

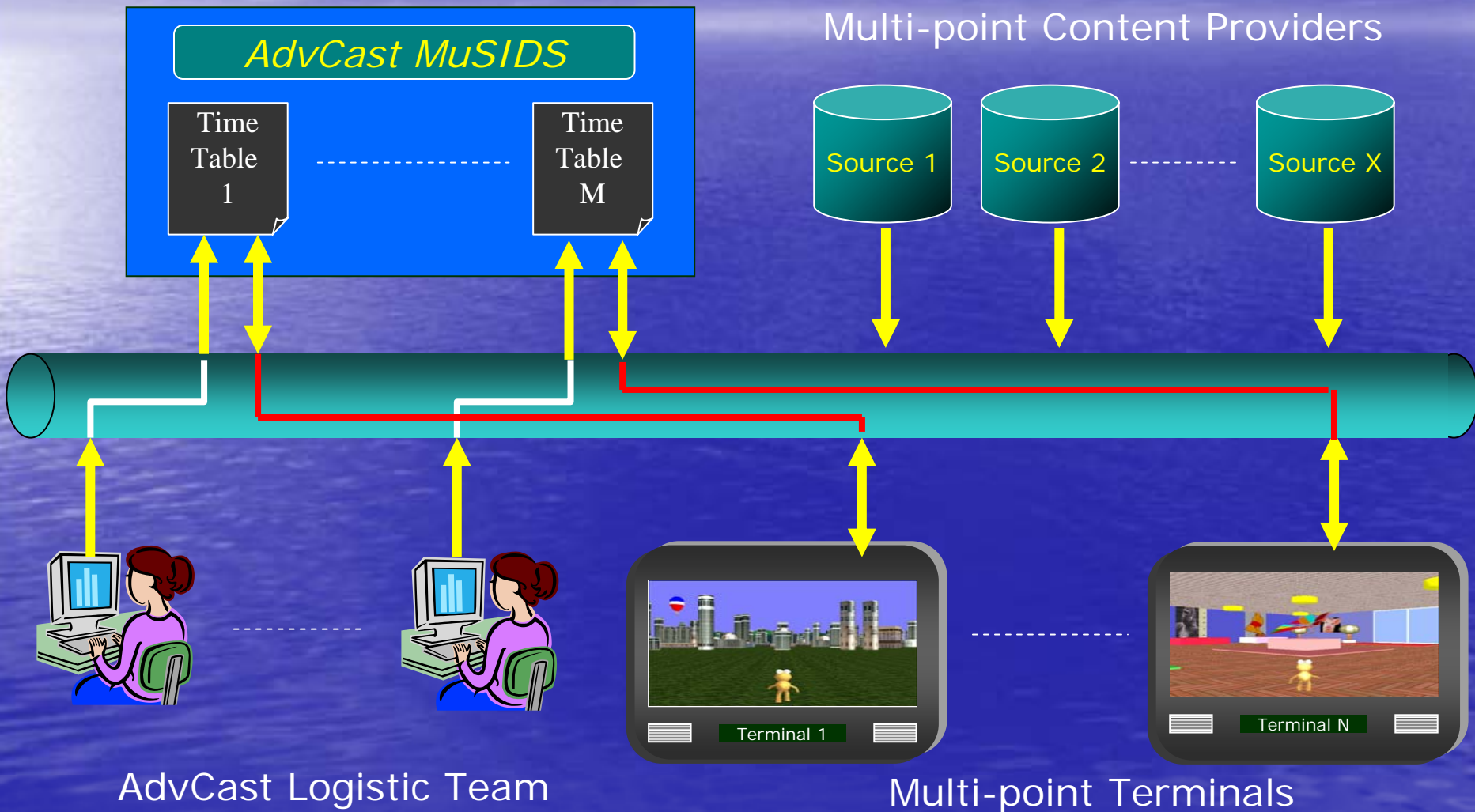
Advcast Network Limited

- Advcast Network Limited is established for business to develop and commercialize the application of a novel development known as Multi-Source Information Delivery System (MuSIDS). Such technology forms the backbone of a powerful Advertorial media that synergizes the strength of individual advertising effort. The concept is best described as “All for one and one for all” These distinctive innovations was granted with a patent Certificate No. HK1054664 on 21st November 2003, by the Patents Registry, Intellectual Property Department, The Government of the Hong Kong Special Administrative Region.
- AdvCast MuSIDS is an innovative system for organizing and delivering Multi-Source of information over the Internet. The-State-of-Art technology was developed by Dr. Peter Tsang Wai Ming, Associate Professor, Department of Electronic Engineering, City University of Hongkong. It is one of the successful consultancy projects of the CityU Professional Service with high academic research value, of which the Intellectual property of such technology as developed was vested to Advcast Network Limited.
- AdvCast is led by Mr. Paul C. F. Wong as Managing Director, who initiates this project and subsequently directs the commercial application, business system and marketing strategies of the MuSIDS. The technology has now been successfully transformed into an economic Advertorial Channels for clients to exhibition their talent at the right time, in the right place and to the right person. It is your Advertorial Channel, your channel to success. Our business philosophy is “Your success is our success”

Technology

- **AdvCast Multi-Source Information Delivery System (MuSIDS) is an innovative technology which enable contents from various Content Providers to be organized into timed sequences (known as programs) that can be created and edited in real time through our online MuSIDS Platform. The complied information can be delivered to specific computer terminal through internet.**
- **AdvCast Logistic team obtain information access addressee (URLs) of Multi-Point Content Providers.**
- **AdvCast MuSIDS operator program timetables instantly on-line for information delivery schedules.**
- **AdvCast control Multi-point Terminals to receive information from Content Providers according to MuSIDS timetable and Push-out the Integrated Information to Multi-point terminals at specific time for Target Viewers.**
- **AdvCast can be operated via channels including internet, intranet or any networks that support the TCP/IP protocol. The delivered contents can be received by computer terminals equipped with standard browsers and plugins such as Real Player, Media Player, VRML etc.**
- **The kind of displays includes, but not limits to Plasma, LCD, LED, TV, Projectors, Video Wall etc.**

AdvCast MuSIDS Infrastructure



Application

- Media communication finds its sources in human intelligence and arts. The tool to bring it to life is based on science and technology. AdvCast Multi-source Information Delivery System (MuSIDS) is a backbone technology to integrate, compile, package, and deliver Information from Multi-point Sources to specific venues at pre-set time for Target Viewers. A Cohesion of Multi-Source information into one powerful advertorial media. It Transform raw content into a Value-Added Information to create a BIGGER IMPACT on your business.
- It is your Advertorial Channel for you to show:
- Your E-Advertorial to Integrate Advertisement and Editorial Publication.
- Your E-Zine to Compile different Business presentations for Similar Target Viewers.
- Your E-PR to Package Company Information to maximize goodwill and public exposure.
- Suitable for:
Trade Associations, Exhibition Organizer. Advertising Agents. PR Firm. Shopping Mall Management. Tourist Association. Media, Entertainment Companies. Government and Political Organization etc.
- Venues for display:
Shopping Malls, Supermarkets, Chain stores, Health centers, Beauty salons, Restaurants, Hotels, Travel agencies, Airports, Train stations, Piers, Car parks, Schools, Hospitals and Government public venues.



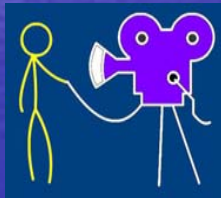
Venue: "Right contents for target viewers at given location and time"



AdvCast Logistic Center Team

- Terminal Commander
- AdvCast MuSIDS operators
- Source Contact Agent
- Content Agents
- Network Technical Support
- Hardware Support

Cohesion of Multi-Source information into one powerful Advertorial Media



AdvCast Information Logistic Center including:
MuSIDS as the Scheduler; a platform which works together with the Content Provider, Logistic Team, and Display Terminals.



Team 1



Team N

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Content Providers

Fashion

Food

Hotel

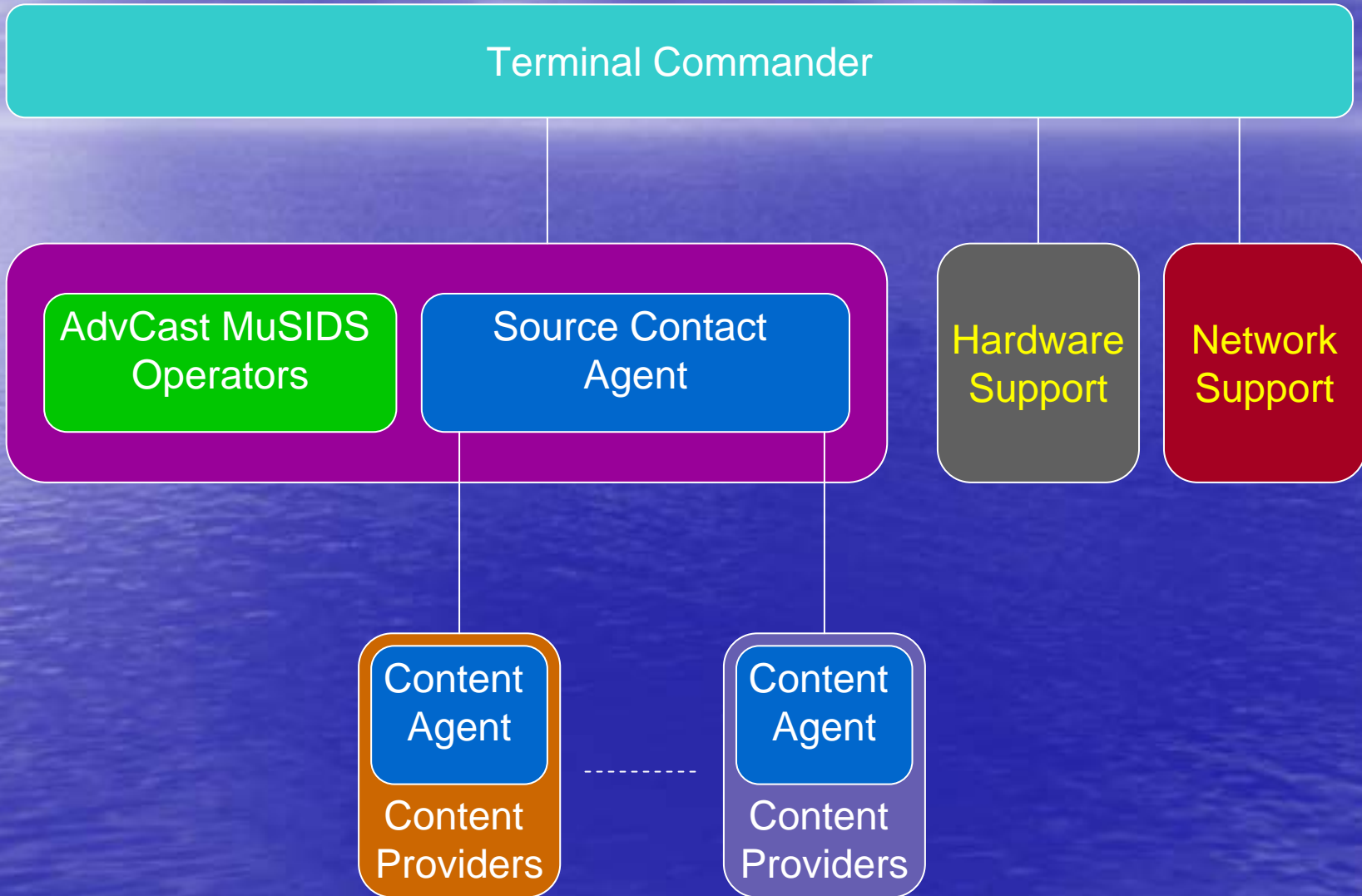
Travelling



Join us

- AdvCast Advertorial channel perform in our www.advcast.net web site and will show what has been programmed for our client, with a click on their Advertorial Icon in “Channel” for public access or in “Our user” by their input of User ID and password for private access..
- Advcast could provide other web site with linkage to our MuSIDS platform and program for you with the schedule and source of content provider as instructed. We can added on the MuSIDS feature in your own web page appear as an Icon or a channel and display the content from Multi-Source.
- AdvCast also license to professional organization as Information Logistic Center, which includes MuSIDS operating as the Scheduler; a platform which works together with the Content Provider, Logistic Team, and Display Terminals to establish a total Solution, to serve those professional information integrator.
- AdvCast plans to join alliance or partner to form the Logistic Team with Location Owner, Screen Owner, Advertising Agent, Production Company, Source Contact agent, Hardware or Network Company, for a synergy of different resource to supply the total system.

AdvCast Information Logistic Team Members



Contact us:

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Ad  **Cast**



AdvCast

Information Logistic Centre

People Asset

AdvCast Information Logistic Centre

- *The AdvCast Information Logistic Centre includes MuSIDS operating as the **Scheduler**; a platform which works together with the **Content Provider**, **Logistic Team**, and **Display Terminals** to establish a total Solution for the information integrator.*



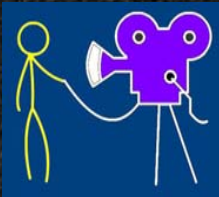
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Content Providers

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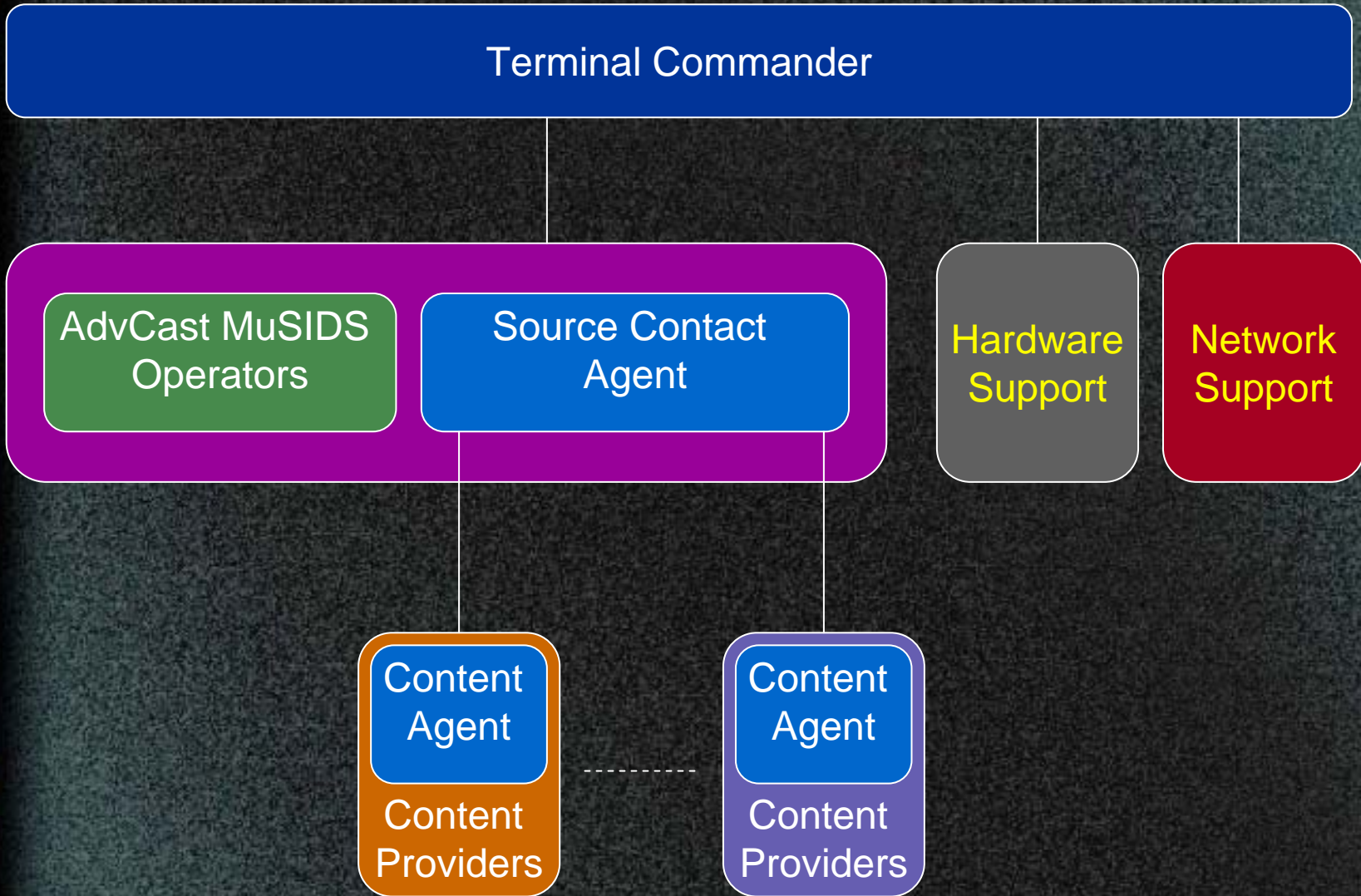


AdvCast Information Logistic Centre Hierarchy

- Terminal Commander
- AdvCast MuSIDS Operators
- Source Contact Agent
- Content Agent

- Network Technical Support.
- Hardware Support.

AdvCast Information Logistic Team Members



Terminal Commander =

Job Description

- **Determine** what should be shown in a given location.
- **Represent** the **organizer** on what to be displayed.
- **Instruct** the **Logistic Team** on the **Program Schedule** for each Channel.
- **To lead** the **Logistic Team**.
- **Good understanding** on the right contents for target viewers at a given location.

Source Contact Agent – Job Description

- Contact Content Providers.
- Obtain authorization and licenses to broadcast acquired content.
- Specify details or types of Contents if necessary.
- Get the URLs of the Content files.
- Ensure Contents are located at the optimal locations to shorten connection time and to maintain smooth data rate.

AdvCast MuSIDS Operators – Job Description

- **Authorized** to edit **Programs** for allocated **Channels**.
- **Capable** of enhancing Contents through integration with Templates provided by *AdvCast Network Ltd.*
- **Update** the **Program** schedules specified by the **Terminal Commander**.

Content Agent – Job Description

- **Represent** the **Content Provider** to work out designs to comply with the specifications of the **Terminal Commander**.
- **Capable** of designing web-pages, PowerPoint presentation, Video Clips, etc.
- In-house team or external design house.

Network Support

- **To ensure** the network is in the proper condition suitable for the transmission from **Content Providers** to the **Display Terminals**.
- **If necessary**, re-locate the **Content** to a suitable Server, or to extend the bandwidth.
- **Provisions** to monitor bandwidth and reinforce security measures.

Hardware Support

- **Identify** Hardware provider(s) to support the system.
- **Ensure** all Hardware and Network Connections are in proper order.
- **Maintenance** of the Hardware (e.g. Projectors, Computer etc.)

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Adv  **Cast**

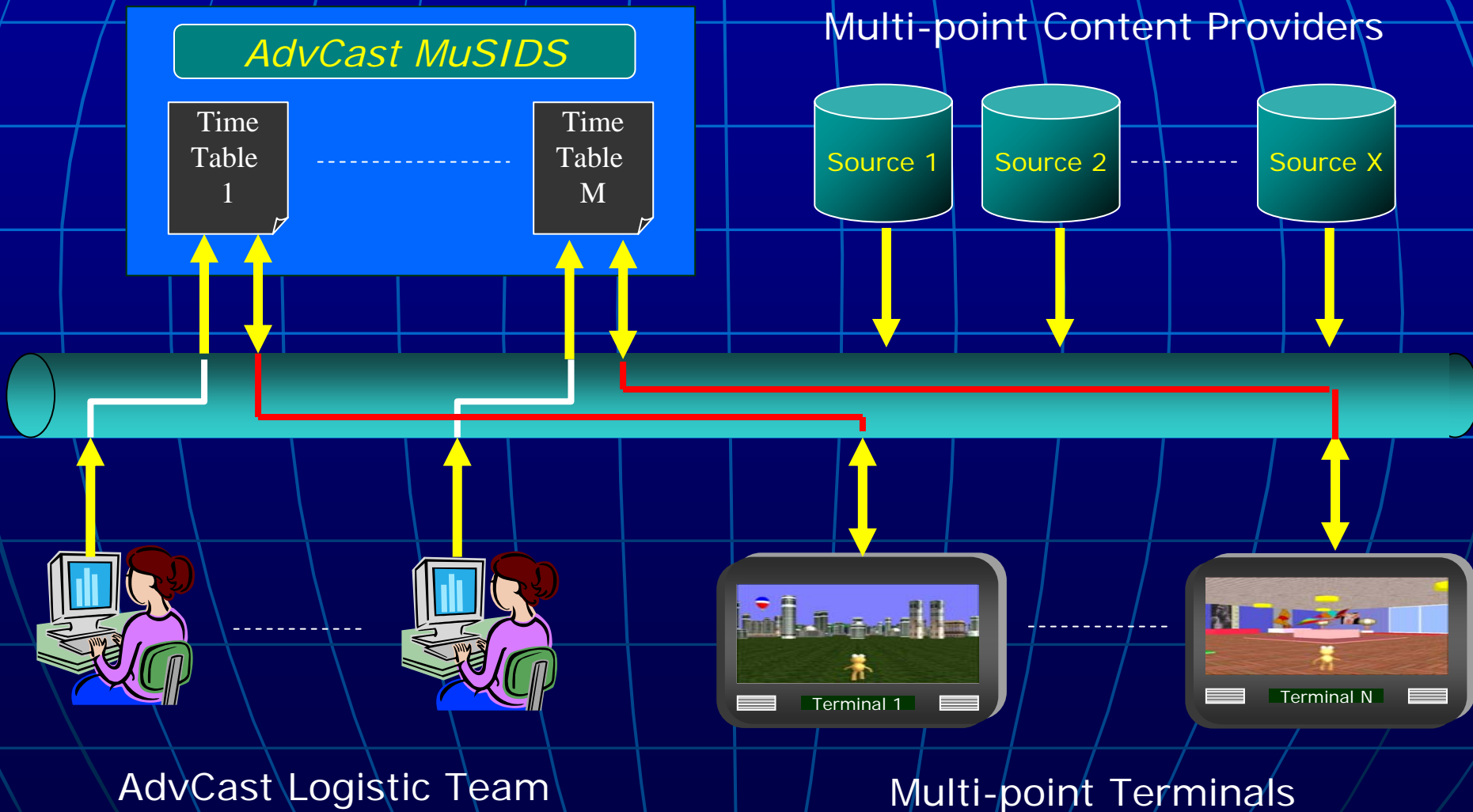
AdvCast

Technology and Application

AdvCast MuSIDS Technology

- **M**ulti-**S**ource **I**nformation **D**elivery **S**ystem.
- Programmable to delivery Information from Multi-Point Sources to Multi-Point Terminals over the internet.
- Pre-set Time & Place for Target Viewers.
- A Patent will be granted within Nov. 2003.

AdvCast MuSIDS Infrastructure



How AdvCast MuSIDS Works?

- *AdvCast Logistic Team* obtain information access addressee (*URLs*) of Multi-Point Content Providers.
- *AdvCast Logistic Team* program *MuSIDS's* timetables on information delivery schedules.
- *AdvCast* control Multi-point Terminals to receive information from Content Providers according to *MuSIDS's* timetable and Push-out the Integrated Information to Multi-point terminals at specific time for Target Viewers.

In what way does AdvCast MuSIDS Differ from TV?

- *AdvCast MuSIDS* delivers information from Multi-point Sources to Multi-point Terminals according to configurations that can be instantly programmed on-line over Internet.

Vs

- TV – Single Source to Mass audiences.

How does AdvCast MuSIDS Differ from Web Site?

- *AdvCast MuSIDS* adopts a “Push-out” technology that delivers pre-scheduled contents from Multi-point sources to Multi-point Screen Terminals for Target Viewers.

Vs

- Web sites are designed to be viewed via a “Pull-me” mechanism that guides users to obtain information from different sources. It is essentially a single point to single point communication.

Use AdvCast anywhere with Internet

Programmable instantly on line by users on delivery schedule of Multi-point Source information.



AdvCast delivers Value Added Information

- Package Information to attain attractive quality.
- Integrate Information to Target Viewers.
- Compile of Information for Business.
- Transform of value added Information into Business with **BIGGER IMPACT**.

Present in the form of:

- E-Advertorial –Integration of Advertisement and Editorial Publication.
- E-Zine – Compile different Business presentations for Similar Target Viewers.
- E-PR – Package Company Information to maximize goodwill and public exposure.

Display Terminals

- Computer terminal connected to internet with broad band.
- Projector.
- Plasma.
- LED Video Wall.
- TV Wall.

Using Advcast MuSIDS as your tool

- It is your Advertorial Channel:
 - Your E-Advertorial.
 - Your E-Magazine.
 - Your E-Public Relation.
 - Your E-Business.
- Your Channel to Success.

Who needs AdvCast MuSIDS?

- Trade Associations.
- Advertising Agents.
- Shopping Mall Management.
- PR Firm.
- Tourist Association.
- Media, Entertainment Companies.
- Exhibition Organizer.
- Political Organization.

Display Venues for AdvCast

- Shopping Mall.
- Exhibition Centre.
- Public Venues.
- Hotels.
- Mass Transit Stations.
- Ferry Terminal.
- Public Housing.
- Department Store.

Apply AdvCast MuSIDS in business

- A backbone technology to integrate, compile, package, and deliver Information from Multi-point Sources to specific venues at pre-set time for Target Viewers.

RESULTS

- Transformation of more Value-Added Information to create a **BIGGER IMPACT** on your business.

Why select to use AdvCast MuSIDS?

- I can tailor make my own Advertorial to suit my business target.
- I can integrate Multi-point Sources of Information to create a bigger impact to my business.
- I can organize Multi-purpose information to reach my ultimate objective.
- I don't want to pay for the cost of advertising on TV.
- I don't have to wait passively for web site visitors to read my advertisement.

Integrate AdvCast MuSIDS in your web page

- Create an Icon in your web page which links up with *AdvCast MuSIDS*.
- Get authorization from the Source of Content Provider which you want to link up.
- Order *AdvCast* channel to program for you a 60 minutes schedule according to your instruction.
- Click the Icon and “Push-Out” your program at available public venues for display.

AdvCast Licensee Centre

- Order an agreed number of *AdvCast* channels.
- An *AdvCast* Logistic Team can be form as an authorized operator of *AdvCast MuSIDS*.
- Train to operate the *AdvCast* Scheduler for Customers.
- *AdvCast* Templates provided for Information Packaging.
- Authorize to access our *AdvCast* Team Support Resource.

Demonstration on AdvCast MuSIDS

- Please visit <http://www.advcast.net/>

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Ad  **Cast**