

ecast.



TEXT YOUR THOUGHTS
TXT @ecast and your message to 25252

I love you guys!

Hey ladies!

Brunettes rule,
blondes drool

Mike, where r u?

Try the
Mojitos!

OMG, the bartender
is so hot!

Hey Miss Apple
Bottom, nice stuff.
Can i buy u a drink?

This jukebox
is so GR8!

Home of
Millsford softball.
Go team!

that's how i roll

wiffiti™

10:15



ORDER A HIGH LIFE TONIGHT

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ROCK THE HIGH LIFE

ECAST EQ™

The time has come to introduce the jukebox to a new generation.

To make the juke once again the revenue-generating center of in-venue entertainment.

To do this, the jukebox needs to evolve, offering features that will inspire locations and

their new generation of digitally savvy patrons. **Enter Ecast EQ™.**

ECAST EQ

Jukebox 3.0 is here

Ecast EQ is the jukebox everyone's been waiting for: operators, locations and consumers. It's the soul of a jukebox inside a sexy body with a high-tech, hip entertainment brain. It's familiar and radically different at the same time. EQ is the giant leap forward in the jukebox experience whose time has come.

Fills up the cash box

Market tests showed that EQ consistently out-earned Internet jukeboxes. Why? EQ stands out in the cluttered bar environment, drawing crowds like moths to a flame. Its eye-catching looks, progressive social applications and interactive games speak to a new, younger audience. Anchoring all this is the Ecast jukebox interface and music features, which bring in the highest earnings in the industry.

Makes locations love the juke again

EQ addresses the challenges facing locations today. Its ultra-visibility and remarkable cool factor increase foot traffic, which in turn help drive on-premise sales. Plus, EQ can serve as an in-house advertising system, allowing locations to display their logo and promote upcoming events and daily specials. Locations can also show captioned photos of patrons, fun gatherings and their local sports teams, marketing themselves as a local hot spot and standing out from nearby bars competing for patron dollars.

Attracts a new generation of bar goers

EQ goes beyond the music to deliver the interactivity and social applications that match today's young consumer expectations. Using their cell phones to send text messages to the EQ screen, they can flirt, joke and chat with other patrons. They can share photos, too. EQ also provides interactive games with in-venue and national leader-boards to heat up competition. All in real time! Top it off with on-demand access to the entire library of Ecast music and EQ is the new gateway to in-venue fun.

Easy installation and management

The evolutionary design of EQ isn't just skin deep. Slim and light-weight, EQ boasts a modular design, touch button releases and gas pressure cylinder arms that make it easy to maintain.

Welcome to the new frontier

With EQ, Ecast continues its tradition of blazing the trail that others follow. Powered by broadband and the Ecast platform, EQ not only delivers the future today, it can easily incorporate new features to keep pace with consumer demands and your growing business.

Like nothing else on the market today, Ecast EQ sets a new standard for in-venue entertainment that offers return on investment today and tomorrow.

Technical Specifications and Options

Availability

- Ecast EQ is available to bars and nightclubs exclusively through Ecast operators.

Servicability

- Revolutionary modular design for ultra-easy installation and maintenance

Technical Specifications

- 40" projective capacitive LCD touchscreen (vertically oriented)
- Full HD resolution (1080 x 1920)
- Measurements: 50¼" H x 24½" W x 7½" D (faceplate to wall bracket)
- Weight: Approximately 110 pounds
- Mars 2600 combo bill and credit card acceptor
- Support for wired or wireless (RF) remotes

• Pre-amplifier

- » 4-zone audio (RCA jacks)
- » Automatic volume control
- » Microphone support (1/4" phono jack)
- » Background music support (1/8" stereo mini jacks)
- » Works with in-house systems or any consumer/ pro-sumer amplifier



The Beacon: easily viewable throughout the venue. Displays video content, photos, interactive social applications and information about current, last and next song playing.

The Belt: can display location/operator logo plus real-time Internet information like weather and sports.

The Base: the industry leading Ecast jukebox interface with interactive advertising, weekly music updates and real-time downloads from the massive Ecast music catalog.

NOTE: Ecast EQ shown features LocaModa™ Wiffiti upgrade



Standard Content Configuration

- Traditional Ecast jukebox interface
- Traditional Ecast advertising and music promotions
- EQ Belt with Ecast logo and real-time information (e.g. sports and local weather)

Premium Content Upgrade Options

- Ecast FotoFeed application
 - » Submit photos in real-time via cell phone or WiFi.
 - » Venue promotional images (e.g. daily bar and food specials)
 - » Venue posted images (events, group photos, etc.)
 - » Operator and venue-sold local business ads (taxi, real estate, etc.)
 - » Self-service, web-based management of photos
- Customizable EQ Belt with location/operator logo
- LocaModa Wiffiti application with human and automated filtering of text messages
- And much, much more to come!

***“Ecast EQ stands out in the bar like nothing you’ve ever seen.
It’s the juke that will revolutionize the industry.
It’s the way I’m going from now on—for my A locations for sure.”***

Ray Carpenter, Rainbow Novelties, CA



49 Geary Street, Mezzanine • San Francisco, CA 94108 • 1 866 HI ECAST • ecastcentral.com

© 2008 Ecast, Inc. Ecast is a registered trademark of Ecast, Inc. Ecast EQ is a trademark of Ecast, Inc.