

The logo for SpotCentral features the text "SpotCentral" in a grey, sans-serif font. A red graphic element, consisting of several concentric, overlapping ellipses, surrounds the text, creating a sense of motion or a signal. The trademark symbol "TM" is positioned at the top right of the word "Central".

SpotCentral™

Advertising distribution at its best.

Order Entry and Management





INTRODUCING SPOT CENTRAL

Managing a wide range of media assets distributed to thousands of media outlets is complex enough. Tracking down an ad you sent to a TV station, radio station, newspaper, or Web site six months ago can be almost impossible—an hour-long hunt when you have only minutes to spare. With SpotCentral, order management and distribution go from headache to hassle-free.

For power, performance and peace of mind, DG FastChannel introduces SpotCentral—unmatched excellence for distributing and tracking assets over the Web.

PERFORMANCE

YOU CAN COUNT ON IT

Building distribution orders is a breeze in SpotCentral. The order entry and management process reflects your work style. It helps you avoid repetition by saving and reusing data at key entry points. It keeps you informed every step of the way so your orders come out just the way you want them. And it's all as close as the nearest Internet-connected computer.

You'll find SpotCentral's look and feel intuitive, friendly and easy to use. The system is loaded with customer-focused capabilities—and its intelligent product design makes it superior to existing tools. Best of all, SpotCentral is supported by expert professionals with the knowledge and dedication to help you get the job done.

To improve your advertising workflow, count on SpotCentral from DG FastChannel.



CONTROLLED ACCESS

SpotCentral's permissions-based security model lets you give users access to the exact tools and information they need. Some of your team members may have order-review authority. Others may need to manage destination lists. And client confidentiality may keep some media off limits to everyone but a select few.

SpotCentral simplifies all of these scenarios. You or an assigned member of your team logs on as an administrator, giving you the ability to create user accounts—and control exactly what users can see and do in the system. And when someone

leaves your organization or assumes a new role, security updates are easy with just a few keystrokes.

SpotCentral delivers the highest level of security for video, audio and print assets—security that lowers the risk of costly errors and enhances peace of mind for agencies and clients.

We followed your directions: Keep it simple. Keep it secure.



INTUITIVE DESIGN

Because SpotCentral is process-oriented, it's fast and easy to learn. And whether you favor a structured environment or a relaxed workflow, SpotCentral's modular approach to order creation and management fits you perfectly.

Entering basic order data is the first step. Once this information is in place, you can move through the remaining steps—destinations, media, traffic—in any order you like. If you prefer more structure, let the application guide you along a default path.

Whichever route you take – straight or indirect – when you're ready to submit your order, SpotCentral lets you know if anything's missing. Nothing's ever left to chance.

Wouldn't it be amazing to have an ad order system that thinks the way you do? Welcome to SpotCentral.



SEAMLESS INTEGRATION

From start to finish, creating online media distribution orders in Spot Central is fast and easy. And you can be anywhere—desktop or laptop, downtown or the beach.

If you're looking for even more convenience, you can install DG FastChannel's Spot Order Agent software, and let SpotCentral generate orders on its own. Spot Order Agent constantly monitors for new files created from your traffic system. When it finds a file, Spot Order Agent talks to SpotCentral and automatically creates an order based on the file contents. When the order is added, you receive an e-mail confirmation. It's that simple—and a great solution regardless of the size or volume of orders you place.

SpotCentral blends seamlessly into your existing workflow. If you have your own order entry system, we'll get everything connected and communicating. You'll be able to keep working the way you want—and enjoy all the benefits of being connected to DG FastChannel.

No worries. We've got you covered.



COMPLETE TRANSPARENCY

In this business, staying on top of things is job one. To help you control your media and increase your productivity levels, we've equipped SpotCentral with QuickCounts and QuickViews. These order dashboards let you monitor the DG FastChannel network from end to end. Say goodbye to guesswork! With SpotCentral dashboards, you get the visibility you need to track our progress every step of the way.

Instead of back-and-forth calls to check on new media, SpotCentral lets you receive Spot Ready e-mail notifications when your uploaded spots have passed quality-control review and are ready for distribution. Together with QuickCounts and QuickViews, Spot Ready notifications give you the information you need to stay on top of your job.



SpotCentral keeps you informed automatically for maximum productivity.

FLUID OPERATION

We've designed SpotCentral to synchronize perfectly with AdGallery™, DG FastChannel's advertising asset management system. Together, these powerful applications bring you the benefits of a fully integrated, asset-focused toolkit designed exclusively for the business of advertising.

Prepare assets for review in AdGallery and launch a request for approval. Submit a distribution order in SpotCentral. It's fast. It's simple. And it all happens in an interface that's as easy to look at as it is to use.

Promises made. Promises kept.





SPOTCENTRAL DELIVERS A WIDE RANGE OF ORDER ENTRY AND MANAGEMENT CAPABILITIES:

- Upload media and metadata to AdGallery's secure online vault.
- Create, review, submit and approve distribution orders.
- Distribute print, audio and video (SD and HD) content to traditional outlets and Web sites.
- Incorporate traffic instructions in orders.
- Create mixed traffic plus media-only/traffic-only orders.
- Duplicate orders, instructions and destination groups with ease.
- Assign roles to users based on job type.
- Assign users to user groups for enhanced permissions control.
- View online invoices, delivery notifications and order summaries.



THE ONE FOR ADVERTISING

DG FastChannel digitally delivers over six million television and radio commercials each year for more than 5,000 national, regional and local advertisers and advertising agencies.

For more information about SpotCentral, AdGallery and additional DG FastChannel products, please call 800. 324. 5672, visit us at dgfastchannel.com or email info@dgfastchannel.com.

© Copyright 2007 DG FastChannel, Inc. All rights reserved. AdGallery and SpotCentral are trademarks of DG FastChannel.

The information contained herein is subject to change without notification.