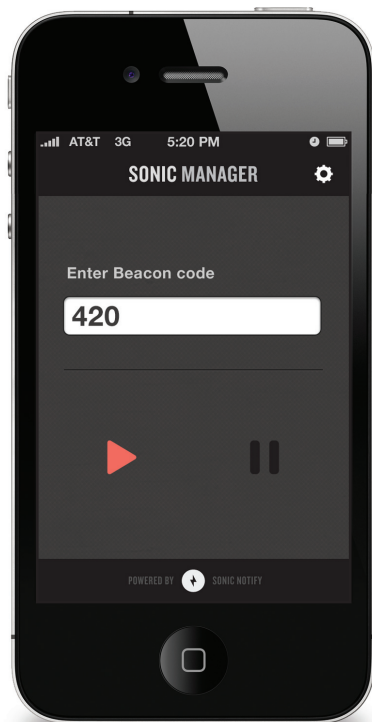


SONIC NOTIFY PRODUCTS

547 WEST 27TH STREET, NEW YORK NEW YORK 10001

CREATING MEDIA WITH PRESENCE

SONIC MANAGER



SALESY INTRO DESCRIPTION

The Manager is an iPhone and Android application which allows any device to turn into a sonic code generating machine. The application when running on a device plugged into a speaker system, such as a concert halls mixing board or stores PA system, instantly provides the first step in the process of connecting users smart-phones to their presence. The inaudible code emitted from the manager is fed along with the option of existing audio into the speakers which is deciphered by SDK enabled applications running on user's smart phones and delivers special content specifically for that beacon. Local never got this fine grained and for this cheap. The manager is included free as part of all Sonic Notify packages.

KEY POINTS

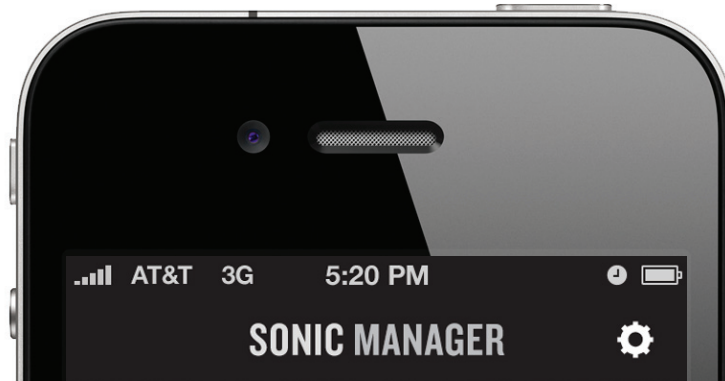
Free to use and logging into the CMS from manager allows for updating content in realtime

The easiest way to use existing hardware to outfit a venue or store for a presence experience

SONIC MANAGER TECH

AUDIO OUT REQUIRED

The manager must have its audio connected to a speaker system.



REQUIREMENTS:

Operating system: Android or IOS

Hardware: Requires Audio Out

Additional Items: Data Connection required at some stage to download program configuration from web server. Offline mode available for later usage
Configurable Audio source allows for fine grained control of transmission

TECHICAL NOTES + REQUIREMENTS:

The manager and associated speaker system are first step in the process, full implementation requires SDK enabled smartphones. For passive activation of smart phones, CMS must enable passive activation and approximate store location must be correct. Compatabilty with all speaker system is not guaranteed. Tests should be conducted before events to confirm transmission clarity and to fine tune controls.