



BIZET™

Broadcast Multimedia Production and Revenue Management

It is known by many different names: dynamic signage, digital signage, digital visual messaging. No matter what you call it, digital signage is the next big wave in business and corporate communication. Designed to deliver targeted content to a specific group of viewers, whether they are shoppers in a busy mall or employees in a company's cafeteria, digital signage is all about brand awareness, cutting-edge marketing, and improved communication. Dynamic Digital Signage brings once static images in the retail or corporate environment to life with motion, color, and sound with the added ability of keeping the message and content fresh with easily updateable information.

The BIZET™ Broadcast Multimedia Production and Revenue Management solution from Lavitsky Computer Laboratories, Inc. is a business-driven, revenue-focused content management system for digital signage networks. It has been designed to manage the content, production, scheduling, playback, and revenue for the most complex of display networks. BIZET provides all the services you need to automate all aspects of managing a digital signage network, increasing your efficiency and lowering the overhead required to run your signage network. To do this, BIZET integrates functions across a variety of disciplines: from Production to Sales to Operations and Finance.



Providing Sophisticated and Powerful Management Tools

- **Contact and Sales Management & Reporting:** The ability to manage both internal user and external client contact information, as well as, providing management the ability to track sales force performance, set budget targets (sales goals) for individuals or for specific zones (groups of displays), calculate sales force commissions, track and analyze revenue based on up to the minute data.
- **Advanced Traffic & Contract Entry:** Flexibility to schedule and distribute content to appear across groups of signs in multiple dayparts. Each asset can have a specific fee structure and billing requirements using either simple or complex rate cards. Ability to set and monitor inventory controls on a per sign basis.
- **Production Workflow and Asset Management:** Organizing and distributing the content to be used in a digital signage application is a core function of BIZET, allowing content ingest while providing structure to the media assets. Content approval process and auditable tracking to changed media ensures what is required to be displayed on your signage network is accurate and complete.
- **Structured, Data-Driven Content Templates:** Increasing operational efficiencies by implementing templated content that draws its assets directly from information entered into BIZET for a particular internal user or external client. Dynamic templates permit updates to display information without need to access the media/content authoring tools.
- **Automated Playlist Management:** Create predefined rules to govern where exactly a particular piece of content will be displayed on a sign. Enforce preferred placement and or separation of content with the added flexibility to manually override any predefined sorting rule.
- **Advanced Verification for Full Accountability:** Print sophisticated reports for proof of performance to ensure that content that is scheduled for display is displayed accurately and maintain network reliability. Brings a digital signage network into compliance with internal or external legal and regulatory requirements (e.g.: Sarbanes-Oxley).
- **Financial Control, Reporting, and Invoicing:** Produce billing projections, revenue forecasts, applicable fees and credits, along with inventory control and proof of performance. Reports can be printed directly through the BIZET interface or exported as PDF or Excel files. Billing information can be directly exported to industry standard billing software such as Quickbooks Pro.
- **Customizable Web Portals:** Allows your advertisers or internal users to manage their own content/assets

Current Version: 4.0



Business-Driven, Revenue-Focused Content Management for Digital Signage Networks™

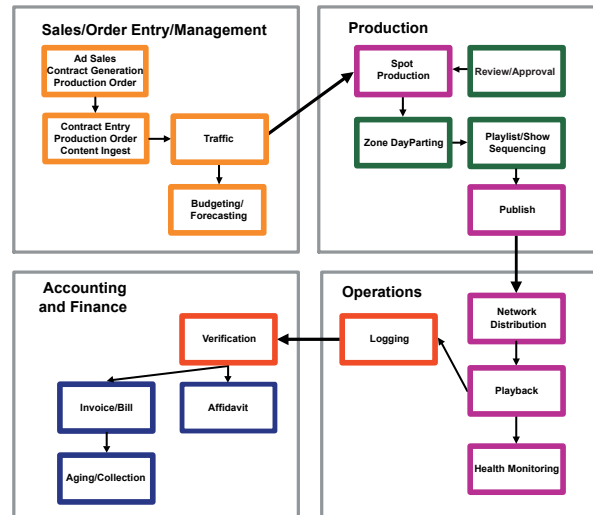
remotely via the internet. Give the ability to drive searchable data to your web site using open source technologies, such as SOAP, PHP, FTP, and XML

- **Integration Into Leading Digital Signage Platforms:** BIZET integrates into leading Digital Signage platforms such as Scala® InfoChannel® to create a complete end-to-end solution for managing a Digital Signage network with confidence

Broadcast Multimedia Enterprise Architecture Offers Secure, Scalable Solutions and Integrations

The BIZET Broadcast Multimedia Server Enterprise solution provides business process-specific functionality, integration and workflow combined with a secure, scalable database system. BIZET's unique integration of Traffic and Automation yields tremendous efficiencies, enabling management of thousands of displays and assets. BIZET enables you to run a complete, autonomous content, and/or advertising network.

- **Scalability:** Ability to cluster the server environment, separate the verification ingest, main database manager, and web portals into separate servers.
- **Security:** Granular control over application functionality and access to individual assets and metadata attributes.
- **Distributed storage:** Content is automatically routed and stored in the proper location based on user-defined rules.
- **Extensibility and standards:** Includes a Web Development Kit that allows integration into portal environments and custom interfaces. The solution is compliant with industry and content standards such as XML, GIF, JPEG, PNG, MPEG, FTP, SOAP, PHP, etc.



FEATURES AND BENEFITS

Manage all content and advertising

- Includes the tools to manage workflow responsibilities for all content, including advertising

Protect and manage revenue

- Full accountability and auditing, plus full historical record keeping for the utmost compliance

Dramatically impact the bottom line through cost reduction and avoidance

- Create efficiencies in the media production and scheduling process
- Avoid re-creating content that can't be found or needs to be modified for multiple networks
- Lower total cost of ownership by deploying a horizontally scalable content management platform

- Automate production and customer management through web portals

Significantly improve the quality and consistency of brand and message communication

- Ensure only approved content is correctly used
- Use the same "master" content for multiple networks and reuse as needed

Add new, incremental revenue to the top line

- Maximize revenue potential through highly targeted placement
- Create auxiliary/adjunct web sites for your signage network
- Set the stage for electronic distribution and consumption of content and the creation of new networks



BIZET is available internationally through an extensive network of direct sales, resellers, and system integrators.

Requires Microsoft® Windows® 2000 or Windows® XP SP2, Scala® InfoChannel® Designer 3. BIZET, the BIZET logo, The Future of Local Advertising, Business-Driven Revenue-Focused Content Management For Digital Signage Networks, and the Lavitsky Computer Laboratories, Inc. logo are all trademarks of Lavitsky Computer Laboratories, Inc. All registered logos & trademarks are property of their respective owners. The content herein are summary in nature, and subject to change without notice. Lavitsky Computer Laboratories, Inc. disclaims all responsibility for inadvertent errors or omissions. Copyright © 2005 Lavitsky Computer Laboratories, Inc. All rights reserved

360 E. Main St.
Somerville, NJ 08876-3110
+1 908 725-6206
www.lavitsky.com

"The Future of Local Advertising"™