

GENERAL INFORMATION

Command & Control provides a Remote Management System for Customer Facing Devices including Kiosks, Digital Displays, Price Checkers, POS Displays and Handhelds.

COMMAND & CONTROLSM is the latest version (v7.0) of St. Clair's CONTROL PANEL Remote Management system. CONTROL PANEL has been used by more than 70 organizations to operate their remote self-service devices:

- Device status reporting and exception handling (e.g. printers, scanners, payment devices, etc. - more than 40 device types and manufacturers currently support this)
- Content and software updating
- Self-service productivity reports
- Detailed interaction, delivery and appearance reports including advertising audit.

Functionality

The latest product is a combination of centralized data repositories (Sequel Server 2000 or IBM DB2) with distributed functionality, for:

- Operations, IT Support, Help Desk
- Content organization (see below) and scheduling
- Market research and statistical analysis
- Revenue and ROI reporting.

USER INTERFACES ARE SPECIFICALLY DESIGNED FOR NON-IT STAFF i.e. Marketing, Advertising, and clerical staff can use the functions with a minimum of training.

CONTENT CONTROLSM is an associated product for content sourcing and automated production. It can include extensions and controlled access for guided entry of:

- Marketing, promotions, and couponing
- Vendor and co-op participations
- Catalogs
- Special offers and loyalty rewards
- Policies, procedures, and benefits.

CONTENT CONTROLSM accepts a variety of image file formats and assembles rule-based version of content with text and data elements for review and approval before release. Multiple approval levels can be implemented if required (e.g. marketing / legal).

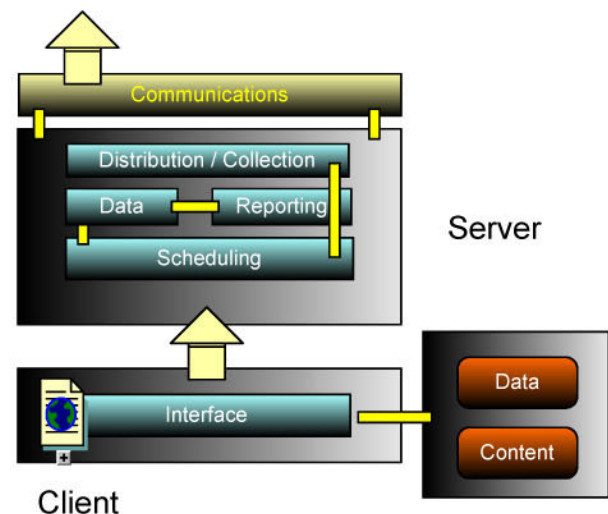
Scheduling can be implemented:

- With content entry
- After approval
- At COMMAND & CONTROL level
- With local inventory sensitivity if desired.

Vendor chargeback's are also available as an option with rate cards and appearance time options.

COMMAND & CONTROL can implement bandwidth controls for updates using network time on an as available or as permitted basis and store and forward to meet scheduled appearances.

COMMAND & CONTROL interfaces with remote operations agents such as KIOSK ADMINISTRATOR and MULTICHANNEL LOCAL ADMINISTRATOR.



Technical Information

Operating System Platform: NT Server, W2K Server, Win XP

Database platform: MS SQL/DB2

Communication Layers: LAN, WAN, VPN, Dial-Up, and FTP.