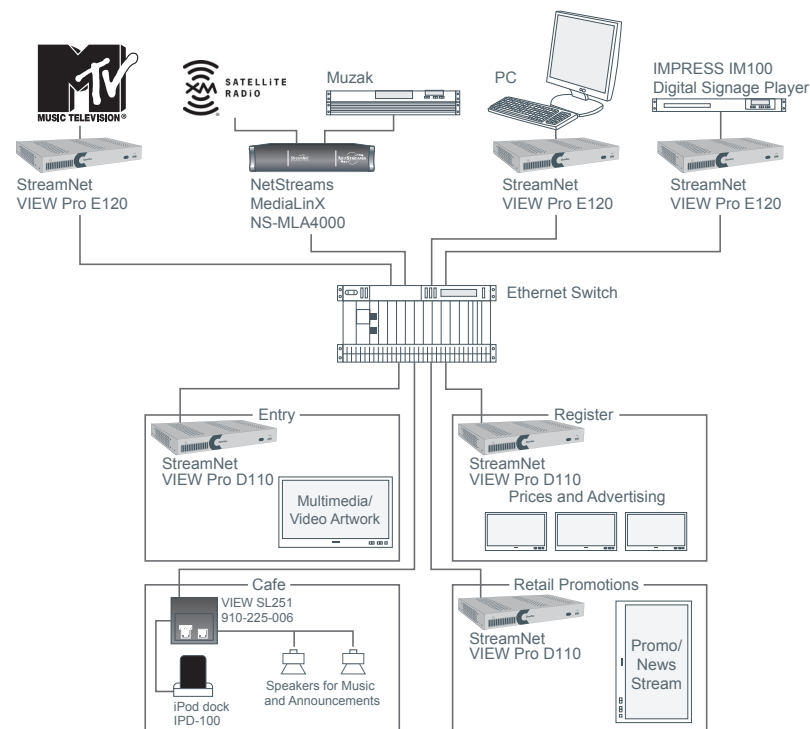


Wiring Diagram



Equipment List

Encoders:

VIEW Pro E120
MediaLinX NS-MLA4000
MultiMedia Port NS-MMP100

Decoders:

VIEW Pro D110

Amplifiers:

VIEW SL251 - 910-225-006

Digital Signage Player:

IMPRESS IM100

Gigabit Ethernet Switches:

VIEW NS-SW5524

User Interfaces:

VIEW NS-TL700

Power Supplies:

VIEW PL960 - 910-225-005

Control nodes:

VIEW NS-MLA4000

Coffee Shops Love StreamNet. Here's Why:

1 StreamNet does not suffer from signal degradation typical with RF and Base band solutions. With StreamNet, high quality HD audio and video may be run over thousands of feet of existing network cable without loss or degraded video.

2 Unlike traditional RF or Base band solutions, StreamNet does not have limitations to the number of displays or their purpose, which makes it highly scalable. Mix digital signage with media displays and marketing or promotional video on the same network.

3 Today's consumer demands crystal clear audio and video wherever they are. If your project mandates reliability and 24/7 up-time during store hours, StreamNet is your answer. Coffee shops require maintenance and service efficiency. StreamNet is the only complete solution available which allows easy provisioning and remote management with no single point of failure.

4 StreamNet is capable of handling a diverse mix of sources from iPods to DVD players, satellite receivers or traditional radio. With a StreamNet solution coffee shops can handle every conceivable source that may be required.

Latte with 5 Pumps of A/V

ClearOne

OppDoc #2: Digital Signage in Small Retail Spaces



Technology now touches every part of human life, from the way we communicate to how we consume entertainment.

Which means for

many people the music and video which surrounds them is like a soundtrack connecting us in more and exciting ways than ever before possible. This fact is never more illustrated than in the modern day coffee shop or small food retailing environment where consumers have come to expect highly interactive experiences.

In today's fast paced media driven sales environment, consumers expect a highly interactive shopping experience.

Though all businesses strive to offer the best possible product to their customers, an area sometimes overlooked is customer experience. We believe customer experience is the positive overall feeling or experience a consumer has in the context of doing business with your company. The greater that feeling, the higher likelihood your business will receive referrals and recommendations, which are the very mechanism that creates a steady flow of ever growing traffic into your store.

Whether you are the business owner of a coffee shop, specialty sandwich shop or small retail store, or perhaps a systems integrator offering solutions to business owners, the following ideas are easily adapted and employed with ClearOne StreamNet digital enabled solutions.

About ClearOne

ClearOne is a global communications solutions company that develops and sells conferencing, collaboration, streaming media and connectivity systems for audio, video, and web applications. The reliability, flexibility and performance of the company's advanced comprehensive solutions enhance the quality of life through better communication, education and entertainment.

ClearOne delivers the ultimate IP A/V experience by distributing high definition audio and video over TCP/IP networks. ClearOne's products are designed for commercial and residential use, offer unprecedented levels of performance, functionality, simplicity, reliability and expandability. By combining audio/video content, meta-data and control signals into one stream, ClearOne's patented StreamNet™ solutions are a smart investment, enabling the Power of AV over IP™ – today.

ClearOne's StreamNet technology provides elegant solutions for streaming media & control applications such as digital signage, distribution of HD video and audio, LAN Cloud Matrix Switching™, and audio paging over data networks.

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■ Opportunity 1: At the register...

StreamNet allows:

- + Uniform control of pricing and food description updates on visually exciting digital signage screens
- + Recurring revenue opportunities from co-op advertisements featured by food vendors or sponsors on secondary display screens
- + Uniform control of prices across multiple stores and/or individual store pricing changes for promotions, time of day or occupancy

With a flexible, easy to use and powerful user interface, the StreamNet system may be easily operated and managed in the store or remotely if desired.



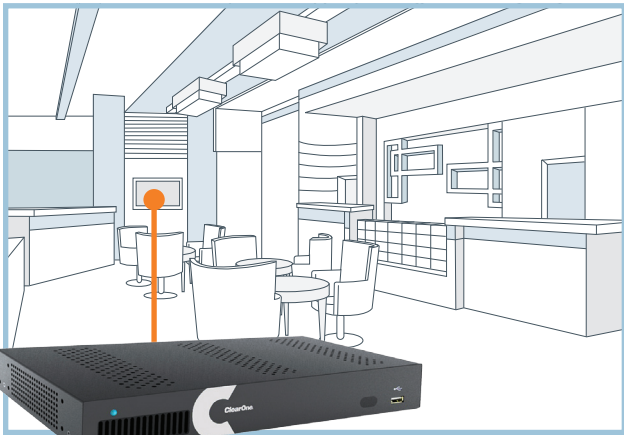
StreamNet VIEW Pro E120

■ Opportunity 2: Retail promotions...

StreamNet enables:

- + Pricing and advertising offers presented in fun and engaging ways via promotional videos or animated digital signage
- + Uniform control of marketing and promotional offers across the store or multiple stores with remote management
- + Catching up with the current news reports makes standing in line a breeze and helps improve customer satisfaction

StreamNet solutions provide an easy to operate user interface so store employees can easily control and operate the system with minimal training.



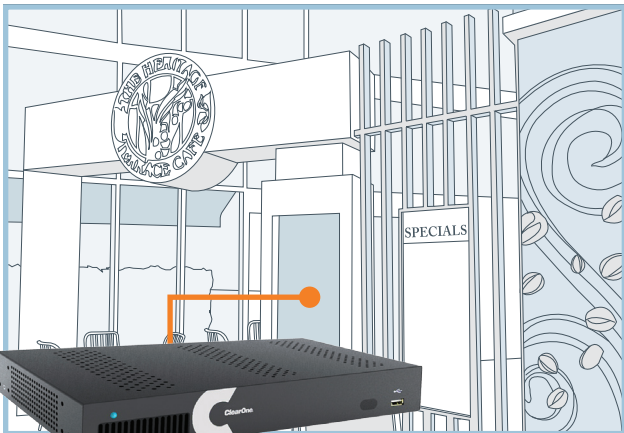
StreamNet VIEW Pro E120

■ Opportunity 3: The entry...

StreamNet sets the mood of your store:

- + Music videos, multimedia and video artwork welcomes the customer into your store and establishes the mood of your brand
- + Synchronized music with displays showing artist information or photos
- + Special seasonal graphics make holidays extra special

Engage the customer further by mixing and matching sources, such as DVD, satellite or cable boxes, video cameras or computers, allowing virtually any audio video source to be used with a StreamNet solution.



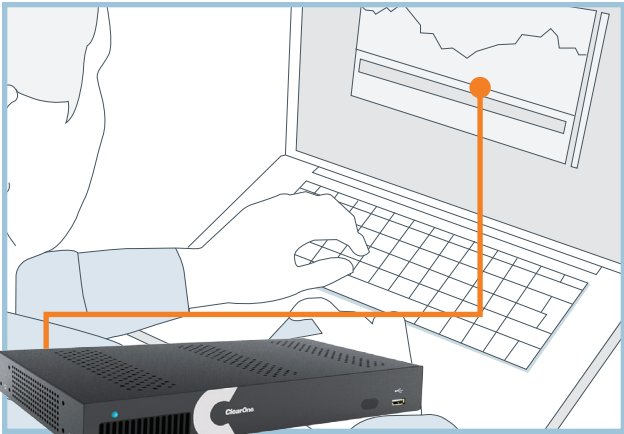
StreamNet VIEW Pro E120

■ Opportunity 4: Facility management...

StreamNet controls:

- + Lighting, HVAC, security and more, remotely from a back office or corporate office
- + Reduce energy usage after hours by automatically turning off lights and reducing HVAC usage
- + Automatically control certain lighting features at the appropriate time of day such as turning on additional sign or external store lighting at night

StreamNet allows employees to focus on selling and not managing the property. Meanwhile for those in property or facilities management positions, StreamNet reduces complexity and ensures all branding or compliance issues are properly followed.



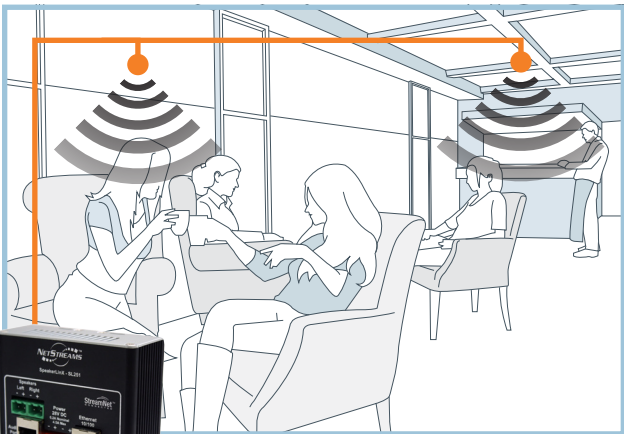
StreamNet VIEW Pro E120

■ Opportunity 5: The Café

StreamNet enables:

- + Display drink or food orders when they are ready for pick-up
- + Synchronize music and video with the store entry, ensuring the audio and visual experience is smooth and consistent throughout the store
- + Using StreamNet's elegant user interface, programming of music or video content may be accomplished with little to no training and changed on the fly based on mood or time of day
- + Installation and expansion of systems are completed faster and more easily at lower cost than competing systems

Separate your venue from your competitors by creating a unique and special experience for customers. StreamNet is flexible and puts the power of control in your hands.



VIEW SL251 - 910-225-006

Did you know...

...StreamNet multimedia encoders are devices that convert audio, video and control signals into bit-streams that can be sent across standard

networks using Internet Protocol.

StreamNet multimedia decoders are devices that convert the bit-streams created by encoders or files

from across a network into audio/video (for playback on video displays and speakers) and commands that can be used to control remotely.

Did you know...

StreamNet digital signage will increase your store's profit by attracting a customer's attention and influencing their purchasing decision immediately. Furthermore, a StreamNet digital

signage solution eliminates the high cost of creating and distributing print ad campaigns by being instant and offering the ability to change promotions immediately.

A key advantage of digital displays over static is that retailers can earn money by selling advertising space to suppliers.