

ADTRACKOS™ is a software extension of the TRACKOS™ system that adds media and advertisement management and distribution features. It allows for centralized monitoring and management of advertising activity and more targeted advertising through content placement, usage reporting, advertiser invoicing, and device revenue tracking.

## Simple and Convenient

- Near real-time monitoring of media on devices worldwide
- Manages media on one to thousands of networked devices
- Automatic updates to playlist
- Specify static or dynamic groups of systems based on demographic information
- Upload ads, images or videos to a designated system or groups

## Features

### Administrative database

1. Contains contracts, advertisements, advertisers, defined layouts

### Reporting functions (by ad)

1. Number of exposures, impressions, and click-throughs
2. Viewing time
3. Inventory of ad spaces available
4. System listing by ad

### Flexible rating schematic

1. Flat rate (based on designated time frame)
2. CPM (cost per thousand impressions)
3. CPC (cost per click)
4. Flat rate + CPC or bounty

### Remote updates

1. Addition or deletion of an ad
2. Modify start and stop dates of an ad
3. Modify exposure time
4. Adjust playing time of ad by days of the week or by hours in the day
5. Modify a URL
6. Exclude a particular terminal from an existing ad