

# YOUR NEW VIDEO TOPPER

An ATM•ADS video topper is a self-contained LCD panel and driving system that operates completely independent of your bank machine. It doesn't communicate with or share software with your ATM. Instead, the system is Internet driven so that it is updated easily, Nationally and doesn't present any security concerns.

When your video topper first arrives, whether pre-installed on the ATM you're buying or as an aftermarket add-on, it will come pre-loaded with video files. These video files are general filler and self-promotion to entertain your customers and attract ATM users.

These include but are not limited to:

- **INDOORVIDEO.CA** (Explains the system to potential advertisers)
- **ATM GENERIC PROMOTION** (A general "ATM HERE" type of video)
- **ATM COMPANY PROMOTION** (Depending on where you get your ATM service, there may be an "ATM HERE" type of video specific to your ATM company)

There may be several default advertisers as well, these can include but are not limited to:

- **BELL CANADA**
- **#TAXI**
- **RENTCASH (Payday Loan Chain)**
- **BOOSTER JUICE**

Paid spots may not be on your system at first, depending on your exclusion list and specific demographic. Revenue will likely not be generated on your behalf for the first 90 days after install and is generated on a best efforts basis. Since revenue is percentage based, if we make money, you make money.

When your topper is installed you will be given a username and password to the control system located at (<http://www.indoorvideo.net>). This username and password will let you upload images and videos directly to your screen(s). It also shows you current paid spots and the amount of revenue you can expect. If an advertisement appears that doesn't violate your exclusions but you would like removed anyway, there is a procedure for that in the control system.

You can also request creative be designed for your billboards by our team; there is a simple questionnaire and budget system on the control site as well. One creative is provided free of charge to new sites.

Audio levels are also controlled remotely from the console.