

One Link **Media** Systems®



TRANSFORMING CONNECTIVITY INTO A WHOLE NEW BALL GAME



Paltronics' One Link Media system® provides powerful, compelling and flexible capabilities similar to those of a cable broadcast company. It allows you to manage the networked distribution and display of targeted information, entertainment and promotions using the full range of media file types such as video, stills or web pages. These can then be combined and “narrowcast” to displays throughout one or multiple properties.

The One Link Media system is unique in the industry because it allows you to integrate media with gaming and other live data from video, to broadcast, CCTV programming, and more. So whether your goal is to list menu items at a restaurant, feed live sports games overlaid with your logo to your roulette tables or promote jackpot winners on your slot floor, Paltronics One Link Media system gives you the power to combine and present media like the professionals.

With our One Link Media system, you get the convenience of centralizing and customizing your message management plus the ability to efficiently run marketing campaigns from one location. And One Link Media is flexible. It easily scales to meet the most demanding needs. So, you can start out with a One Link Media

SERVER ROOM...

TO YOUR ENTIRE PROPERTY.



### Find out What a One Link Media System can do for your Property

#### **SLOT MANAGEMENT**

- ❖ Unique ability to tie in with your slot system to show gaming data
- ❖ Advertise players club loyalty programs
- ❖ Increase awareness of the slot floor
- ❖ Showcase gaming activity and information in a highly visible and compelling way

#### **MARKETING MANAGEMENT**

- ❖ Promote concessions, restaurants and events across the property
- ❖ Create excitement with bright, full-motion animations and graphics
- ❖ Promote drawings, giveaways and other programs designed to increase overall revenue and profitability
- ❖ Leverage mixed media capability to package content in less obtrusive ways. For example, overlay information about rewards programs on the screen in your bar so it is visible to patrons without “interfering” with the big game.

#### **IT MANAGEMENT**

- ❖ Create operational efficiencies with a single architecture and infrastructure for media, tables and slots

- ❖ One wire standard Ethernet solution
- ❖ Systems reside on your existing network and have low bandwidth requirements
- ❖ Ease of installation
- ❖ Plug and play components
- ❖ 24/7/365 dial-in service capability; easy to replace parts on the floor
- ❖ High system reliability

#### **EXECUTIVE MANAGEMENT**

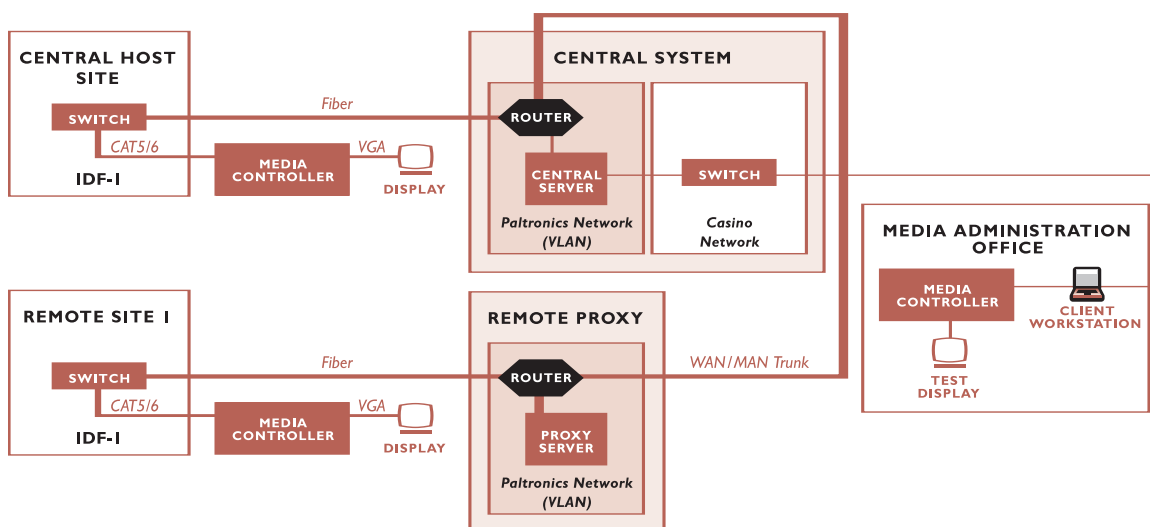
- ❖ Leverage Paltronics' scalable infrastructure over time to add more functionality while also bringing in capitalization over a longer period
- ❖ Manage multiple properties for greater economies of scale.
- ❖ Multi-property, multi-brand promotional vehicle
- ❖ Mix of casino management and customer-related benefits: Enjoy the operational efficiencies and management accountability that come from centralized control while generating interest, awareness and excitement around your property

system to bring unparalleled capabilities to a small property in the knowledge that it can grow with you to meet the needs of multiple mega venues.

Your One Link Media system has been designed from the ground up for the casino industry so it can support rigorous demands for 24/7/365 operation. At the same time it manages security very closely, allowing you to control exactly who has access to information, and how much, based on their role in your organization.

One Link Media systems are controlled by the most powerful and comprehensive tool on the market today. Paltronics Media Director Pro software provides ultimate control of your system with an easy to use interface.

To further support you, Paltronics can provide custom graphics and animations. Services include graphic content packages including media creation, management and a range of marketing services. When you want to drive game-play or promote key aspects of your property via tailored media content to plasmas, LED and LCD screens, Paltronics is your professional resource.



### One Link Media System Components

Based on a standard client-server model, Paltronics One Link Media components include:

COMPONENTS	DESCRIPTION
<b>Media Vault Server</b>	To act as the central point of communications and management for all devices on the media network.
<b>Media Transfer Server</b>	To act as an FTP server to manage system-wide content and a multicast TFTP to retrieve updated content from Paltronics media controllers in a bandwidth-friendly way.
<b>Media Streaming Server</b>	To encode live video sources in real-time (TV, VCR, DVD) into MPEG 2 streams and distribute them to display controllers.
<b>Media Database Server</b>	Used to store all persistent configuration values for devices on the media network.
<b>Media Vault, Proxy Server</b>	To perform forwarding and caching of communications between Media Vault servers and display controllers. Proxies are used to facilitate distributed (multi-site) installations.
<b>Media Router</b>	To poll the Jackpot Controllers to capture gaming data which includes levels, jackpot wins and jackpot clears. The Media Router locates, manages, manipulates and presents information from progressives, bonus and management systems, then delivers the data throughout one or multiple properties.
<b>Media Display Controller</b>	Standard wall or rack-mounted display controllers, these include VGA and composite video output connections for driving LCD's, plasmas, HDTV and TV.
<b>Media Client</b>	Workstations to remotely administer display controllers, servers and any other devices attached to the media network. It can be used by different departments with varying levels of access to maintain security. Authoring of channels and video content may be performed on this device as well.

## CUSTOMER SUPPORT



Paltronics systems are unusually rugged and rarely need servicing if maintained in accordance with their instructions. All parts carry the industry-standard warranty.

We provide:

- ❖ Support 24 hours a day, 7 days a week, 365 days a year
- ❖ Unlimited telephone support with 95% problem resolution success rate
- ❖ Remote online support through VPN troubleshooting and maintenance
- ❖ Three hour emergency live support
- ❖ Regionally located warehouses and service staff
- ❖ Thorough test of all equipment prior to shipment

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SYSTEM SOLUTIONS

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