



OUT-OF-HOME MEDIA MANAGEMENT SYSTEM

OVERVIEW



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Technical Software Services Pty Limited

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Introduction (p2)

Outdoor Road Map (p3)

Product Overview (p4)



MAX-OUTDOOR...

Raises the profile of Out-of-Home advertising in the media mix.

Monitors competitive performance in a wide range of sales and management reports.

Aids the sales team with all the information needed at their fingertips, in the office or on-site.

Offers total control over the Outdoor market.

Adds depth to knowledge with detail on individual sites from environmental to physical or qualitative considerations.

Find the sites you need, when you need them.





MAX-OUTDOOR was designed to meet the following key objectives...



...provide a windows-based, multimedia, inventory management and reporting system for out-of-home media.

...provide staff with information and selling tools to better serve advertisers and agencies



... increase user productivity via ad hoc queries to any part of the outdoor or client inventory

... evaluation of outdoor media objectively, to provide choice based on the brief rather than simply availability

... provide an outdoor solution that is easy to use, flexible, integrated and takes advantage of the windows environment

... provide a powerful tool for management decisions

... plan and manage a sales campaign efficiently, accurately and professionally.



MAX-OUTDOOR covers all media types...

Billboards

Airport

Taxi

City Lights

Bus

In Train

Trams

Subway

Car Park

In Store

Taxi

Billboard

Bus

Airport

Tram

In Train

Car Park

Subway

In Store

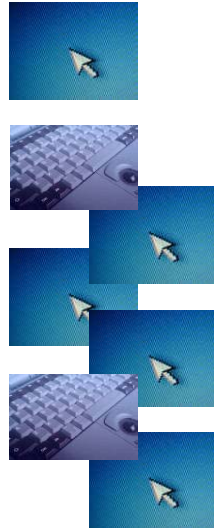
Taxi

Bus

Trams



MAX-OUTDOOR... building a campaign...



... a sales proposal can be prepared in line with other cross media advertising

... client can be provided with a range of media solutions in response to their requirements

... schedules can be prepared in house or in presence of client

... proposals can be presented by hard-copy or delivered electronically

... site information with photos and images that can be edited to reflect a campaign

... post analysis

... panel conflict management

... sales forecasting with comparisons to actual

MAX-OUTDOOR... client is able to view information on screen...

Site photographs

Drive-by video presentation

Physical site characteristics

Sales criteria for site

Custom ratings

Geographical location

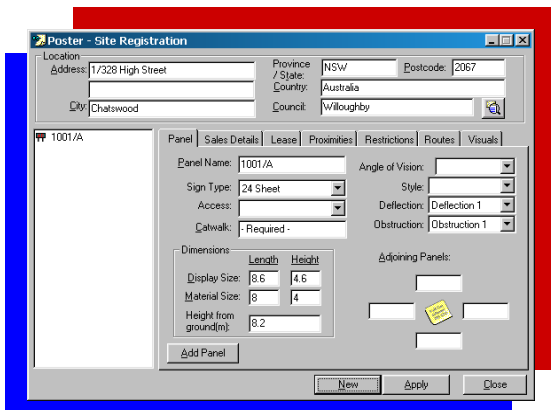
Demographic statistics

Rate information

Council details

Landowner details

User definable field names



MAX-OUTDOOR... maximization through analysis...



... access to avails / rate information for maximization of revenue

revenue reporting by:

client

industry type

state

sales executive / team

site

agency

medium



MAX-OUTDOOR... integration...



... integration with accounting package...

invoicing

lessor payments

credit control / warning

multi currency

Order No	Campaign	Client	Start Date	End Date	Type
000051	Test 1	Test Agenc	11/06/98	21/10/98	Film
000051	Test 2	Test Agenc	11/06/98	21/10/98	Film
000051	Test 3	Test Agenc	11/06/98	21/10/98	Film



MAX-OUTDOOR... material specifications / placement...



... installation orders for sub contracted operations

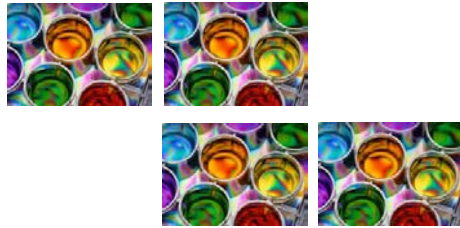


... geographical orders for posting of material

...potential integration to bar coding technologies for electronic proof of posting



MAX-OUTDOOR ... summary...



...from a comprehensive

database,

campaigns are implemented in an

easy & efficient

process including...

preparation and yield

management,

optimisation of sales proposals,

order confirmation,

material posting,

together with client invoicing,

creditor payments &

revenue expenditure and analysis



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