



Private Cable Operator Proposal



April 2005

The Company

- Intertise is a Florida Corporation, based in Ft. Lauderdale
- Established in January 2004, Investor backed since November 2004
- Provides full service Digital Media Solutions, specializing in Digital Media Content Creation, Distribution and Management
- Provides turn key Digital Signage solutions
- Provides an internal sales force and utilizes ISO's
- Provides Graphic Design and Content Creation Services
- Provides other Merchant Services including email blasts, internet advertising and website design, development and hosting



Our Products

- Owns and operates various proprietary Digital Sign Networks including The Value Vision Network, The Pet Vision Network, The Value Vision Network in Spanish, The Fitness Network, The Cheers Channel, Concierge Vision, The Spa Vision Network and Health Vision Network
- The Networks consist of “Digital Signs” that are installed at the point of purchase or high traffic areas in various locations throughout South Florida
- Intertise has also pioneered innovative Cable Ad channels working with Glades Telecommunications in Pembroke Pines, Florida
- Each network is also accompanied by a portal based website, which contains more information on the locations, communities and advertisers



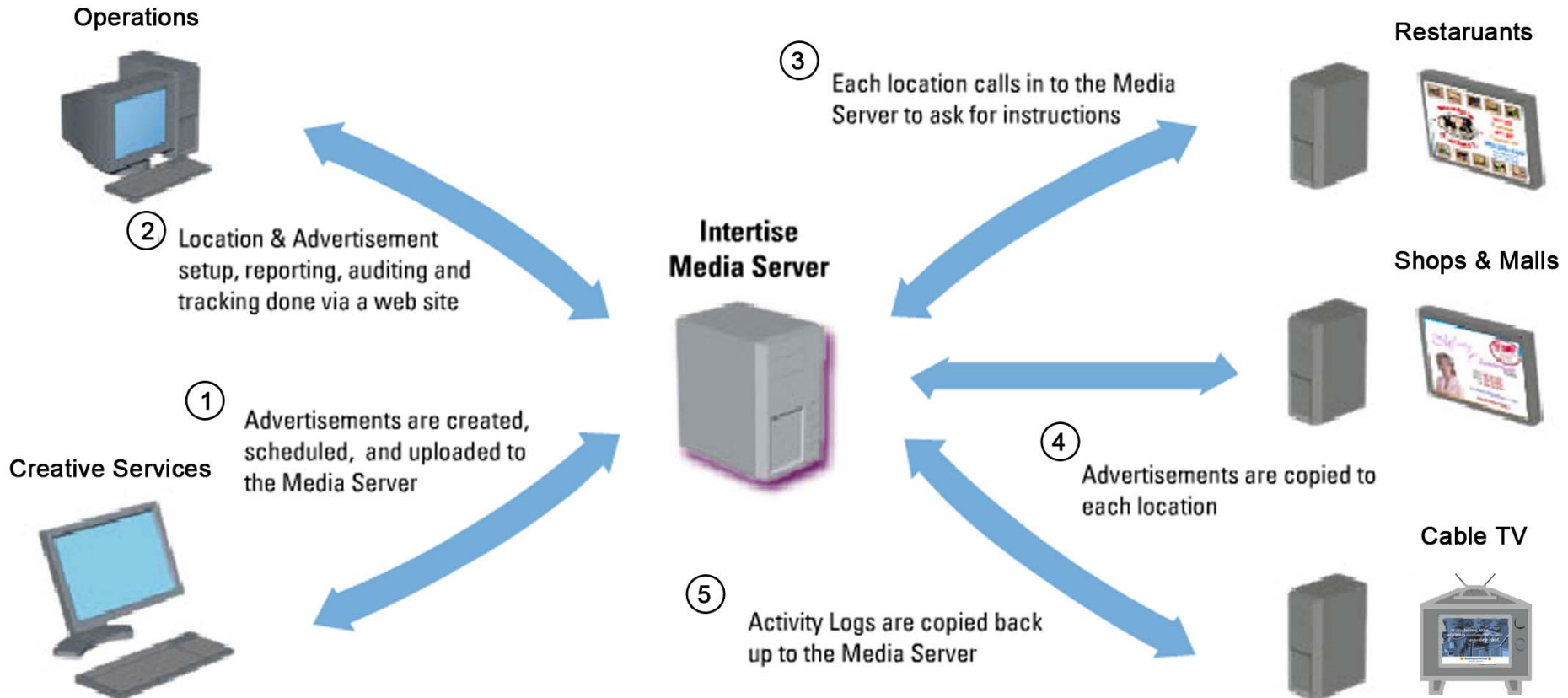
Cable Television Delivery

- A PC, running the same VisionCast TM software that runs our Digital Sign network is installed in each Head-End building
- Using a standard video card and RCA cables, the PC is connected to the Modulator and tuned to a channel in each community's lineup
- Each channel runs a “loop” of content for 30 minutes, so each Ad is played a minimum of 48 times a day
- The PC connects to the internet and using a secure VPN or FTP connection and downloads content from our central content processor server
- Because the PC is updated remotely, advertisements can be added, changed or deleted in 24-48 hours

Cable Television Delivery

- Content of varying types, with and without sound, is played full screen at 12 to 30 frames per second at 800x600 resolution or higher
- Using a Commercial Processor “Ducker”, sound from content can be seamlessly alternated with music
- Updates are done at varying intervals, from 5 minutes to 6 hours, in the background so playing content is never interrupted
- Sticky Content can also be run on the channel to entice viewers to watch, including Weather, Sports, News, Stocks and other entertainment

Technology Overview



Private Cable Scenario

- **Operator provides:**
 - One time access to their Head End Building for joint installation
 - Space for an Intertise provided PC and Channel Processor
 - A fixed IP address for remote access to the PC
 - A spot in their channel lineup (preferably on a channel under 13)
 - Communications / Announcements to their residents
- **Intertise provides:**
 - The PC, Sound Processor and VisionCast TM Software
 - Installation Support if required
 - Server Hosting, Management and Capacity
 - New Account Content Sales & Creation
 - Existing Account Content Creation if required
 - Content Management (Adds, Changes & Deletes)
 - Technical Support



Our Offering

- Intertise provides its Hardware, Software and Services at **No Cost** to the Operator
- Intertise provides the **Sales function** using its own sales team, advertising agencies & brokers and partner ISO's
- Intertise **shares Advertising Sales Revenue** with the Operator
- Intertise provides remote troubleshooting, management and **technical support**
- Intertise provides quarterly **sales and revenue reporting**
- Intertise provides each PCO with Ad space for their **own content**, cross selling Ads and announcements



Other Services

- Supplemental Digital Sign Networks may be implemented in areas surrounding the PCO's communities to cross sell other properties and other products and services
- Information from corresponding Home Owner Associations and Municipalities can also be displayed on the channel
- Existing content conversion, so rework is not necessary

Next Steps

- Determine the right way to integrate and utilize our solution in your communities
- Create a scaled implementation plan, which may include running a “Pilot”
- Provide necessary contacts and installation support
- Get started!

Contact Us

- If you would like to discuss this in more detail or have questions
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 - Or via email at
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 - Or visit our website at
 - www.intertise.com