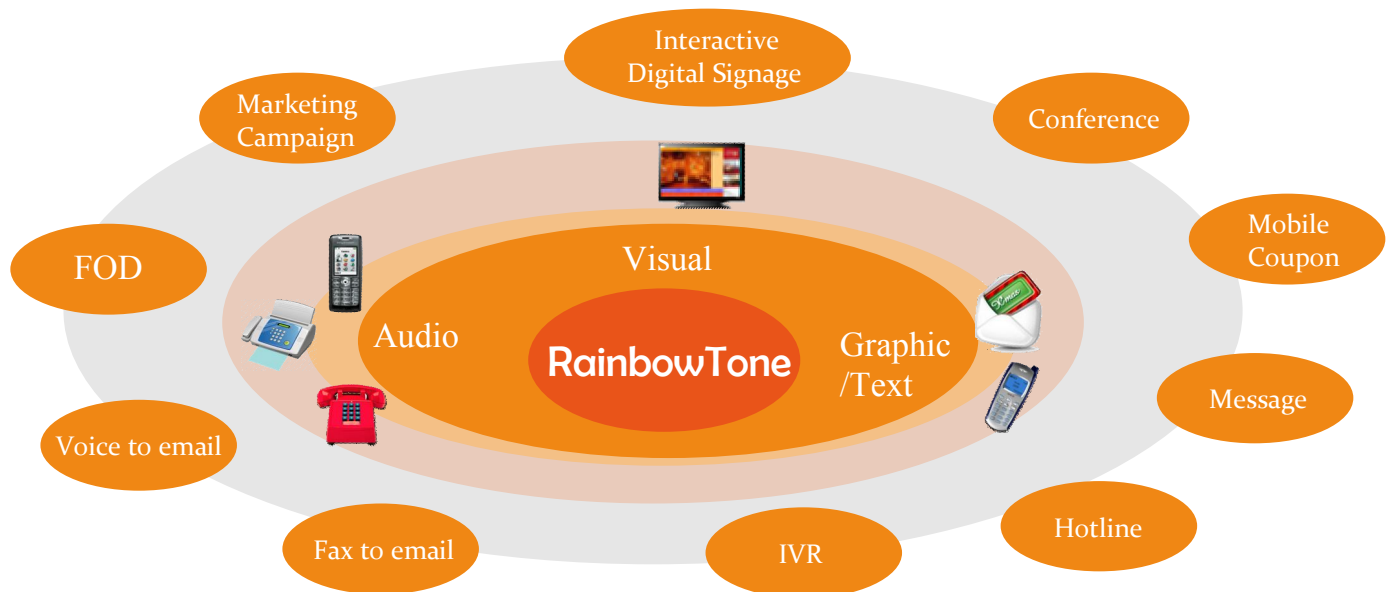


## Cloud Computer based Software as a Service (SaaS)



**RainbowTone** is the next generation service hosting platform, which is built to deliver various kinds of multimedia telecom services efficiently, effectively and reliably.

We provide on-demand telecom services to serve you and your customers round the clock throughout the year.

### Benefits of our Services

- ◆ Extend time and space to your advertisement
- ◆ Interactive Direct Response marketing
- ◆ Directed and personalized marketing
- ◆ Enhance customer attention
- ◆ Seize customer attention
- ◆ Motivate customer action
- ◆ Extend business hours by 7\*24 hotlines

### Rapid Time to Market

With our patent pending technology, your required service can be built or changed within hours. It is critical if you want to adapt to the market appetite after an advertisement is launched.

### Lowest Total Cost of Ownership

With our hosting service, you do not need to invest in equipment and technical personnel for development and on-going maintenance. You can rely on our professional service for building and maintaining the service for you, without investing your own in-house experts.

### Flexible and Versatile Services

- ◆ Rapid Application Builder
- ◆ SMS Coupon Engine
- ◆ Text-to-Speech for dynamic text content delivery
- ◆ Managed Service Network

### Dynamic Link to External Data Source

Quick and secure integration with third party content/data source via HTTP/HTTPS.

### High reliability and secure hosting at data center

Our carrier-grade service platform is hosted in secure data center for maximum reliability and 7\*24 service ability.

# Cloud based Interactive Digital Signage

RainbowTone is proud to bring you advanced audio-visual experience with its cloud based Digital Signage Service powered by Cosignage of Cosmact. With its SaaS model, you pay as you go to deploy your interactive digital signage service in an unprecedented way without any significant upfront cost.

## What's so unique about Cosignage?

Cosignage is a solution that uses public digital displays to communicate with target audience in an interactive way by just a *simple phone call*. It combines video, audio, animation, graphics and text elements to convey advertisements, information, and entertainment to viewers interactively with the following benefits.



*Quick and Easy Engagement with Personalized Content*



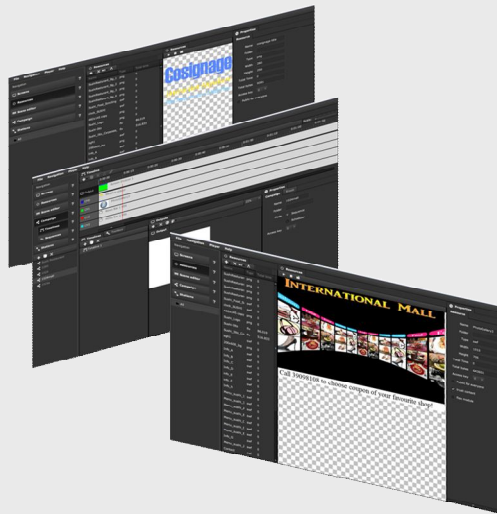
*Multi-modal Experience*



*Real-time Tracking*

## Signage Studio

Cosignage provides you an easy to use digital signage tool to present your content any way you like. You can divide your screen into separate areas, link different kinds of content to each area, define timeline of your media resource, and schedule the content playlist.



## Signage Player

The work horse of our Digital Signage solution. The Signage Player is controlled from the Signage Studio. Signage Player can be installed on any computer and supports both Windows and Ubuntu Linux.



## Service

Apart from building your own interactive content with our easy to use API, we can also design any form of interactive event to fit your application and communicate your messages to your target audience.

## Interactive Events

Viewers can participate in the game, survey, coupon registration by using their cellular phone right there when they see the digital signage. Our unique solution can prolong viewers' engagement time and build up potential customer data.



## Feature Highlights of Cosignage

### Interactivity via Phone

- \* Support any mobile phone
- \* Control via keypad/voice inputs
- \* Support web and mobile apps

### Management and Monitoring

- \* Easily switch the signage players from one configuration to another
- \* Visual representation of schedule
- \* Divide the screen into separate areas
- \* Proof of play report
- \* Remote management of signage player

### Content

- \* Support rich multimedia content such as different video and audio formats
- \* Lots of valuable tools include RSS News, Stock tickers, clocks and more to enrich your digital signage content

### API (Application Programming Interface)

- \* You can build your interactive content with our easy to use API