PAYware Vision Module

Content Manager

BENEFITS AT A GLANCE

- Optimizes marketing budgets while reaching consumers at the POS
- Increases revenues and improves cross-selling and up-selling
- Streamlines setup and management of media-rich content library
- Provides flexible scheduling and delivery of targeted messages

Content Manager provides graphical dashboards to help retailers efficiently and easily manage and deliver rich media to store devices.

Effectively Deliver Rich Media Content to the POS to Enhance Cross-Selling and Brand Awareness

Part of VeriFone's PAYware Vision solution suite, VeriFone's Content Manager provides the first practical, economical way to deliver branding, promotional, and advertising content directly to consumer-facing POS devices—allowing retailers to advertise a high-end image and store brand, enhance cross-sell opportunities and increase revenues.

Content Manager offers a versatile platform to manage, store and deliver colorful, rich media content including full digital video, sound, and graphics to a variety of POS devices. Content is easily managed and can be targeted by region, department, store, or even specific lanes—and scheduled to be delivered at any time of day.

Using the powerful capabilities of Content Manager, retailers can ensure that the right messages reach the right consumers at the right time. Powerful messages can be conveyed with quality graphics, whether promoting seasonal specials or reminding shoppers about upcoming sales or quick-grab items, such as gift cards. Content Manager allows retailers to optimize marketing budgets and cost-effectively re-use commercials and online content to advertise directly to consumers right at the point of sale.

Content Manager features a state-of-the-art browser-based architecture with an intuitive interface, so personnel can easily direct programs with precision and

sophistication. Further, Content Manager software is highly secure, scalable, and flexible to adapt and change as a retailer's requirements change.

It can be easily integrated with and accessed on the same user interface as other PAYware Vision modules such as Device Manager (for estate management and support) and Signature Manager (for signature archival and retrieval). Each is readily customizable to unique organizational structures and requirements to maximize efficiencies.

UniLink™

To order or for more information:
Tel: 1-800-666-2980
E-mail: info@unilinkinc.com
Web: www.unilinkinc.com

Content Manager

VeriFone. PAYware

HELP

HOME
LOGOUT

ADMIN

SYSTEM OPTIONS
ROLES
ADMIN USERS
COMPANIES
STORES

CONTENT
SOLUTIONS

PLACEMENT POINTS
CONTENT LIBRARY

Company
State
Store

Beginning Media Update
Ending Media Update

Content Media Status

Device Status	Device Number	Device Type	Memory	Index	Content	Scheduled Date/Time	History
	5146513	MX870	1	128	New screen ad 099	22-Aug-08	
	849654	MX870	2	128	Attractor	22-Aug-08	
	948984	MX870	1	128	Bloc sheet	22-Aug-08	N/A
	6641654	MX870	1	128	Terminal ad	22-Aug-08	N/A
	16516	MX870	2	128	Script 888	22-Aug-08	N/A

Comprehensive drill-down reports provide details on content status, schedules, and libraries.

SPECIFICATIONS

Payment Devices Supported
- MX800 Series
- Ethernet required, serial-connected optional
- API available for non-VeriFone terminals

File Formats Supported
- .eet and .vcf (animation)
- .jpg and .png (static images)
- .mpg (video)
- .bmp (Windows bitmap)
- .tar (archive files)

Operating System
- Red Hat Linux 4.x

Database
- Postgres (included)

Browser
- Internet Explorer 6.0 or higher
- Firefox

Memory
- 12GB

Hard Drives
- Varies by customer requirements

Features & Benefits

Powerful Content Management and Delivery

- Delivers full-color, media-rich content—including video, photos, animation, logos and other graphics—and sound to a network of consumer-facing payment devices

- Sends content directly over a high-speed Ethernet connection for fast, timely, and efficient display without affecting your existing POS infrastructure

- Schedules and delivers messages and information by enterprise, company, region, department, store, or lane for more precise targeting

- Allows targeted messages to get to shoppers at the right times:
  - Screen savers on idle devices build brand awareness or promote special events
  - Welcome screens influence impulse buys of a gift card or extended warranty, or promote a store's credit card

- Goodbye screens thank customers and announce upcoming promotions

- Existing advertisements can be played during transactions at a cost-per-impression of zero

Easy Management and Support

- Features an intuitive graphical user interface to simplify message scheduling and campaign execution—eliminating the need for specialized technical expertise

- Efficiently enables scheduling and execution of programs from any workstation within the organization, based on roles and permissions, for improved productivity

- Simplifies the setup and maintenance of content library without having to involve IT personnel

- Provides flexible system setup hierarchy by enterprise, company, region, store, department, lane, and device

- Features graphic-driven dashboards and comprehensive reports to help retailers monitor critical data and better manage workflow

Reliability, Security, and Unlimited Expandability

- Simultaneously delivers promotional content and transaction data to devices without disruption or delay of transaction processing

- Built on a secure and fully compliant platform with user-definable roles and system access, as well as complete audit trails

- Highly scalable solution supports an unlimited number of devices

Brought to you by
UniLink™

© 2008 VeriFone. All rights reserved. VeriFone, the VeriFone logo, PAYware, and PAYware Vision are either trademarks or registered trademarks of VeriFone in the United States and/or other countries. All features and specifications are subject to change without notice. All other trademarks, product names and logos identified or mentioned herein are the property of theri respective owners. 01/08 45480 Rev F IS

VeriFone
THE WAY TO PAY™

www.unilinkinc.com