



FOR IMMEDIATE RELEASE

## **ECAST AND ROCK-OLA ANNOUNCE WARRANTY AND SERVICE PROGRAM ON VIEW PRODUCTS**

**SAN FRANCISCO, Ca. and TORRANCE, Ca. – September 10, 2007** – Ecast and Rock-Ola today announced a service plan for supporting products formerly manufactured by View Interactive. Select distributors have been appointed as authorized service centers and will be offering warranty service on View computing cores. This joint announcement comes after View’s announcement recently that they were ceasing operations and thus abandoning their product warranties.

“Many View customers also run Rock-Ola jukeboxes, and we shared many distributors with them,” said John Schultz, president, Rock-Ola Manufacturing Corp. “It is important that we support the operator community, and by making sure that parts remain available, we are taking care of our customers. However else we can help, just let us know.”

### **Plan Overview**

The plan provides for warranty repair covering parts and labor for View computing cores for a period of one year from purchase (the length of the original View warranty). It also offers out-of-warranty care for Ecast operators of View products and ensures parts will be made available well into the future. Operators can contact any one of the following four Rock-Ola distributors, conveniently located across the primary regions of the United States. All four were also View distributors and have a wealth of experience supporting View products.

### **Distributor Contacts**

East Coast Amusements 480 Neponset Street Suite 14A Canton, MA 02021 (781) 828-1095	Lieberman Companies Milwaukee N59 W16600 Greenway Circle #B Menomonee Falls, WI 53051 (800) 236-1880	The Game Doc 535 Fourth St San Fernando, CA 91340 (818) 504-0440 (800) 766-3166	Houston Game Repair 120 East 28th Street Houston, TX 77008 (713) 880-8227
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“We have been servicing Ecast-powered jukes from all manufacturers for several years now,” said Dick Donlan of East Coast Amusements. “We have the experience and the facilities to repair just about anything that can go wrong with a View product. With Rock-Ola stepping up to ensure future parts availability, operators can rest assured that they can keep their View equipment running smoothly far into the future.”

“We are going to make sure that Ecast operators have plenty of options when it comes to supporting their hardware,” said Bob Cooney, vice-president of manufacturing business development, Ecast. “I want to thank the four distributors that have stepped up. They represent

some of the best technical service centers in the industry today. I encourage our operators to reach out to them for their View repair needs as they will be well taken care of.”

View was manufacturing under license from Ecast using the Ecast reference design, so Ecast retains ownership of most of the technology View used in its upgrade kits, such as the Computing Core and COIM. As with any reference design, many of the electronic components used by View in its core were identical to components used by Rock-Ola in their jukeboxes, ensuring that Rock-Ola has the knowledge and understanding to support operators who have View products.

### **Elo Monitors**

All Elo touch monitors included with View products came with a three-year manufacturer’s warranty from Elo TouchSystems, a division of Tyco Industries. This warranty is still effective, and operators and distributors can access Elo support on their website at [www.elotouchexpress.com](http://www.elotouchexpress.com) to request RMAs and process warranty repair orders. Ecast has posted links and detailed instructions on processing returns with Elo on their website at [www.ecastcentral.com](http://www.ecastcentral.com).

East Coast Amusements has also been successful repairing out-of-warranty Elo touchscreens. Dick Donlan of East Coast Amusements has proven a valuable resource for operators needing cost effective repairs of older touchscreens that are no longer under warranty.

Ecast is hard at work on a plan whereby operators and distributors will be able to purchase complete cores for spares and advanced replacement programs. More details on this will be forthcoming.

“The important thing is that Ecast operators of View equipment know that they will be taken care of and that a comprehensive plan is on the way,” said Shultz. “Although there are still some details to be worked through, Rock-Ola and Ecast are dedicated to operator success.”

### **ABOUT ECAST**

Ecast operates the largest broadband touchscreen media network in the United States, providing digital music to over 10,000 bars and nightclubs across the country. The unique touchscreen music service puts the power of choice where it should be: with the consumer. Utilizing the speed and scalability of broadband, Ecast delivers music, advertising and other forms of entertainment to the young-adults most responsible for affecting purchasing decisions and consumer trends. Ecast is changing the way people listen to music in public places and revolutionizing out-of-home advertising. Ecast’s investment partners include Crosslink Capital, DCM, El Dorado Ventures, Focus Ventures and Mobius Venture Capital. For more information, please visit [www.ecastnetwork.com](http://www.ecastnetwork.com).

### **ABOUT ROCK-OLA MANUFACTURING COMPANY**

Located in Torrance, California, Rock-Ola Manufacturing Corporation was founded in 1927 by coin-op pioneer, David C. Rockola. In 1935, Rock-Ola began manufacturing jukeboxes and since then the Rock-Ola brand has become practically synonymous with “jukebox” all over the world.

Since 1977, the Antique Apparatus Company has stood for uncompromising quality, and is very proud to have engineered, refined, and manufactured the first and finest “Nostalgic” jukeboxes.

In 1992, Antique Apparatus and Rock-Ola merged and the company continues to build jukeboxes for both the commercial and home-entertainment markets. Just as the Rock-Ola name

inspired the term “Rock & Roll”, all the creativity, innovation, and style of the the music continues to be enjoyed and embodied in today’s Rock-Ola jukeboxes.

For additional information about Rock-Ola, please visit [www.rock-ola.com](http://www.rock-ola.com).

East Coast Amusements - <http://www.eastcoastamusements.com>

Viking Vending - <http://www.liebermancompanies.com/>

Houston Game Repair - [http://www.reliabilitymall.com/members/houston\\_game\\_repair\\_center.htm](http://www.reliabilitymall.com/members/houston_game_repair_center.htm)

The Game Doc - <http://www.gamedoc.com/>