



POWER-LINK: Introduction

What Is Power-Link?

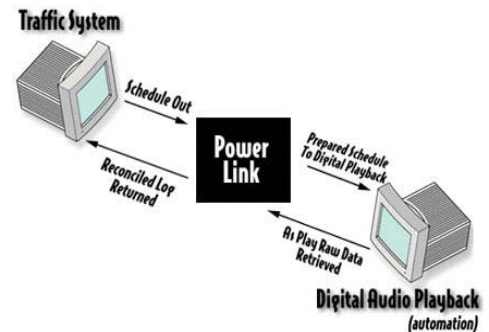
Power-Link Software is a "middle-ware system" that assist, monitors and corrects your **traffic, business and production** departments. It alerts your personnel of missing copy, un-played spots, on-air spots added and wrong copy aired and then updates the exact airtimes to your traffic system. Power-Link has a multitude of ways to improve your station's studio and traffic departments. They will work together keeping each other informed of changes on a continual basis.

We offer a complete bi-directional (closed loop) communication between traffic & billing systems and digital audio playback (automation) systems. Our exclusive two-way interfacing technology allows fast and reliable data transfer between your traffic department(s) and digital playback system(s). Since 1991, Power-Link has enabled error free billing by way of log verification and daily log reconciliation for our client stations.

With Power-Link monitoring your traffic and audio playback systems, you'll have the peace of mind that comes with the knowledge that program logs are reconciled properly, and that billing is precise and virtually indisputable. You'll know exactly *what* commercials aired, and when.

Where Does Power-Link Fit In?

Power-Link is independent of your traffic and digital audio playback systems and creates a communication interface between the two. As a "middle-ware" type of software it monitors all of the scheduling traffic leaving the traffic system. Later after the broadcast day has aired, it retrieves the actual air information from the automation system and reconciles it back to traffic.



Why Do You Need Power-Link?

Power-Link is your safeguard against missed spots, continuity errors, false billing and ultimately **mail fraud**. Until Power-Link's technology, broadcasters have been dependant on unreliable operator notes to track discrepancies and gather information to assemble their final billing information. Broadcasters have been at risk of billing disputes, false billing and fraudulent invoices. Now broadcasters have Power-Link to help protect the integrity of their client billing and a quick method of checking that the right spots ran.

How Does Power-Link Work?

Power-Link is configured within your existing traffic and digital audio playback (or automation) systems by our on-site installer/trainer.

The system operates in two basic phases. First, when program logs are prepared, Power-Link loads them into its log preparation mode. This stage allows for quick and easy edits, and the final preparation of future logs. In addition, if needed, music logs can be pulled in at this stage allowing for precise timing of hours as logs are merged. The second phase of Power-Link begins after the conclusion of the broadcast day. "As-Play" data is retrieved from the digital playback system and compared to the program log originally sent in. This comparison is at the heart of our interactive reconciliation process.

Who Is Using Power-Link?

Over 500 radio and television stations that want precise billing integrity. (See sample client list enclosed)