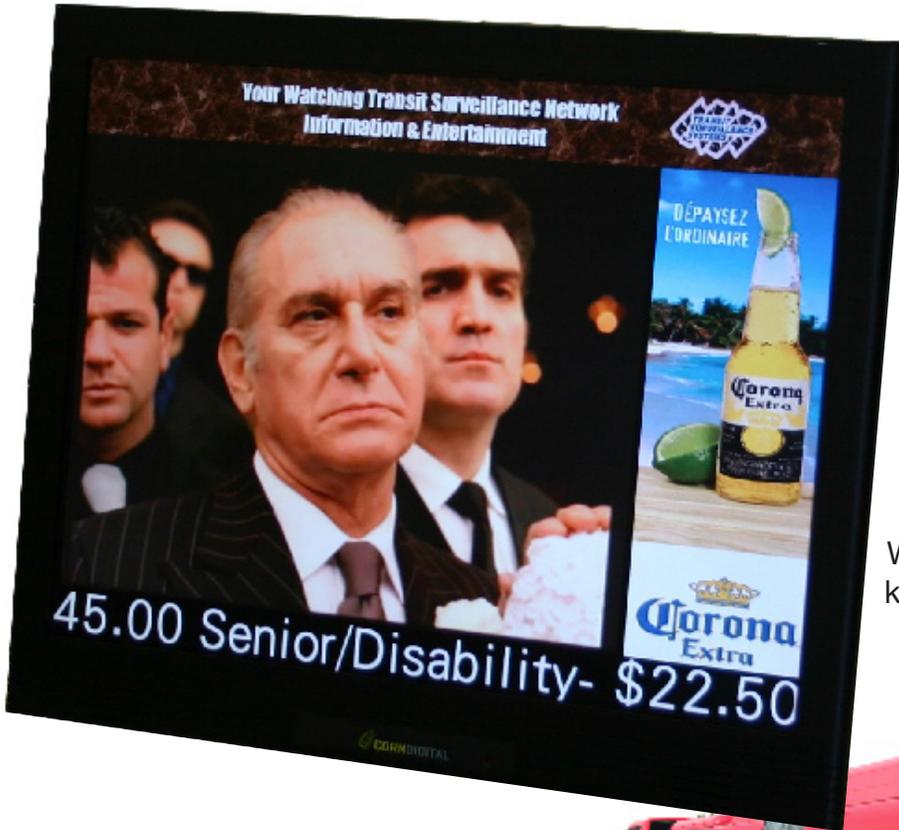




**CUSTOMER DIRECT COMMUNICATION**

## **Transit Advertising Opportunity**



CDC Video-Player was specifically developed to pinpoint your advertising efforts and give you direct communications with your customers.

CDC provides you with a unique opportunity to interact with your customers at your dealership locations

You can modify your advertising content by geographical location and customer needs.

We can customize the advertising content to keep it in sync with your regional advertising programs.



## CDC Technology

The CDC Video-Player standard configuration utilizes a 20 inch LCD screen displaying both high-quality video and stereo audio.

A wireless 802.11 network connection is established each time the vehicle comes to the bus maintenance yard. With every network connection the CDC Video Player checks with our main server via the Internet for any new content or adjustment to the playlist.

## Basic Theory of Operation

Customer provides CDC with print ad content and video commercial content.

CDC uploads this new content to our “main media server”.

The CDC video player checks once per hour with our “main media server” for new advertising content and downloads it.

The video player plays the new playlist with the new video content.

## Display Templates

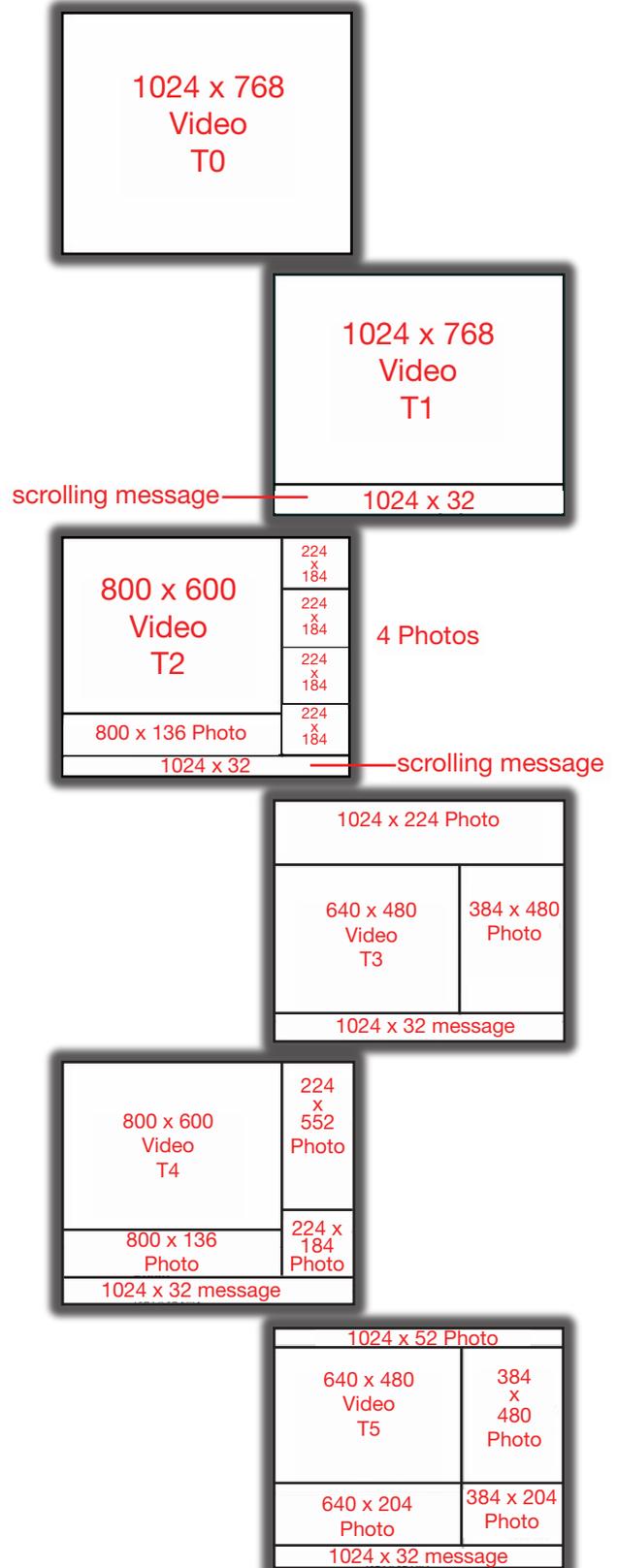
Many different templates are available for the video content. Each template allows a customer to customize the look and feel of their advertising presence.

For example some templates offer full video coverage of the entire screen. Others offer partial video content for several areas for print and type advertisements.

Additionally banner ads like tickertape communications can be ran across the top and the bottom of the screen.

## Onboard vehicle equipment

Transit vehicles can be equipped with single or multiple 17” or 20” inch glare free vandal resistant LCD flat screens on each bus or rail car.



## Customer Direct Communication

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