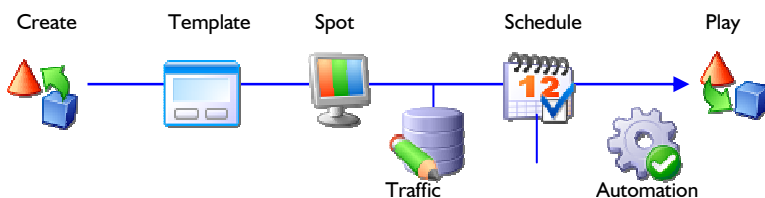


Branding & Promotions Attendant™

Brand Recognition is Your Most Valuable Asset...

Branding & Promotions Attendant™ software, from BTi, is the simple, yet powerful way for broadcasters to insert branding and promotional graphics into their program stream. Branding & Promotions Attendant can also manage the scheduling of your BTi Jobs. Designed to take full advantage of modern traffic and automation-driven workflows, BPA enables significant resource savings while creating the opportunity to generate new revenue streams. Use BPA to increase your appeal with sponsors and to immediately upgrade the quality of the Branding, Snipes and BTi jobs you are running.

BPA™ empowers your station, making it possible to use minimal resources to earn maximum return from a busy promotions schedule. Simply create a few (or many) templates for your branding and sponsored events. Those templates, with all associated effects, clips and audio, become the foundation for branding. Override the content at a high level with a simple to learn, intuitive UI instead of having to use a complex CG or NLE user interface. Schedule a demonstration today and see this truly revolutionary approach. Put Broadcast Graphics to Work for You.



Solution Configuration –

- Applications Launch from Any PC on LAN
- Master Application Service and Central Database
- CG Service and Master Control Application Run on the Character Generator
- Automatic Retrieval and Processing of Traffic Logs from Watch Folders
- Automatic Placement of Secondary Events into Automation Playlist
- As-Run Logs are Published for Reconciliation with Traffic Logs

TONIGHT ON HBO

9:00 **Entourage**



9:30 **Curb Your Enthusiasm**



10:00 **Inside the NFL**



Benefits –

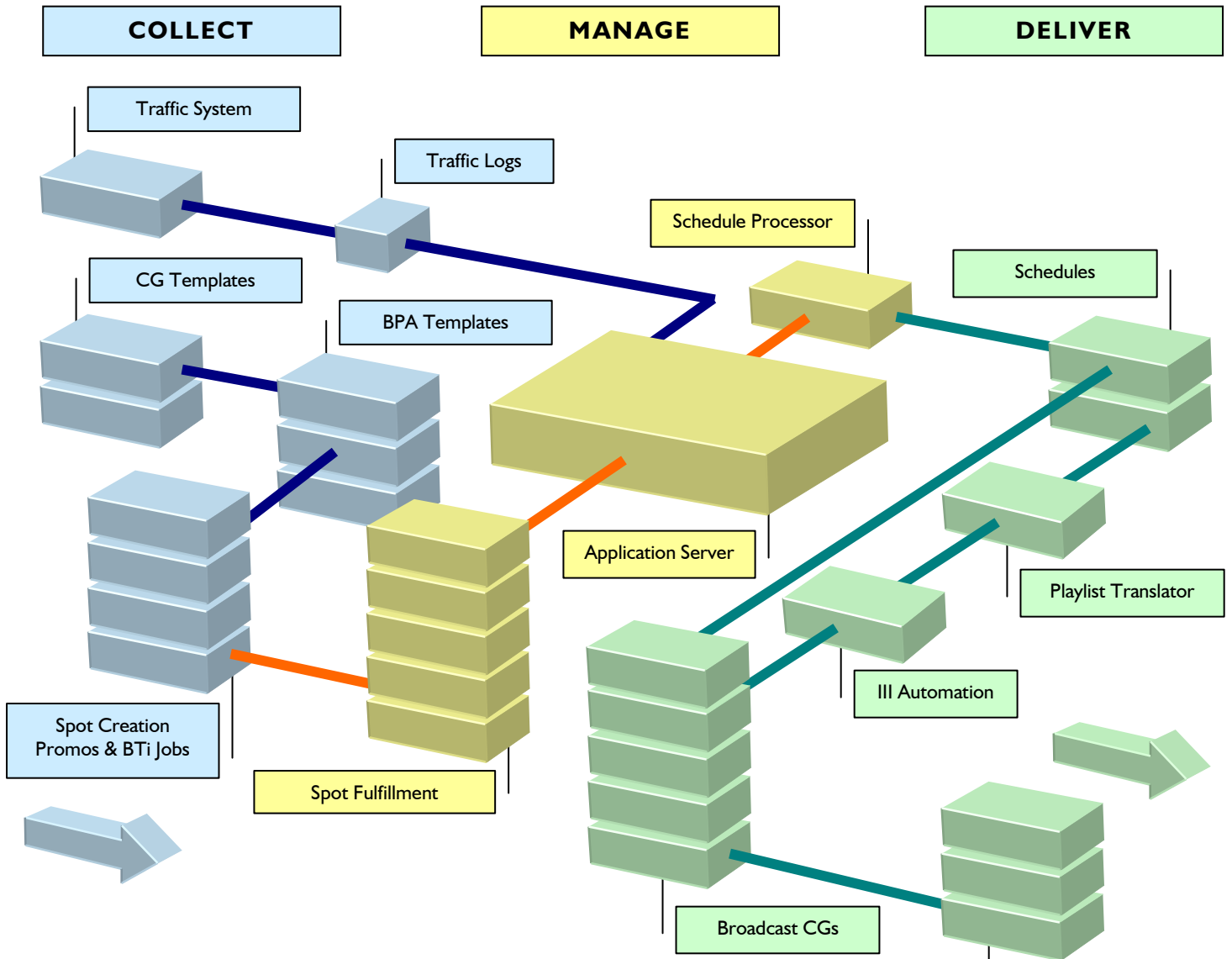
- Maximize Revenue Opportunities
- Increase Awareness of Your Station's Brand
- Boost Viewer Retention Through Promotions
- Create More Visibility for Sponsors
- Streamline Production of Promotional Avails
- Automate Scheduling and Playout of Branding & Promotions
- Facilitate Last-Second Changes by Fulfilling Scheduled Traffic House IDs Until Cue Time
- Repurpose Staff and Facility Resources

A Powerful Feature Set –

- Automatic Fulfillment of Spots w/Content from Traffic
- High Level Editing of Promotional Episodic Spots
- Automatic Insertion of Segment Driven CG Events (ID)
- Configures to Any Traffic System
- Integrates with Any Automation System Using ILL protocol
- Supports Most Character Generators
- Scalable for Multiple Channels from a Single Interface
- Complete Control of Content – Remote to the CG
- Assign Specific Content to Specific Devices
- Override Content or Lock-Down Sponsored Content
- Fulfill Scheduled Traffic Events from any PC on LAN
- Gallery of Spots for Instant Access and Playout
- Detailed As-Run logs with Traffic Reconciliation
- Pre-emptive Error Handling

Attendant Solutions

Branding & Promotions Attendant™



Branding & Promotions Attendant Workflow -

- CG graphics are created per user requirements with specific naming conventions
- Templates are created directly from communication with the CG graphics
- Templates are fulfilled to create Spots
- Spots are scheduled by House ID from the Traffic System – Placeholders can be scheduled for later fulfillment
- A Schedule is created and translated to the Automation System playlist as secondary events with page recall numbers
- The Automation Interface communicates with your Automation System using the standard III interface to trigger the appropriate effects with the content overrides entered in the BPA software
- Fully detailed As-Run Logs and reports are generated for reconciliation

The Attendant Advantage -

- Drive multiple makes/model of CGs simultaneously. Support for CG models from all major vendors
- Control by contact closure, keypad, W/S or Automation
- Comprehensive SMTP support for alerts by pager, email and other alert systems
- Server-based design for enhanced performance, stability, & security
- Unified platform supports concurrent usage of all BTi applications
- Turnkey solutions include hardware, software, installation, & training
- 24/7/365 Support