presence where the firm is most needed.
- Reducing and/or eliminating expenses incurred in traditional advertising, more specifically those costs associated with paper supplies, printing,

warehousing, transport & freight, and installation.



- Freeing up unnecessary resources and reallocating them to other critical areas of the organization.
- Evaluating message efficiency and penetration, as well as reaction to message content among target audience, via IP cameras.
- Creating and Managing very own interactive WebTV site (similar to YouTube™)



Advanced content management tool allowing for the extensive indexing, classification and thereafter management of multimedia files.

How?:

All resources and contents are transferred via Internet from the central database to all terminals.

Accredited users access and log in through a secure web page and upon authentication of their credentials, proceed to the CMS where they will have right to use pre-established functions based on their specified role and profile.

The administrators grant user's access to the CMS with credentials which will determine access levels and specific tasks, such as:



Administrators:

- Managing all users and responsible for creating user profiles, as well as assigning roles and permission levels, and full access to user functions described below.

Directors, access to:

- Terminal administration manager.
- Content administration manager, where all submitted /in-coming content (for example, from "Reporters and Designers") is validated and entered

into the permanent database.

- Channel administration, where television channels are created and managed.
- Terminal programming manager, where TV channel emission programming takes place and full access to user functions described below.

Reporters & Designers:

- Access to content manager, to submit and edit media in a temporary database.

News Publishers, access to:

- Communications manager, where news content is created and edited.
- Programming manager for all terminals, where news is published.

Broadcasters, access to:

- Communications manager, where alerts are created and edited.
- Programming manager for all terminals, where alerts are published.

Camera Supervisors:

- Access to Webcam management system.

All resources and contents are transferred via https, dynamic generated pages in order to provide a highly secured environment.

What is needed to initiate the service?

All that is needed is an Internet connection for the MedialinkTV terminals.

Plug and Play Solution

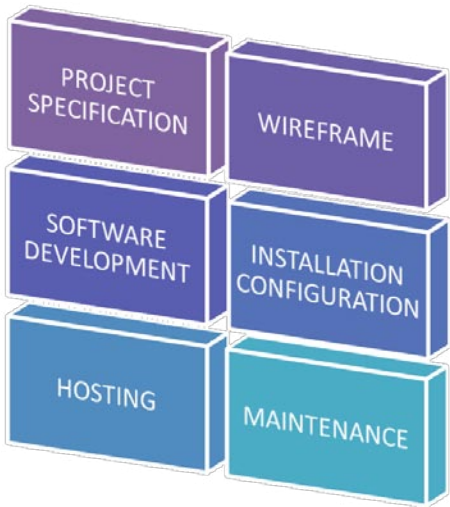
There is no need to have static Ip for the terminals, and there is no need invest in servers, software, licenses, costly resources and/or infrastructure to begin utilization of service.



Other Services:

Medialink
Corporate custom applications

Customized web 2.0 applications and developments:



... "never thought that we could do it ourselves"

... "it's never been this easy and simple" ...

