media MESSENGER

FIREFLY MEDIA SCHEDULING & DISTRIBUTION SOFTWARE

FEATURES

- Firefly Network Tree – group, organize and manage Firefly Media Players graphically

- Playlist Editor – generate customized playlists of videos and graphic overlays

- Schedule Editor – schedule targeted programming by date and/or time

- FTP Publisher – publish unique content via FTP

- Media Update Disc Publisher – create Media Update discs (CDs/DVDs) for global or site-specific content distribution

- Windows 98, ME, NT 4.0, 2000 and XP compatible

BENEFITS

- Provides centralized management for any size network — 10's, 100's or 1000's of Firefly Media Players

- Creates diverse programming by integrating video and graphics into playlists and schedules

- Facilitates easy playback and updating of programming based on date, time, region or sub-grouping of locations

- Manages content centrally, while allowing for local updating

- Delivers content rapidly using FTP or satellite multicast (future release)

- Publishes content via CD/DVD, minimizing networking and distribution expenses

- Supports scalable expansion

Media Messenger^{TM} software, combined with Firefly^{TM} 3.1 Media Player, creates a simple — yet powerful — end-to-end solution for the distribution and utilization of high-quality digital media.
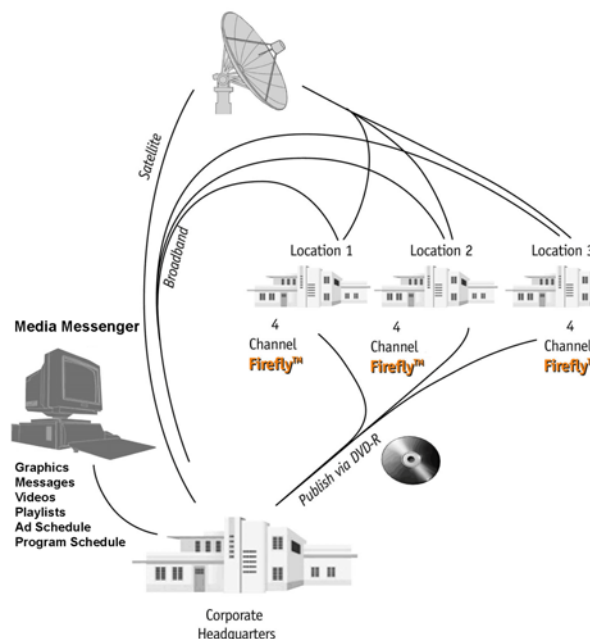
The digital media may be a combination of video, audio or graphics and can be applied across multiple channels at a single location or throughout a large-scale enterprise.

Media Messenger features a simple, easy to use interface, which can be controlled from a central location to develop and manage target programming based on date, time, region or sub-grouping of locations.

Content can be delivered to Firefly Media Players rapidly and reliably via FTP, Media Update discs (CDs/DVDs) or satellite multicast (future release).
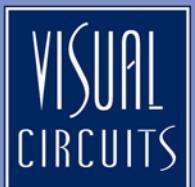
In addition, valuable playback and diagnostic log data can be viewed and integrated into custom reports to track what media gets played back where and when.

No matter the size or scope of your organization's digital media needs, manage your Firefly Media Player network with Media Messenger software from Visual Circuits.
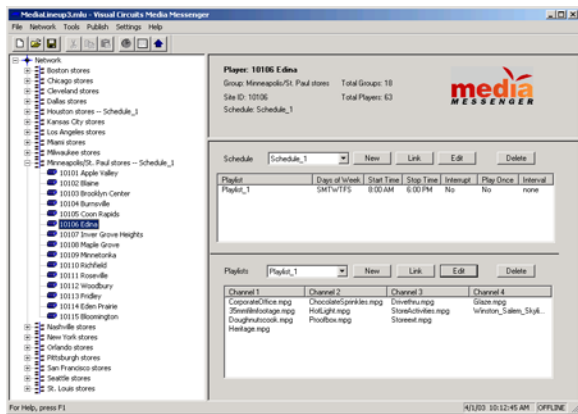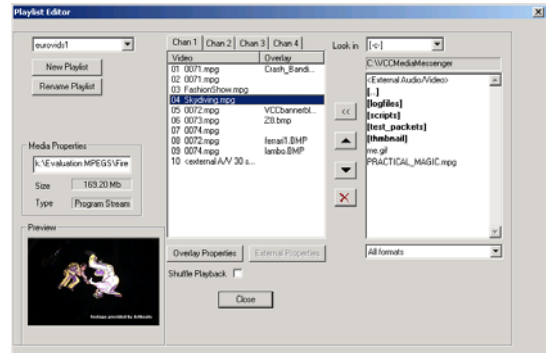
OVERVIEW OF MEDIA MESSENGER

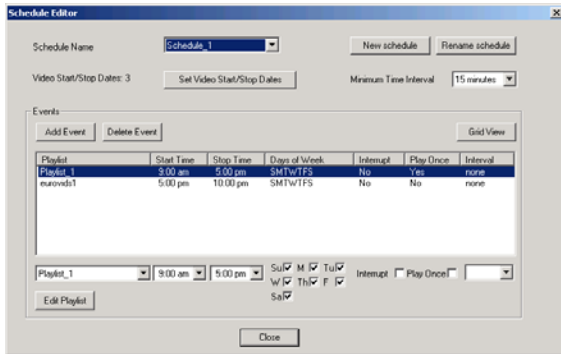**1** **Set up a network of Firefly Media Players**

Media Messenger Main Screen / Firefly Network Tree

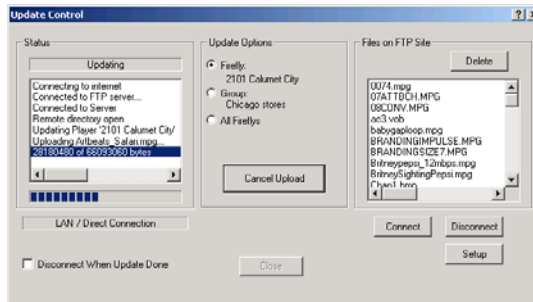**2** **Create playlists containing videos and graphic overlays**

Media Messenger Playlist Editor

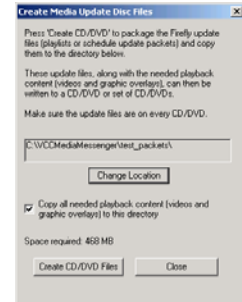**3** **Embed playlists within time/date schedules**

Media Messenger Schedule Editor

4 **Update Firefly players using FTP or Media Update discs**

Media Messenger FTP Publisher   Media Update Disc Publisher

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