



PowerUp™
Advanced Messaging Solution



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MANAGED
DEVICES

UNIFYING

MULTI-
SCREEN

PowerUp

ADVANCED MESSAGING SYSTEM

Zodiac Interactive's Advanced Messaging Solution (AMS) is a non-intrusive and non-disruptive messaging and integration hub for unifying web, mobile-based, and backend messaging services with **legacy and next generation** managed devices such as set-top boxes.



AMS provides bidirectional connectivity across all screens, including all web, mobile, gaming and STB platforms enabling **multi-screen convergence** for all messaging. This stand-alone sophisticated server-based solution provides the signaling and formatting required to facilitate the transmission and presentation of the desired content.

PowerUp AMS enables **seamless communication** between mobile devices, STBs, and backend; Email, tweets, appointments, stock alerts, reservations, Caller ID notifications, DVR playback commands, and many more are received by AMS, and packaged for transmission and delivery to the assigned/addressed STB. Messages are presented on the TV for viewing and response, all based on individual user **preferences**. This level of personalization and integration begins to recognize the possibilities for personal services and settings not previously thought possible.

Zodiac's PowerUp AMS solution enables the service provider to integrate these capabilities into the product mix with a minimal amount of development and integration work and very **affordable licensing** structures.



The Advantages of PowerUp AMS

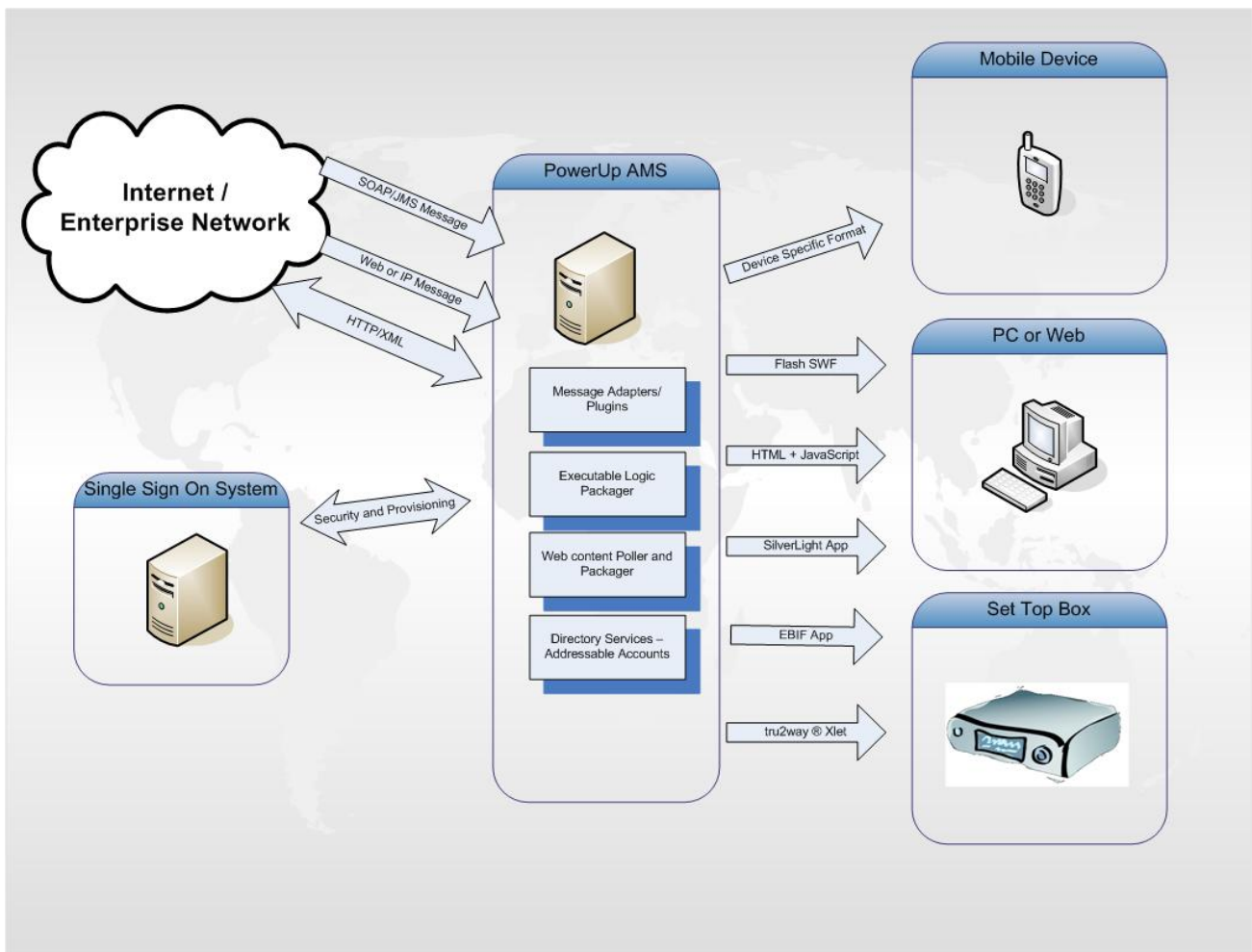
The Advantages of PowerUp AMS:

- Personalized, subscriber level integration with all Web, mobile, and backend services with very economic terms. Quick to market with no service disruption and minimal development and integration efforts
- Convergence of screens and content with user flexibility and higher satisfaction
- Easy and fast entry to interactivity with a migration path to more advanced applications.
- Competitive advantage and marketplace leadership
- Low cost of entry with high perceived value among customers

PowerUp AMS Features:

- Aggregates and presents content and information properly formatted for all target platforms including set top devices, web (PC), companion devices
- Deployable regardless of the set top platform and network
- Server-based, quickly and easily deployable with minimal integration concerns and low resource cost
- Additional content options could include tweets, Facebook updates, RSS feeds, broadcast “walled garden” content, and any other applications able to be invoked by addressable set top box messages

Zodiac Interactive's PowerUp AMS Network Architecture Diagram



Logical View POWERUP SUITE

