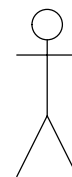


The way it works:

Advertiser signs up for an account on the Adsportal, by contacting Advanced Techcare, Inc. at adjuke@advtc.com .



Advertiser deposits money into their account for advertising by depositing money with ATC.

Advertiser logs on to the Adsportal at <http://adsportal.advtc.com>



Advertiser uploads 30 sec video content to be scheduled on a location's display(s).
(the ad network supports 30 sec HD Video with a file limit of 25mb)



Advertiser picks a location to make an offer to schedule one or more slots.



The system will then notify the location manager of the offer to schedule and what content is being presented for scheduling. Location manager will either accept or reject the offer. If the offer is accepted the content is actually scheduled for the slots selected by the advertiser.



Once the content is scheduled the controller for each location where the content is scheduled will download and queue the content at it's appropriate time slot.



When actually played each slot is time-stamped and this is reported after each hour of content has completed being processed by the player.

