



Text4Air is an application suite developed, produced and supported by Creative Affinities Inc. to process "at-this-moment" content from typical interactive sources (web, SMS, games, Twitter, ...) on its way to broadcast, including efficiently moderated authorization and control of on-air playout.

WORKFLOW OPTIONS

The modular functionality permits a variety of workflows according to your preferences/policies, such as:

- strong control by Standards & Practices and/or Legal departments
- delegated responsibility, whereby a single individual handles all functions.

RECEIVING

Text4Air provides flexible Receiver interfaces, connecting to each facility's preferred interactive sources. These unique Receivers have been developed and tested to withstand huge volumes of submissions, to ensure that impacted IT platforms and networks are not overwhelmed.

Standard unicode structures handle international character sets.

Creative Affinities includes experienced commissioning and integration services, and continues to remain involved in your ongoing design and use concepts, to achieve your interface, workflow and presentation requirements.

The total integration ensures efficiency by eliminating any "cut+paste", preserving the integrity of each message, from authorization to actual playout.



mobile sources



internet and intranet



ACCESS

Text4Air's central functionality is bundled in a web interface, so that users may access it from distributed locations with their domain authentication. Each user is granted access only to highly defined Text4Air functions, to ensure the workflows conform with corporate policies and preferences. PreEditing, authorizing, sequencing and playout may be assigned to different individuals, or all handled by a single person, depending on each facility's preference.

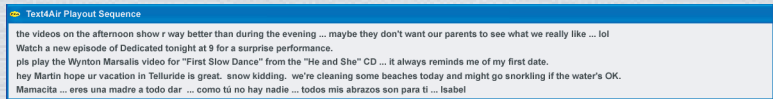
AUTHORIZING

Each received message that is considered a candidate for air is quickly passed with ancillary related data to selected individuals designated as "authorizers". Using the web interface, these users can accept / reject / edit messages efficiently, even from their own office or remote location, with strong security. The content of original messages and every authorization is stored for subsequent auditing and review.



SEQUENCING

Each pre-authorized message is next placed by approved "playout producers" into a specific sequence position in an ordered stack for playout. These producers can also choose to air / suppress ancillary data with any message.



SESSIONS

OnAir display of Text4Air sessions may be started and stopped manually by individuals with "control" permission via the Text4Air web interface. Alternatively, they may be scheduled by suites (such as G2UI from Creative Affinities) that manage secondary events driven by playout automation systems.

PLAYOUT

Text4Air has integrated interfaces direct to selected graphic platforms for reliable realtime control of message playout according to the authorization and order established for each message.



IMMEDIACY

All processes are super-efficient, being accomplished as quickly as 2 seconds from original submission through to on-air playout, confirmed by actual-use statistics.

Generic Samples of Text4Air Proven Effective in Generating Engaged Viewers

Social Chats in Continuous Ticker

MEMBER CHATS
pls play more salsa! Jacqui 29 Miami i have a new baby brother ... luv2mom

Game Results in Continuous Ticker

GAME SCORES
François 11 Québec: 48,600 on Level 7 ★ Carlos 14 TX: 27,300 in Level 5

Twitter content in Continuous Ticker

TWEETS
@Text4Air: is that chef 4 real? the pic is a tasteless mess #tartetatin @G2UI

News/Weather/Sports/Closings/...

SPORTS
MLB NL Chicago 8 @LADs San Francisco 2 SIXTH AL Boston 4 Tigers Detroit 4 FINA

Politics-D commentary in Continuous Ticker

COMMENTARY
@DEMexpert: Hardworking citizens deserve a chance. Joe Biden via IM: I'm not smiling

Politics-R commentary in Continuous Ticker

COMMENTARY
@GOPexpert: Big government strangles a robust country. Mitt Romney via Email: 48% is

Individual contest items / hints

CONTEST ITEM 1
Truman Capote held a famous party for celebrities and socialites in New York City on November 28, 1968. The required attire caused the party to be known as "The Black and White Ball"

Individual Twitter content from network

@Text4Air
is #NFL football, #NHL hockey, #MLB baseball or #NBA basketball the biggest generator for beer sales per person ... at the stadium? at home?

Individual Twitter content from viewers

@FanMLB
sitting in a cold stand for football or hockey cannot be good for beer drinkers. baseball on a hot summer day is the best. #lovethosesuds

Individual notices from network

TIME CHANGE
since the tied golf match is still being played, this network will postpone the start of the world premiere movie (previously scheduled for 8:00pm). It will be shown in its entirety immediately after golf concludes.

News/Weather/Sports/Closings/...

BREAKING NEWS
The meteor that streaked across the Russian skies in February was apparently carrying extraterrestrial beings, who have acquired the ability to communicate in Russia. They have said they are friendly and just want to party.

Vote/Poll Results with Dynamic Updates

VOTE RESULTS Referendum 74.X: Should weather reports state temperatures in "K" rather than "F" or "C"?

	ALL	Male	Female	Urban	Rural	TrekKies
YES	14%	32%	1%	23%	3%	83%
NO	59%	49%	64%	55%	61%	8%
UNDECIDED	27%	19%	35%	22%	36%	9%

Different types of interactive content may be combined/scheduled within the same graphic baseplate.

Creative Affinities is constantly expanding the types of interactive events that are managed by Text4Air, always listening to the concepts proposed by our valued clients.