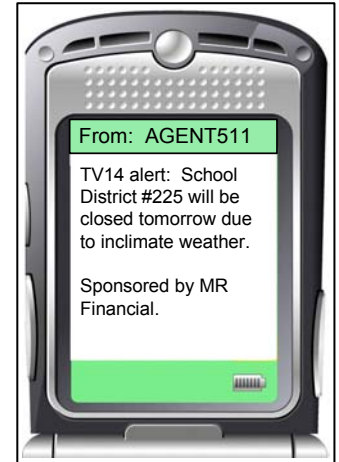


AGENT511 | TV

AGENT511 is an interactive, two-way text messaging platform that empowers television stations to communicate with its viewers. It works on any mobile phone on any mobile network. The technology operates either stand alone or is integrated with the most popular tickers. Unlike its competitors, Agent511 offers broadcasters a more complete of mobile solutions to up sell its advertisers.

Text messaging is North America's fastest growing way to communicate. Nearly 50% of the population regularly text message and the number of messages is growing 25% quarterly. Text messaging is secure, spam-free, and messages remain on the handset.



Community Alert

Sponsored alerts

Viewers subscribe to targeted, sponsored alerts on the station's website, including business and school closings. Alerts are generated by the station or its business and school partners.

Viewer comments/Ticker

Viewers can text message comments by text messaging a comment to the text short code. The comment is displayed on a monitor for approval before being posted to the ticker.

Advertising keywords

Viewers text message a unique keyword such as **COKE** to access multimedia information and promotions. Mobile users can opt in to continue receiving promotions from the advertiser.

Mobile directories

The system intelligently acts upon freehand text messages that describe commonly asked questions. Examples include local entertainment venues, dining, or services. The system returns the highest scoring matches. The system is integrated with the applicable databases; information is flexibly categorized by search term. Example: text message **FIND buckhead Italian cheap** for a premium mobile listing and coupon in the station's geographic territory.

Real estate/automotive

Up sell your real estate and automotive advertisers a text messaging campaign. The buyer text messages a unique code for the listing and pictures; the lead is sent to the seller.

Direct marketing/PPI

Offer remnant advertisers the ability to capture customers by text messaging your "virtual call center." Customers can even be directed to a chat session with a live operator. Leads are instantly reported to the advertiser.

Technology

The AGENT511 software is a secure, extensible platform designed for maximum uptime and capacity. The software runs on COTS servers and is hosted in the data center. The platform includes interfaces to Newsticker and BTI. The service can be provisioned nationally across all carriers on either AGENT511's own 511-511 text short code or the client's.

ID	Cell	Date/Time	Message
106	270-523-1234	5/6 2:55pm	Message: Who cares-- go to MS where the age is 18
105	270-493-1235	5/6 2:48pm	Message: Why can you get in the bars at 19, but not drink?
104	270-983-3245	5/6 2:46pm	Message: Drinking age should definitely be 19!!!
103	270-312-3435	5/6 2:37pm	Message: What's wrong with drinking at 19; old enough for war, old enough to drink
102	270-323-2142	5/6 2:27pm	Message: Cool song; great show

Viewer comments

Solution Benefits

- Advertising campaign metric tracking
- Engage Gen X/Y
- Detailed multimedia information
- Remain on handset; high conversion rate
- Mitigates problem of e-mail SPAM filters
- User friendly