To Rod Delostrinos,

MessagePoint Media's onboard displays provide unique functionality when integrated with MP.TV's Content Management System. Currently, the City of Key West has already adopted the system, which consists of features such as geo-fencing and route-aware content, even if multiple routes cover the same GPS location.

MP.TV's platform can support many other displays for standard content, from LCD to LED to E-ink, but only MP.TV displays with our transit data management service can display real-time transit information within the platform. With multiple content management systems, Key West would be forced to maintain content and schedule integration using different platforms for different vehicles. This would cause difficulty in providing unified Proof of Play reporting for advertisers across the whole fleet, due to each platform being separate.

The entire MP.TV platform, including our content management system, Magellan Gateway Middleware, device operating system, transit data management service architecture, and hardware, are designed to work as a single system. Each part depends on functionality native to other aspects of the platform, making utilization of other platforms less than ideal. With MP.TV's ability to provide information through the usage of REST API, our solution is vendor-friendly, and if Key West wishes to switch transit service providers in the future, MP.TV is able to adapt to the new provider.

Sincerely,

Bryan Gilliom