



## STREAMIT AUDIO DISTRIBUTION PLATFORM

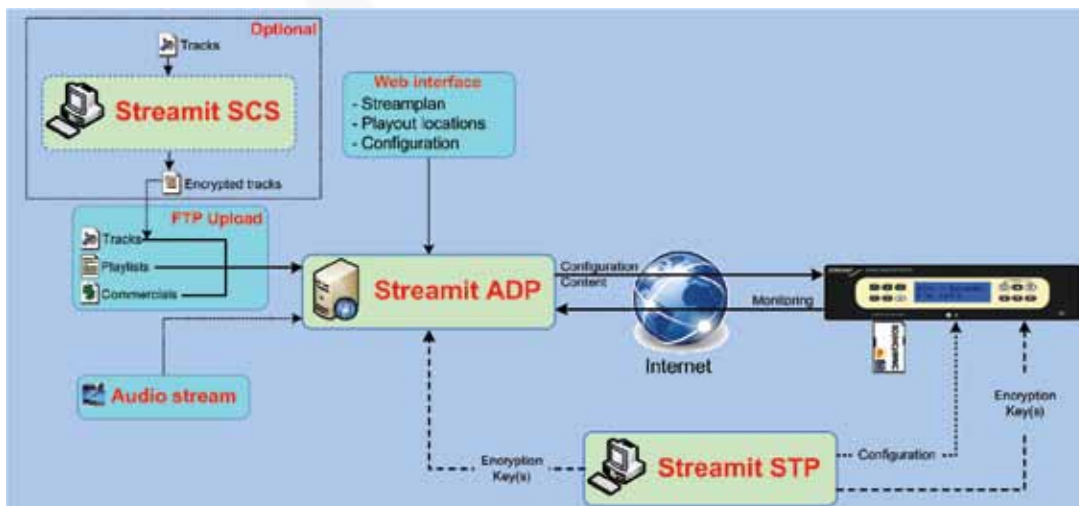
Streamit ADP is a complete audio delivery solution that will manage your audio streaming operations for you. Intended for in-store audio and background music, Streamit ADP offers value-adding features that will help you win your business: Managing and monitoring of streams, playlists, commercials, content encryption, schedules, playout locations and Streamit internet radios is available.

These features are packaged in a single robust, plug-and-play system that can be hosted or integrated in a VPN. It seamlessly links with playlist generators and content creation solutions that are already in place.

### Ten advantages of Streamit ADP

1. Complete and reliable, ranging from streaming software to radios
2. Little time needed to setup and deploy audio services
3. Fast connection of new customers
4. Fast deployment of customized formats and commercials
5. Adaptable to specific end-user network environment
6. Support for Streaming and Store & Forward
7. Web-based solution, no installation of software
8. Less development cost
9. Open standardized solutions
10. Continuous development of new features

### Streamit solution environment



## Set up your streaming business fast

What if you can get your business running fast and maintained with ease? What if you do not need to send service engineers on site, because you can configure, monitor and manage everything remotely? Streamit ADP offers these advantages with flexibility and at lower cost.

## Proven technology & winning functionality

Streamit ADP is a result of many years of experience. It is proven technology, tried and tested by a number of in-store audio suppliers in many different countries around the globe. Streamit ADP is now a standard out-of-the-box solution that stands out because of the following functions:

- Automated stream planning of store-specific music
- Scheduling of commercials per playout location
- Streaming and Store & Forward mode
- Coherent management of customers, streams and devices
- Handling of time-zones in all planning and management
- Encryption of streams or tracks
- Authorization and authentication of Streamit internet radios
- Remote monitoring and control of Streamit internet radios
- Scalability, from a few customers, streams and devices to thousands
- Support for Streamit DSL- and satellite-based internet radios

## Security

Special attention is paid to the security aspects of in-store audio and background music. The implementation of encryption, authorization and authentication testify to this fact. It is very well possible to deploy Streamit ADP and internet radios in a VPN or private network, if needed in combination with proxy servers.

## Starting is easy

To get up and running fast, Streamit ADP is available as a VMware™ image. This makes installation of Streamit ADP extremely easy. Tools that support the use of ADP are available, such as the Streamit Card & Scheduler Toolkit that features playlist, schedule and encryption functions. All along the way proper training and support is available.

## ABOUT STREAMIT

Streamit is a Dutch company specialized in the development and marketing of transmitter and receiver equipment for audio and video streaming over the Internet. The Streamit internet radio SIR is a typical example of the attention we pay to quality and reliability of our products, at the same time driving user friendliness. We develop our products for niche markets where quality and specific requirements cannot be met by standard consumer solutions. Our products and solutions are being used worldwide.

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## KEY STREAMIT ADP FEATURES:

**Stream plan:** a playlist states the order of tracks being played. A stream plan builds a stream out of selected playlists, daily at 23.30 or manually at any other time. The stream plan inserts into the stream the right commercials for each specific playout location.

**Store & Forward:** as alternative to streaming, downloading is possible. Music, playlists and task schedules are downloaded to a High Capacity SD memory card (up to 32GB) in the Streamit internet radio. At configurable intervals the Streamit internet radio will connect to ADP and download new content or update its firmware. Because the Streamit internet radio can be scheduled to download during the night, the additional load on the network can be kept to an absolute minimum.

**Scheduling:** ADP can send a schedule to a Streamit internet radio. A schedule instructs a Streamit internet radio what actions to perform at any specific moment in time. Schedules can be used in Streaming mode and in Store & Forward mode. The actions that a Streamit internet radio can be scheduled to perform include 'Get new playlists and tracks', 'Switch to a different stream', 'Play a particular play list', 'Look for updates', 'Shutdown', etc.

**Encryption:** Content is valuable and subject to copyrights. Streamit ADP helps to protect content and supports encryption for tracks or streams. By loading the decryption key in the Streamit internet radio, unauthorized persons or devices cannot access the music. You have complete control over the encryption key you want to use.

**Monitoring & control:** status information about Streamit internet radios enhances your customer support. ADP offers you a detailed status view on every Streamit internet radio. On top of this it is also possible to send specific commands to the Streamit internet radio to trigger a certain action.

**Streamit Card & Schedule tool kit:** SCS features encryption of MP3 tracks, formatting of SDHC memory cards and creation of simple playlists and schedules.

**Streamit Terminal Program:** STP enables manual configuration of Streamit internet radio. Another important function is the creation of an encryption key that can be loaded on the Streamit internet radio and into ADP. Additionally, STP provides detailed log files when connected to a Streamit internet radio via a USB cable.

