




ViSAGE
MOBILE GOLF INFORMATION SYSTEM

Advertising

Advertising on Visage

Ad Specifications

There are three types of ads on Visage: Insert Ads, Fullscreen Ads, and Video Ads. Insert Ads are 314 pixels wide x 141 pixels tall. Fullscreen Ads are 1024 pixels wide x 600 pixels tall. Insert and Fullscreen Ads should be in jpeg format, RGB color, and saved at a medium compression level (equivalent to a quality of 7 in Photoshop). Video Ads can be up to 720 pixels wide by 422 pixels tall, and less than 30 seconds in duration. They should be saved in WMV format, 10 frames per second, with a Video Bit Rate of 250 Kbps and Audio Bit Rate of 192 Kbps.

How The Visage System Displays Ads

The Visage System allows you to set up ads to appear when golfers are in certain positions on a hole. Par 4's and Par 5's have an ad spot when golfers arrive at the tee, one for the fairway, and one at the green. Additionally, there is an ad spot after the golfer leaves the green on holes with sufficient distance between the green and the next tee. Note: Par 3's do not have the fairway ad spot. There are three types of ads: Insert Ads, Fullscreen Ads, and Video Ads.

At most Visage courses, a hole will have a single advertiser, with insert ads at the tee and fairway, and a fullscreen ad that appears at the green (as in the Cadillac example on the following pages). Keep in mind that Fullscreen tee and fairway ads are somewhat more obtrusive, as they require the golfer to dismiss them to return to the golf map.

Insert Ads

Insert Ads appear in the corner of the golf map screen as golfers are playing a hole.



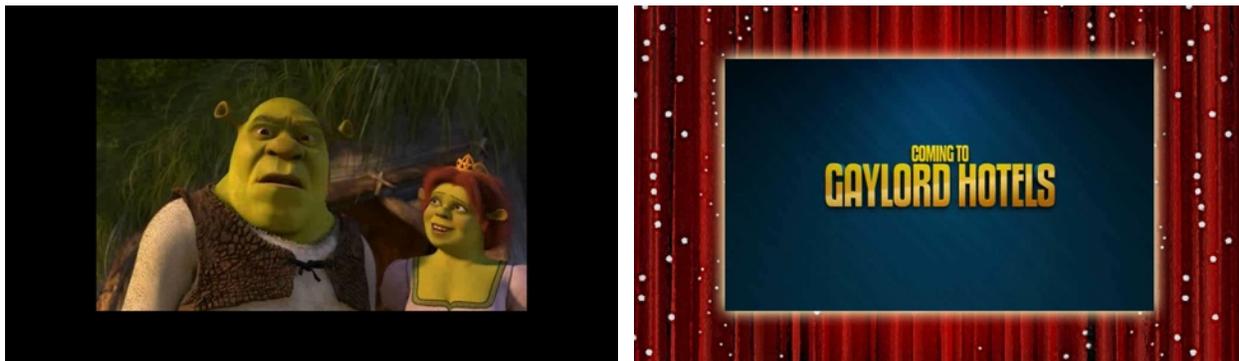
Fullscreen Ads

Fullscreen ads can be configured to display when golfers arrive at a tee, go from the teeing area to the fairway, on approaching the green, or after leaving the green before reaching the next tee (the “between holes” spot). Note that the between-holes ad is only available on holes that have sufficient distance between the green and the next tee. Fullscreen ads will initially fill the entire screen; after seven seconds, the text “Touch the screen to return to golf” will appear at the top of the screen. For this reason, it is recommended to leave a margin of approximately 50 pixels at the top of the fullscreen ad images, where there is no important text or information. Golfers can dismiss the fullscreen ad to return to the golf map screen by touching the screen or by driving the cart out of the ad’s designated area.



Video Ads

Video Ads can be configured to display at the tee, fairway, approaching the green, or after the green. Video Ads can be placed in the same spot as a Fullscreen Ad: the video ad will play first, then the screen will go to the Fullscreen ad. However, it is recommended to avoid doing this, because golfers may become impatient by having to watch a Video Ad then having to dismiss a Fullscreen Ad before returning to the golf screen. By default, the Video Ad will appear with black borders at the edge of the screen, as shown in the illustration below on the left. This black background can be replaced with a Fullscreen Ad image of your choice, as shown in the image on the right below with red curtains. Note that the center of the background will be covered up by the video.



Welcome Screen and Food Ads

In addition to the tee, fairway, green, and between holes spots, there are two additional fullscreen ad spots: the Welcome Screen and the Food Ad. The Welcome Screen appears when golf carts are near the clubhouse or in the staging area. This ad typically shows an image of your golf course along with your course logo. However, you could use it to promote upcoming events, your facility's services, or deliver messages to your golfers.

The Food Ad can appear as a prompt on holes where you have food ordering enabled (food ordering can be enabled in the Visage Control Center software). By default, the Food Ad shows a plate with a hamburger and fries (as shown below). Note: the Food Ad does not have to appear on every hole where food ordering is enabled. These ads can be replaced by Fullscreen Ads of your choice. If you do elect to replace the food ad, you should include text instructions on the image to "Touch the screen to order food, or press "Return to Golf" to exit."



Tournament Welcome Screen

Customers that have Tournament Management with Vision Perfect software can display a Tournament Welcome Screen. This screen shows the names of the golfers assigned to that cart for the event. By default, the Tournament Welcome Screen is an image with a blue background and a trophy (as shown below). This background can be replaced with a fullscreen ad of your choice. Note that any replacement image should be dark so that the player names' white letters have sufficient contrast with the background and remain easy to read.



Placing Ads

Daily Ads

To place an ad, simply email it to your advertising contact, along with instructions as to what holes and locations you want them to be on and when you want the ad to take effect. It is best to use the Visage Ad Placement Worksheet for this purpose. Visage Ads can be placed for the next day if received by close of business. However, it is recommended to send the ads at least one day in advance to allow sufficient time to review the images and resolve any issues before the ad is to be placed on the course.

Placing Ads for Events

If you would like a special set of ads in place for an event, you can email the logos to your advertising contact. The ads will be uploaded the night before the event. After the conclusion of the event, those ads will be removed and the daily set of ads will be uploaded to the server that night.

Downloading Ads

The ads configuration file will be created and uploaded it to the Visage server at night. The next morning, the Visage units will download the ads when they connect to your course's Wifi network. Note that the ad download could take up to 15-30 minutes (it usually only takes a few minutes). While the unit can be used to view distances and hole maps while downloading, it will not have the new ads until it finishes the download. For this reason, carts should be brought out and units turned on at least half an hour before their intended use on days we are downloading ads.

Please email **Ads@gpsindustries.com**.

We are requesting that you please submit your ad requests to GPSI before 12 Noon EST the day before you would like the ad changes to take effect. This will help ensure the ads will be displayed when you request. When attaching multiple logos, please make sure no single email exceeds 8 megs in size. Larger size emails may be lost in cyberspace and neither the sender nor receiver will be notified. You should expect an acknowledge email when we receive your request and when the job is completed. We will inform you if we have any questions regarding your request(s).