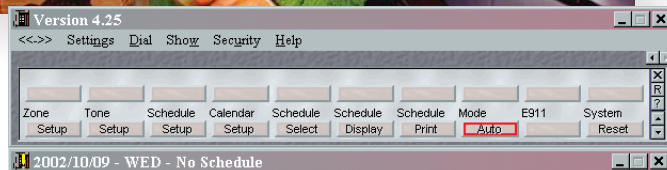


Ultimate!
Software
Products
INCORPORATED

Ultimate! Attention Shoppers

for Windows®
95, 98, NT, 2000, XP Pro

Software for timely advertisements while customers are a captive audience.



Real Time Advertising

Menu driven options for setting up the schedule, zones and commercials to be broadcast to shoppers. Easy to use Windows® interface for schedule changes, viewing and printing the daily advertisements schedules. **Attention Shoppers** Software from *Ultimate!* for flexible schedules & security.

Attention Shoppers

Standard Features

Attention Shoppers Schedule features

- ◆ Each department or retail grouping can have a separate schedule, zone, and tone for the ads – *reduces staff requirement and training costs and increases flexibility*
- ◆ Schedule up to 18 months in advance – *provides for long range planning*
- ◆ Override current schedule for special events – *announce a special discount or remind shoppers to pick up supplies before an upcoming storm*
- ◆ Default daily, weekly, and weekend schedules – *These schedules are set up in advance but provide flexibility if a change is required*
- ◆ Print the schedule as needed – *keep employees informed*
- ◆ Manual override – *Disable the automatic advertisements schedule in case of an emergency*

Attention Shoppers Page Zone Features

- ◆ Up to 100 zones – *each can have its own schedule and sounds for advertisements*
- ◆ A zone can be as small as one display area – *customize the schedule for retail department*
- ◆ Each zone can have different advertisements – *target ads to a specific department*

Attention Shoppers Advertisement features

- ◆ Drag and Drop new recordings – *Easy to add a new advertisement*
- ◆ Re-name the Advertisement – *makes it easy to find or change if needed*
- ◆ Record your own promotions – *for timely advertisements*
- ◆ Each ad can be played to a different zone – *each department can have advertisements that relate to its products*

Attention Shoppers Alert Features

- ◆ Preset alarms – *examples: intruder alert, tornado alert*
- ◆ Flexible alert indicators - *e-mail, pagers, audio, ect.*
- ◆ Optional *Ultimate!* Call Accounting 911 alert – *be informed real-time or after a call is placed to a 911 center.*

Attention Shoppers Technical Requirements

- ◆ MS Windows® 95, 98, NT, 2000, XP Pro operating systems
- ◆ Computer with an available comm. port and sound card – port and sound card are dedicated
- ◆ Optional digital telephone, RPCI-DI, and ECHO – dedicated to the Attention Shoppers kit and program
- ◆ Optional interface with phone systems and paging systems
- ◆ Integrates with TOSHIBA® telephone systems – provides up to 100 zones & digital phone operation
- ◆ Optional equipment provides up to sixteen additional zones on non-TOSHIBA® systems– allows for multiple department applications
- ◆ **Attention Shoppers** includes atomic clock software to keep the computer clock on time.

Ultimate!
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 Products, Inc.**

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