

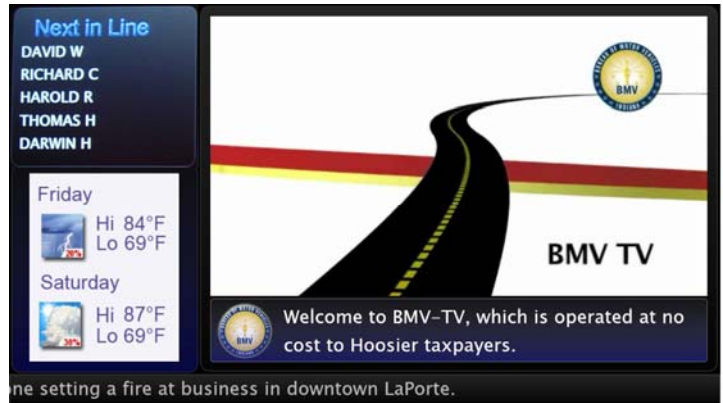


# Indiana BMV-TV

A FOCUSED ADVERTISING MEDIUM HIGHLIGHTING INDIANA

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ZOOM Information Systems was awarded a contract in 2008 from the State of Indiana Bureau of Motor Vehicles (BMV) to install digital signage and create custom content for the 6 Million customers each year that sit in BMV waiting areas. ZOOM created BMV-TV, a series of INDIANA-focused video segments with other informative "edutainment". BMV-TV and its innovative technology backbone have created a compelling, unique medium with high-value advertising and sponsorship opportunities.



## System Description



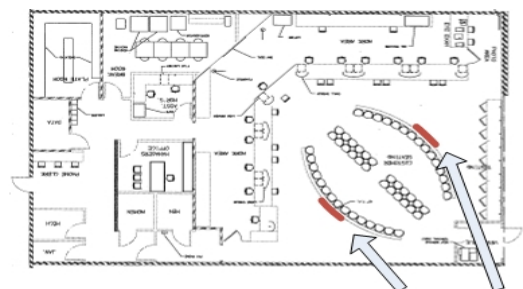
BMV-TV includes:

- ✓ Two 42" HD monitors strategically located in the branch so that everyone waiting can see and hear it.
- ✓ Custom ad and/or video creation to suit your needs or we use your existing content.
- ✓ A proprietary content scheduling and updating system to allow content to be modified at any time from a central server in Fort Wayne.
- ✓ Links from the Official State BMV website where content and direct links to advertisers will also be displayed for customers who conduct business on-line.

## Unique Benefits – by the Numbers

BMV-TV is different than any other medium, offering many distinct benefits:

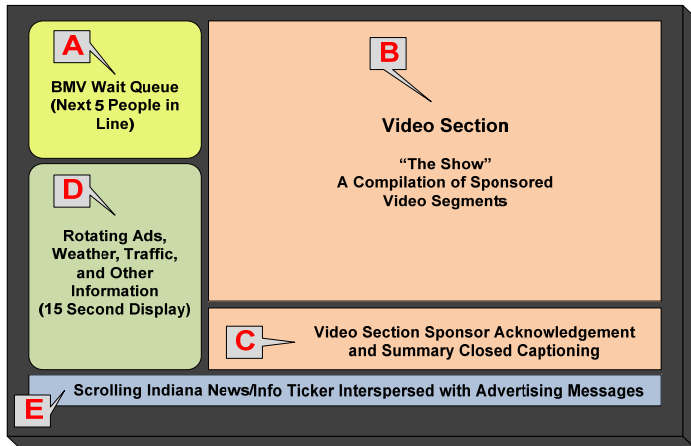
- ✓ Reaches over 6 million customers per year; Customers who MUST watch the screen to see who is next in line.
- ✓ Reaches over 1 million on-line customers per year with direct links to content and advertisers.
- ✓ Unique Regional and INDIANA content that draws people's attention. NO MINDLESS TV!
- ✓ Collects demographic information about EXACTLY who watched EACH ad when it was played.
- ✓ Includes a method to connect directly to viewers via an instant text message.
- ✓ Modifies the timing or content or type of ads played in real time based on the demographics.



Typical Location of Monitors With Speakers in Motor Vehicle Branch

## Screen Sections

The BMV-TV Screen is divided into 5 main sections as shown below. The content in each section is dynamically updated in real-time based current branch wait time, demographics and other conditions.



**Section A** – BMV wait queue of next 5 people in line; Customers will watch constantly to see their name.

**Section B** – Main Video Area; A compilation of video segments (see description on next page).

**Section C** – Acknowledges the sponsor of the currently running video segment and displays a summary closed caption of what is happening.

**Section D** – Static Advertisements and real-time information such as weather.

**Section E** – Scrolling news and Ad crawl.

## It's All About Content

BMV-TV was designed to show unique content that people want to watch and that they won't see anywhere else.

- ✓ The program format is a 20-40 minute rotating (replay) schedule for separate video segments. The length of the schedule can be modified in real-time based on the current wait time so every person will see the entire show.
- ✓ Video and all ads can be changed daily and programmed to play at certain times, only in certain locations or under certain circumstances.

- ✓ Animated bumpers between segments will also have the brand look and feel of the program.
- ✓ An on-camera host will introduce the show to the audience and will guide them into the sponsored segment. The segment will run approximately 1-2 minutes in length (times may be adjusted as needed). Segments can be video content furnished by a sponsor or can be custom created. Graphics and supers will have a branded look and feel to enhance the quality of the program.
- ✓ Upon conclusion of the segment, a 15-30 second commercial or sponsorship acknowledgement from the sponsor will run.
- ✓ During a sponsored segment airing, a static acknowledgement for the sponsor will be continuously displayed in the area below the video with summary closed captioning for those far away from the screen (Section C).

### THE SHOW – Highlighting Indiana with Relevant Content that Draws Hoosier's Attention

- ✓ BMV-TV will contain sponsored programming slots about various aspects of Indiana life including:
  - Business in Indiana
  - Indiana Outdoors
  - Indiana Tourism
  - Indiana Technology
  - Indiana Health
  - Others...



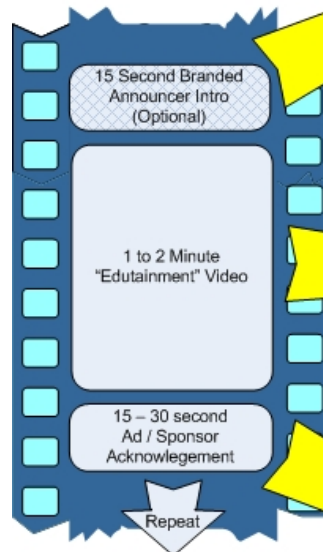
- ✓ Segments based on national content such as Highway Safety will also be included.
- ✓ Other custom segments will be created based on sponsors ideas or events of the season.

## Advertising and Sponsorship Opportunities

Multiple high-value, high-return opportunities exist for advertising and sponsorship in BMV-TV. These opportunities are listed below. Each advertiser / sponsor can select in which branches the advertisement is displayed.

### Video Segment Sponsorship

- ✓ Sponsor acknowledgement in (10-15 second) announcer intro – Ties show together
- ✓ Video Segments – 1-2 minutes “edutainment” segment running in Section B.
- ✓ Video Ad / Acknowledgement –15 second Video “commercial” or acknowledgement for each 2 minute video segment.
- ✓ Sponsor Acknowledgement - Appears below video (in Section C) for full duration of video segment. Reinforces sponsor message and provides summary closed captioning as needed.



### Advertisement

- ✓ Displayed in Section D for 15 seconds in middle-left panel (static, HTML or flash content).

### Large Advertisement

- ✓ Displayed in Section B for 15 seconds in main video area (static, HTML or flash content).

### Scrolling Advertising Message

- ✓ Scrolls across the bottom of the screen (Section E) in between Indiana and BMV news.

### Text Messaging

- ✓ Allows the direct response to customer text messages with coupons, information or any other customer-specific information.
- ✓ Instructions are displayed on BMV-TV (e.g. “Text ‘ZOOM PIZZA’ to ‘94545’ to receive a Tasty Pizza coupon on your cell phone”)

**BMV-TV is operational and currently being installed in 144 branches across the State**

Contact ZOOM today to be a part of it! [bmvtvsales@zoominfosystems.com](mailto:bmvtvsales@zoominfosystems.com) or Mike Fritsch 260-399-1643