



iCatcher Network

# Link Solution

KIOSK SOFTWARE AND SERVICES

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## 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.



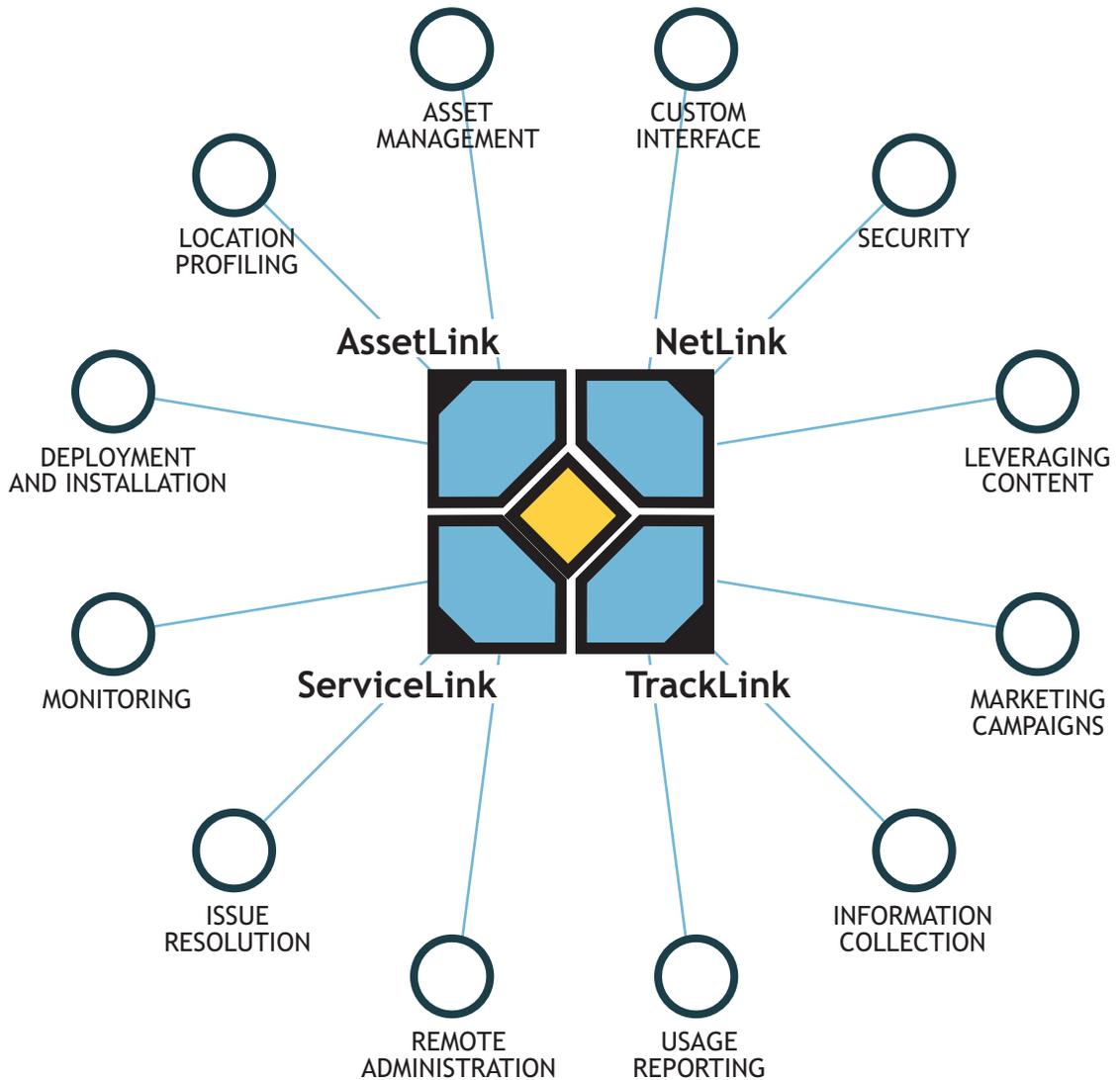


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FEATURE DIAGRAM

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.





## Deploy kiosks quickly, efficiently, and cost-effectively.

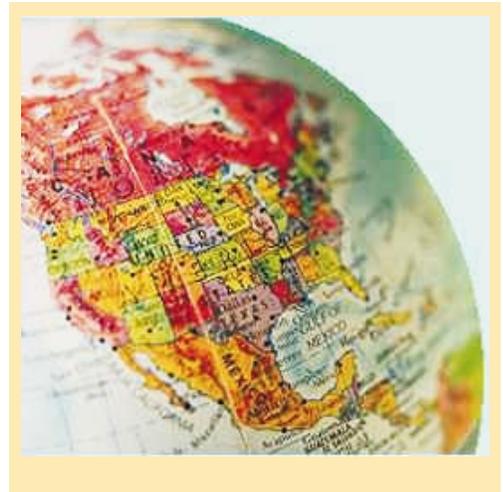
Whether in-house or outsourced to iCatcher Network, AssetLink is a web-based tool to manage your kiosk deployment. From location placement to tracking your physical resources, this tool streamlines the complex process of manufacturing and placing kiosks by putting the information you need at your fingertips.

AssetLink stores much of this data in location profiles. The location profile contains background information including contact names and connectivity availability, as well as the specifics about location demographics and available square footage. This profile can be used to assess the effectiveness of your solution across various vertical markets as well as determine the success of a kiosk's physical shape, placement, and signage.

When it comes to knowing where kiosks are in the placement process, AssetLink has the ability to track every piece of inventory from purchase to retirement.

Tracking assets like CPUs and kiosk cabinets makes it easier to determine asset values and provides the data project managers need for a quick rollout.

iCatcher Network's experience and know-how can be used to manage the complete rollout and reduce the drain on your project management and IT resources. We handle all logistical and operational procedures from initial order to final placement, thus ensuring kiosks are quickly and successful deployed.





# AssetLink

## FEATURES

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### 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

## Create a reliable and impactful kiosk experience.

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.

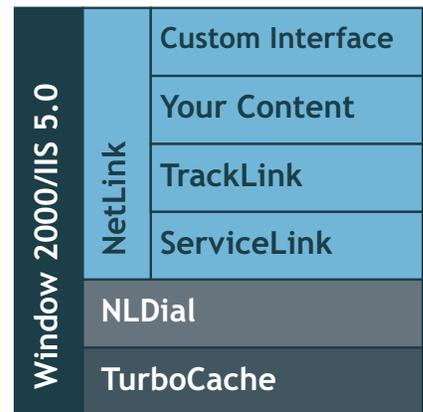
Designed from the beginning for public access, security is built into every part of NetLink. Filters and system level changes have been made to secure the computer and reduce the potential of malicious attacks. Netlink also incorporates content filters to allow just the sites you want. Additionally, privacy for the user is maintained through eliminating user cookies between sessions and secure access to sites.

The interface can be customized to leverage and extend your content with the sites and services of your choice.

iCatcher Network has experience developing 'human factors' based interfaces for an enjoyable user experience and we will work with you to leverage your content with the best

possible options.

Once a design has been established, the interface can be further customized for each location or market and changed quickly through remote administration.





# NetLink

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## FEATURES

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### 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

## Reports for every metric you want to keep tabs on.

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.

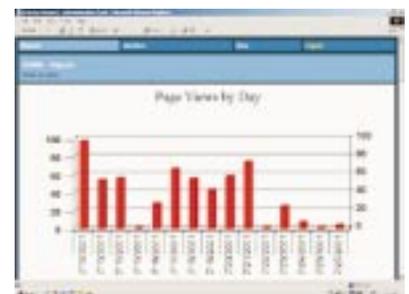
Marketing campaigns in TrackLink make it easy to extend your kiosk presence. Campaigns can be targeted to attract customers through large screensavers or promote items in interactive ads while customers are using the kiosk. Each campaign can be tailored down to the time that an ad may be best viewed. At the end of the campaign, TrackLink generates a report on the success of click through rates and impression levels, allowing you to quickly discover what works best to attract the customers you want.



TrackLink also allows you to collect leads and other user data through a variety of services. The most popular service, ePhotocards, allow kiosk users to take a picture of themselves and email a digital postcard that includes your marketing message. Quick Mail is very similar, but is just a text message. To collect more than just email addresses, contests and sweepstakes are the best way to have users input names, addresses, and the data you want.



Weekly and monthly reports are generated in TrackLink to show the usage on every kiosk deployed. These reports contain information about popular sites including average time online, number of pages viewed, and peak usage times. This data is key to driving traffic to the sites and links in your kiosk strategy.





# TrackLink

## FEATURES

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### 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 REPORTING

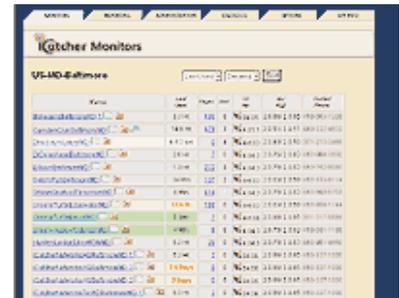
- > Statistics of kiosk network usage
- > Unique groupings based on vertical markets or regional data
- > Marketing campaigns
- > Most Used Pages
- > Most Visited Domains
- > Specific site usage
- > Click throughs and impression levels



## Maximize visibility through minimum downtime.

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.

Coupled with NetLink software, ServiceLink displays the status of a kiosk with up to the minute reports. Through a wide range of operating parameters, ServiceLink maintains contact and allows a great deal of diagnostics to be performed without the need for a service call. 24/7 monitoring is available to always know the status of each and every deployed kiosk.



If something goes wrong, issues are tracked and resolved quickly and efficiently. Combining ServiceLink and a team of experienced staff, iCatcher Network will diagnose the problem and log any issues for future reference. The majority of issues can be resolved through remote administration of a kiosk, removing the need for on-site service. If a service call does become necessary for any reason, trained technicians will work quickly to resolve the issue and limit outages.



ServiceLink is available in three tiers to best suite your needs. From providing web-based monitoring access, to site service, ServiceLink makes sure your kiosks are available when customers need them.





# ServiceLink

MONITORING AND ISSUE RESOLUTION

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## 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.*