

Focus Centered Media Ltd.

Self-Service Solutions, Full-Service Integration

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Introduction

Recognizing that there are challenging demands on you and your clients to provide efficient cash flow, market penetration and high conversion rates, Focus Centered Media Ltd. is pleased to offer our fully integrated self-service solutions.

We specialize in creating powerful self-service tools for increasing revenue, enhancing customer and employee satisfaction, and marketing efficiently - all at a lower cost than other available options. Whether designed for processing payment, providing real-time information, digital signage, or interactive marketing, Focus solutions amplify, extend and enhance any client message.

We are convinced that the experience, services and technology of Focus Centered Media will help your clients achieve and exceed their goals, while increasing profitability for them and for you.

We sincerely appreciate your valuable time in considering our products and services.

Our Vision

At Focus Centered Media, we draw on our core competencies to provide both private industry and public institutions with popular and effective interactive tools that significantly enhance customers' experience.

In addition to taking the lead in connecting organizations with the public through self-service technology, we place prime value on simplifying things for our clients. Our innovative self-service solutions are designed to free entrepreneurs to pursue the creative and productive side of their businesses, thus contributing to a vital and vibrant economy. That's why Focus products are both customizable and networked, yet maintain plug-and-play convenience.

Our business goals include becoming the global leader among self-service solution providers. To achieve that aim, we are developing partnerships worldwide with those who share our aspirations and our service-oriented vision. In collaboration and consultation with our partners, we are seeking to open new markets to the exciting possibilities of our customer self-service options.

About the Company

Focus Centered Media Ltd. is dedicated to providing self-service solutions with full-service integration.

Drawing on rich experience, we developed customizable terminal management software and sleek multimedia kiosks and digital signs. Our attractive designs combine cutting-edge technology with easy-to-use simplicity in effective and popular interactive tools.

Focusing on Your Objectives

We believe in fully complementing our customer's marketing plan. Our sleek and functional products fit seamlessly into various promotional environments, whether indoors or out. And our flexible customization option ensures that our client's message or services are promoted most effectively.

Our technical team provides innovative, advanced solutions to meet special design requirements. Customers also have the option of selecting off-the-shelf components from among Focus's range of kiosk and digital signage designs.

In any Focus configuration, we make sure that the customer's proprietary applications work in concert with our own software to optimum effect.

The Focus Production Center

From hardware to software to kiosk construction, and from the design-in stage through mass production, the Focus Production Center crafts high-quality self-service systems. There is no longer a need to contact an endless list of suppliers; we offer full interactive solutions under one roof.

And that means rapid adaptability, optimum delivery times and highly competitive pricing.

Focus Centered Media was founded as a subsidiary of Smart-Line Ltd., one of Israel's most important hardware integration companies.

Management Team

The Focus management team is a well-coordinated, organic unit that brings its experiences with a very successful parent company to fruition in its current activities. Focus Centered Media's corporate leaders form a unified team with a unified goal.

Micky Ben Shitrit - CEO and Founder

Micky Ben Shitrit is the founder of Smart-Line Ltd., a leading system integration company that boasts the globe-hugging Amdocs among its major clients. Identifying a specific need for self-service-oriented integration solutions, Micky founded and currently directs Focus Centered Media as an independent subsidiary of Smart-Line.

Prior to Smart-Line, Micky founded and developed SMC, a leader in cable connectivity. He eventually sold SMC to Transelectric Group, one of the leading companies in its field.

Micky combines an entrepreneurial spirit with a balanced managerial style, to rapidly and surely guide Focus toward the cutting edge of the self-service industry. To achieve the company's corporate goals, he has brought together a strong, integrated management team.

Ran Ben Shitrit - Chief Technology Officer

As CTO, Ran Ben Shitrit directs technology development and engineering for Focus, including project and systems management.

Ran's background in development and management of complex corporate data centers and production systems greatly enriches the Focus development team. His innovative approach has led to new ways of looking at self-service technologies for integration into a wide array of industries.

Ran holds a Masters of Business Administration from Tel Aviv University.

Assaf Hazan - Director of Business Development

Assaf Hazan leads Focus Centered Media's business development initiatives, as well as managing the company's current sales and marketing network. In generating new markets for

Focus's self-service solutions, Assaf is also directly involved in exploring novel technologies and applications.

An integral part of project management at Smart-Line, Assaf was a key recruit for the Focus executive team. Tireless, creative and open-minded, he is introducing Focus's unique self-service solutions to a variety of new markets the world over. With flexibility and good will, Assaf carefully cultivates relationships with clients, agents and partners as they develop into full corporate collaborations.

Solutions

Whether for promotions, automated ticketing, customer service, point-of-sale or prepaid items, Focus interactive solutions combine cutting-edge technologies with user-friendly simplicity. Completely on-demand, our solutions extend business hours to 24/7, 365 days a year. And multiple linked terminals spread customer awareness, generating more leads and increasing sales.

Maximizing Self-Service

Focus self-service solutions offer more than the standard services of a stand-alone interactive terminal. Our technology incorporates features such as an alarm indicating tampering, maintenance alerts and tracking of valuable business intelligence.

With Focus, several of these self-service workhorses can be linked into a sophisticated remote-access network - a kiosk-based "retail chain" that coordinates business activity, expands marketing potential and increases overall sales.

The client provides data on the products or services to be offered to the end-user, the payment methods customers will be using, what kind of GUI they should see, and which terminal activities to monitor. Focus Centered Media's Web-based software takes it from there, with a customized configuration that precisely meets any business needs.

Any Configuration, Any Environment

Whether incorporating a barcode scanner, RFID, magnetic or chip card reader, currency acceptor and change dispenser, an integrated printer or will-call networking capability, Focus offers simple integration, efficiency and accuracy.

With that level of flexibility, our solutions suit any environment - from entertainment venues to airline ticketing, from hospitality services to self-checkout retailing, and from libraries to government services and utility payment terminals. In addition, any Focus kiosk can be configured to provide end-users with access to relevant information and announcements,

such as real-time updates on prices and special offers.

Remote Monitoring and Management

For effective self-service, the client determines what elements the Focus software should be monitoring. Using standard Internet connectivity, a simple kiosk, for example, can inform its operator when its filters need cleaning, when its cash box is approaching capacity, when its printer will need paper, and more. An additional key feature of our software is the vault tracker. Whenever an employee removes a kiosk cash box, an alert identifying the terminal and listing the quantity of each bill it holds is sent to a designated recipient.

Focus management software also monitors the health of the self-service network at all times and knows when it is working properly - and when it is not. At client discretion, an urgent alert is sent straight to any specified e-mail or mobile phone whenever there's a disruption in service. And, if need be, a malfunctioning terminal can be remote reset from any Internet or cellular network.

Providing Mission-Critical Data

Focus software maintains logs of monitored activities, providing mission-critical information about a client's self-service solution. This provides a clear picture of revenues generated, cash flow at any given moment, customer purchasing habits, as well as malfunction statistics and maintenance schedules. The consolidated data can then be sorted by our software according to various parameters determined by the client's research needs.

A One-Time Investment, Long-Term Returns

The Focus self-service solution is a one-time investment with high long-term returns. Other options - such as hiring more employees, extending the advertising budget, or renting more locations - are invariably more costly or less effective. Additionally, with Focus solutions in place customer service personnel are made more available, improving customer satisfaction.

The self-service option is especially convenient for utility payments, unpaid bills and fines. While simplifying the payment process, and cutting back on lengthy queues, our system offers users access to useful information and announcements, including over the Internet.

For prepaid services such as phone cards, debit cards, gift certificates, license renewals, meal plans and more, our live connectivity provides real-time updates on prices and special offers.

Any Focus self-service terminal can also become an automated ticket counter with an integrated printer and will-call networking capability. Configured for entertainment and sports venues, airline and train ticketing, or hospitality check-in and checkout, we assure users of up-to-the-minute pricing, scheduling and availability information.

The Digital Signage Solution

For those clients who are seeking an even more convenient solution, Focus Centered Media has developed a unique plug-and-play digital signage system.

Ideal for broadcasting client-controlled content to multiple screens scattered in different locations on client premises, this solution consists of a centralized server rack, Focus computing systems and accompanying software - written in customer-selected programming language - interactive displays and Ethernet extenders.

Configured at the Focus Production Center, the client receives a complete, self-contained digital signage solution that is simple to install, operate and maintain without professional assistance. We provide all the easy-to-follow, detailed instructions necessary.

This solution is especially suitable for banks, hotels, airports, retail stores, factories and other facilities with multiple points of customer congregation. It is the ideal high-value, low-cost customer service solution.

Targeted Marketing, Third-Party Ads

The Focus solutions can become even more powerful marketing tools. As customers interact

with the self-service network, on-screen collateral content can be tailored to reflect customer activity. Clients can provide specific information customers need, as well as generating highly targeted promotions for more effective cross-selling.

Taking the Focus marketing potential to the next level, third parties can be offered the option of targeted on-screen advertising. Well-placed ads on the terminals provide yet another income stream suitable for most self-service contexts.

Products and Services

Focus Centered Media solutions include our fully integrated, off-the-shelf self-service terminals and digital signage. With our attractive plug-and-play products, clients won't expend staff, time and resources on maintenance, routine payment activities or point-of-sale disputes.

Simple and elegant, our products are truly functional artwork - eye-catching and durable, especially suitable for facilities with high customer foot traffic.

Each of our six product lines can be configured to provide our clients the perfect solution for their specific needs. Integrating a wide array of hardware - printers, currency acceptors, biometrics, license scanners and other applications - any Focus terminal can become a webphone, a payment center, an interactive directory, a dynamic point-of-sale and more.

Sleek and Secure

Along with our sleek designs, Focus Centered Media provides enhanced security features for protection of the self-service terminal and its contents.

In addition to floor-bolting brackets, our kiosks are fitted with sensors that detect shocks to the cabinet and automatically activate a built-in alarm. Separate alarms secure the terminal's main door and its vault, indicating when they are opened without authorization.

Digital Signs

Modern and versatile, the Focus wall kiosk is a premier digital signage option.

Creating a strong visual impact in any setting, an optional interactive touch-screen can also enable users to locate information quickly, easily and independently. With high performance and reliability, our digital signage is designed for 24/7 operations.

A Unique Feature - And Some Other Great Ideas

After a Focus system is installed, your message stays updated with smooth and consistent terminal operation. Our remote reset feature ensures almost no down-time, while our online support is always available, from anywhere in the world.

We also have a unique service for those who understand the power of an interactive self-service solution, but are not sure how to leverage it to promote their message. Focus consultants draw on their experience across a spectrum of industries to help clients design original and effective kiosk-based campaigns and installations.

Finally, our periodic customer surveys help us to learn even more about our customers' priorities, in order to continually improve our products and services.

Our Guarantee

All Focus Centered Media products are designed, engineered and manufactured in Israel and covered by our exclusive global warranty. We will replace or repair any components supplied by Focus within one year of the purchase date, subject to the terms of the warranty.

For More Information

For even more about how we can accelerate your company's current activities, please take a moment to surf our corporate website at <http://www.focus-media.tv>.

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