



iCatcher Network

Link Solution

KIOSK SOFTWARE AND SERVICES

The best kiosk solution on the market. Period.

iCatcher Network's proven software and services encompass the four pieces of a successful kiosk solution: deployment, configuration, marketing, and monitoring. By combining our Link suite of software with your kiosk strategy, iCatcher Network will custom tailor a solution to fulfill your needs. Our goal is to work with you to shorten the learning curve and partner in success - no one else can offer our combination of software, services, and experience to turn your kiosk strategy into a reality.

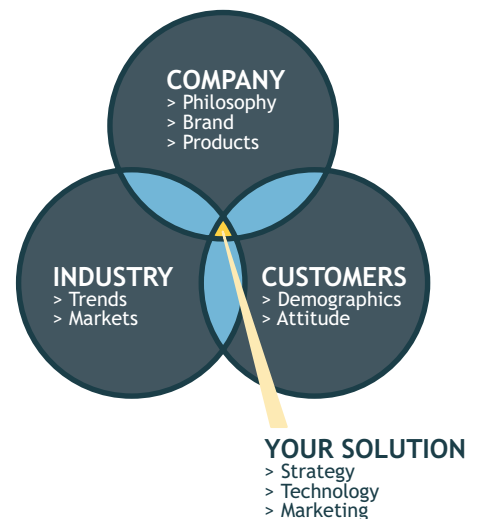
Getting you started, **AssetLink** helps to quickly deploy your system in an efficient and cost-effective manner. Our logistic management services track and inventory all components throughout the placement process, while iCatcher Network's experience make connectivity and installation issues easier to sort out.

NetLink provides the core kiosk software for the kiosk, creating a reliable and impactful Internet experience. Your custom interface is part of a secure environment using the latest browser technology and plug-ins. The ease of use and pleasant user experience will have users coming back again and again.

To follow customer usage patterns, **TrackLink** organizes demographic data collected from NetLink kiosks into clear and concise reports. Reports are available on everything from the success of marketing campaigns to data collection and usage statistics. These custom reports are helpful to drive sales and provide data to assess the progress and success of your kiosk strategy.

ServiceLink makes sure the visibility of your kiosks are maximized through a combination of software and service monitoring. The software gives you a clear representation of your current network status through charts and issue tracking. If on site work is needed, service is quickly dispatched to keep kiosk downtime to a minimum.

Combining all these great features, iCatcher Network's Link Solution is the complete answer to fulfill your kiosk software needs with a quick, affordable custom solution.



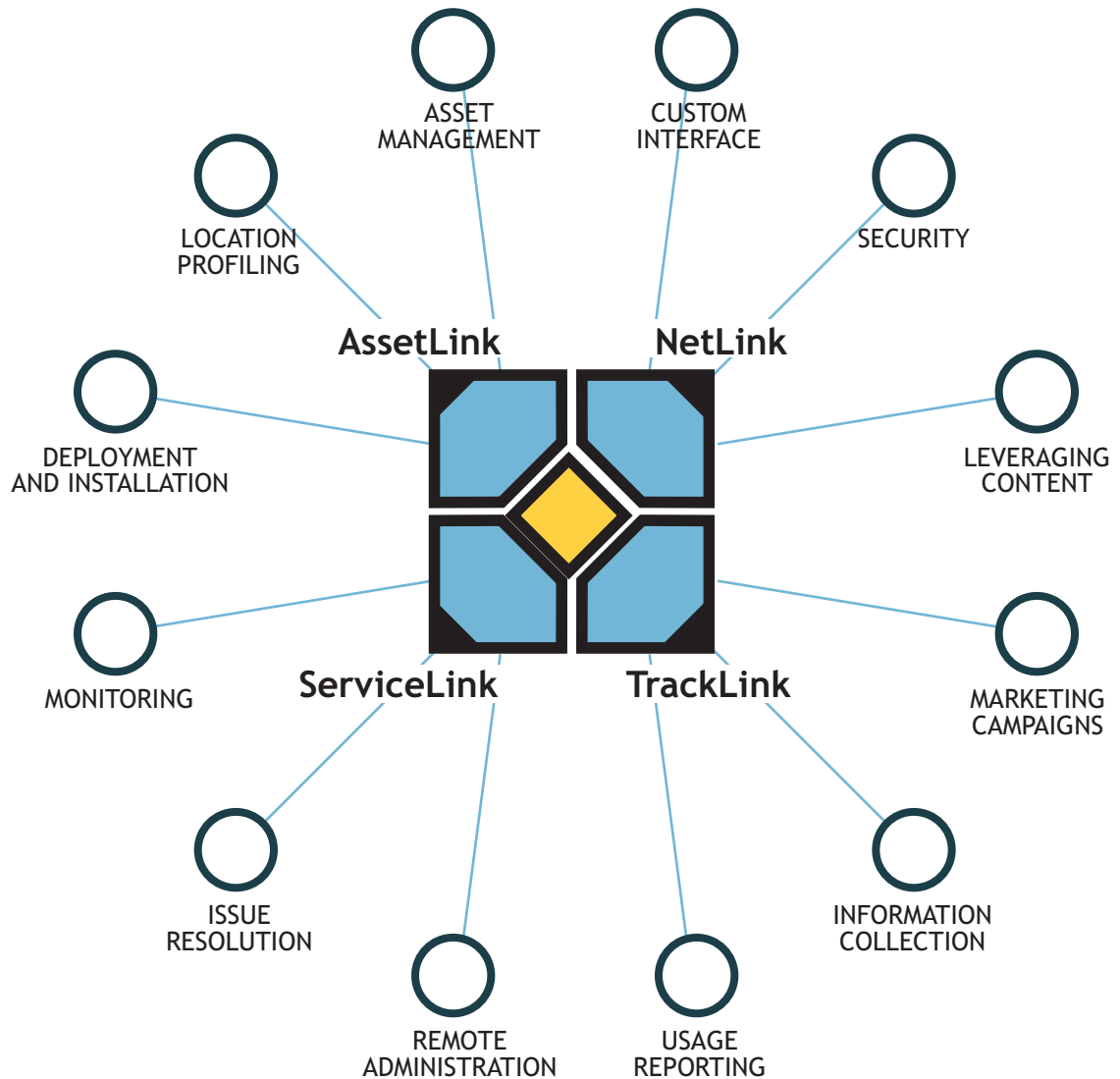


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Link Solution

FEATURE DIAGRAM

The diagram below represents a few of the great features that make iCatcher Network's Link Solution the answer to your kiosk needs. No one else can offer our combination of software, services, and experience to turn your kiosk strategy into a reality.





Whether in-house or outsourced to iCatcher Network, AssetLink is a web-based tool to manage your kiosk deployment. From location placement to tracking your physical resources, this tool streamlines the complex process of manufacturing and placing kiosks by putting the information you need at your fingertips.

LOCATION PROFILING

- > Contact information
- > Demographic data
- > Connectivity information and settings
- > Kiosk enclosure, make and model
- > Square footage available
- > Prime placement choices

ASSET MANAGEMENT

- > Manufacturing configurations
- > Unplaced inventory
- > Parts available
- > Parts on order
- > Current status of every build
- > Kiosk parts inventory
 - CPU
 - Monitor
 - Cabinet
 - Signage

DEPLOYMENT AND INSTALLATION

- > Deployment schedule
- > Installation status
- > Connectivity timelines
- > Vendor performance reports
- > Trained installation specialists
- > Project Management staff
- > Vendor agreements



NetLink

KIOSK SOFTWARE AND INTERFACE

Flexible and easy to use, NetLink is a combination of security, the latest browser technology and a customizable interface. NetLink can stand alone or work with the entire Link Solution to extend your content through tools like monitoring, usage reports, and marketing campaigns.

SECURITY

- > One-hop rule
- > Email filter
- > Limited popup windows
- > Blocked sites
- > Limit Allowed sites
- > Hidden URL bar
- > Eliminates user cookies between sessions
- > Blocks desktop access

CUSTOM INTERFACE

- > Industry standard browser
- > Screensaver timeout
- > Tailored window placement
- > Custom advertising sizes
- > Macromedia Flash
- > Adobe PDF
- > RealNetworks Real Audio
- > Microsoft Window Media Player
- > AOL client

LEVERAGING CONTENT

- > Custom navigation
- > Links to the sites you want
- > Screensaver
- > Interactive Ads
- > Many branding opportunities



TrackLink

MARKETING CAMPAIGNS AND REPORTING

TrackLink organizes the demographic data collected from NetLink kiosks into clear and concise reports. Reports are available on everything from the success of marketing campaigns to data collection and usage statistics.

MARKETING CAMPAIGNS

Interactive Ads (224 x 497)

- > Large format ad campaigns running concurrently with user browsing. Clicking the ad with link to the page of your choice.

Screensaver (800 x 600)

- > Full screen marketing spot filling the screen when inactive. User activity interrupts the screensaver with the web page of your choice.

For marketing campaigns a report of metrics is generated, including click rates and impression levels. Artwork not included in base price.

DATA COLLECTION

ePhotocard

- > Instant patron snapshot with brief message
- > One design, network wide or customized per location
- > Branded with marketing message of choice

Quick Mail

- > One-way email for fast messages
- > Branded with marketing message of choice

Contests

- > Promote specials or sweepstakes
- > Request specific user information

Data is stored and collected from each user based on your corporate privacy policy

USAGE REPORTS

- > Statistics of kiosk network usage
- > Unique groupings based on vertical markets or regional data
- > Marketing campaigns
- > Most Used Pages
- > Most Visited Domains
- > Specific site usage
- > Click throughs and impression levels



ServiceLink

MONITORING AND ISSUE RESOLUTION

ServiceLink makes sure kiosks are always available when customers need them. From self monitoring and alert paging to on-site service calls, ServiceLink monitors and maintains kiosks to reduce downtime and bring all issues to a quick resolution.

MONITORING AND ISSUE RESOLUTION

Tier I (web based)

- > Self-Monitoring Stats
- > Self-Monitoring Uptime
- > Email Customer Service
- > Alert paging or email notificaton

Tier II

- > Personal Customer Service
- > Feedback
- > 24/7 Monitoring
- > Troubleshooting
- > Remote Diagnostics

Tier III

- > Everything in Tier II, plus all on-site service included

REMOTE ADMINISTRATION

Small Interface Change

- > Inkind Sponsor Change
- > Updating URLs

Large Interface Change

- > Incorporating New Graphics
- > Navigation Change

Complete Interface Change

- > Window Configuration
- > Screensaver
- > Interactive Ad
- > Title Sponsorship
- > Navigation
- > ePhotoCard Message

Most changes occur on a scheduled process through our Content Replication System (CRS). This software allows us to remotely administer the units and update each one quickly and efficiently.