

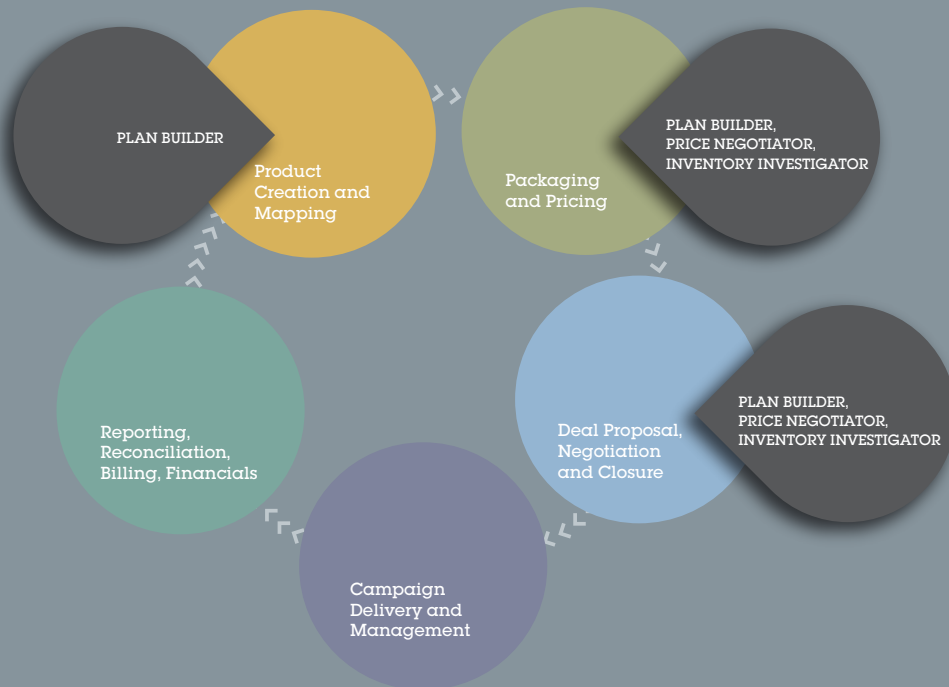


DIGITAL MEDIA TOOLS:

Solutions for today's digital ad sales challenges.

The opportunities for monetization of digital content are growing in parallel with user consumption of new media. Ad inventory is expanding. This gives publishers new revenue opportunities and poses challenges. Publishers are still manually managing their inventory and campaigns. Current industry tools satisfy some of the back-office needs regarding capturing deal terms and financials, but do not provide the inventory visibility and effective pricing and packaging to generate the highest yield.

ZOOX is the next generation tool to solve these issues. By applying the latest advances in mathematics and cutting-edge technology to the digital ad sales lifecycle, we enable our customers to maximize their revenue, while reducing their costs.



ZOOX PLAN BUILDER

Benefits:

- Optimizes plans to garner the greatest lift.
- Automates proposals to respond faster to customers.
- Compiles enticing packages for advertisers with multiple dimensions.

Features:

- Creates products and product hierarchy.
- Assembles product packages with unlimited tiers and relationships.
- Suggests packages based on deal parameters.
- Incorporates packages into media proposals

ZOOX PRICE NEGOTIATOR

Benefits:

- Provides guidance to make intelligent pricing decisions.
- Maximizes revenue by understanding when and when not to provide discounts.

Features:

- Analyzes pricing data and identifies price drivers, bands and outliers.
- Isolates the 'levers' which one can tweak to modify their rate card.
- Calculates the opportunity cost associated with past and future deal exceptions.

ZOOX INVENTORY INVESTIGATOR

Benefits:

- Provides access to better inventory and packaging solutions.
- Expedites the sales process.

Features:

- Analyzes inventory data and identifies drivers and trends.
- Enables realistic revenue and delivery projections.
- Centralizes inventory and their associated pricing and packages.

All the ZOOX modules offer:

- Flexible configuration and security features.
- Open architecture for integration into your existing and future eco-system.

About RSG Media Systems, LLC.

RSG Media Systems creates software products to manage and monetize intellectual property. We provide our clients with tools to work efficiently and to maximize revenue. We simplify business processes and provide executives with better information to make better decisions. We leverage over 23 years in the industry to discern and implement best practices while providing thought leadership and innovation.



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