



LOCAL VIEWS, GLOBAL NEWS



Premiere News Sharing Platform

Technology has evolved in such a way that the transfer of data occurs in an instant and updates can be shared with a few swipes or clicks in real-time. But even with technologies that allow for real-time coverage, broadcasters and news agencies still face some challenges in local news acquisition.

For one, it is impossible for news companies to have in-house reporters and videographers in every possible location at any time. News organizations cannot guarantee presence of a news crew during emergencies.

All media companies also have to contend with cost and sustainability. Reducing cost is part of running any media company, having to deliver more with so much less, because of increased competition in both traditional news space and emerging platforms.

Also, the appetite for news consumption is now insatiable. There is an explosive growth in demand for up-to-date local news. As much as news outlets dream of being present everywhere to support this demand, that is simply not a possibility, at least not with their own news crew.

NewsApp is a premiere news sharing platform that aims to bring broadcasters, news networks, and ordinary citizens together into a more efficient and mutually beneficial news gathering process.

Crowdsource News

Streamline your organization's news gathering process by tapping your own viewers and user networks as journalists and real-time news contributors

Engage Viewers

Engage communities as you involve your viewers and users in the news production workflow. Build loyalty through news footage contributions.

Deliver First-hand Experience

Local news sources lead to unique perspectives and insights that could make news reports more engaging.

NewsApp: Global News Sharing Platform

NewsApp is developed to address the challenges in local news acquisition. With NewsApp, broadcasters and news networks can augment their traditional news gathering process by crowdsourcing news footage from loyal viewers and the very people who are present when breaking news happens.

NewsApp consists of a front-end mobile application for users to contribute videos and a backend infrastructure for operators (service owners) to browse, administer, and manage user-generated content and associated actions like reward mechanisms.

NewsApp Mobile Application

The NewsApp platform provides a front-end mobile application for user contributors, which can be customized and branded, and made available in mobile app stores like Google Play and Apple App Store. It enables users to:

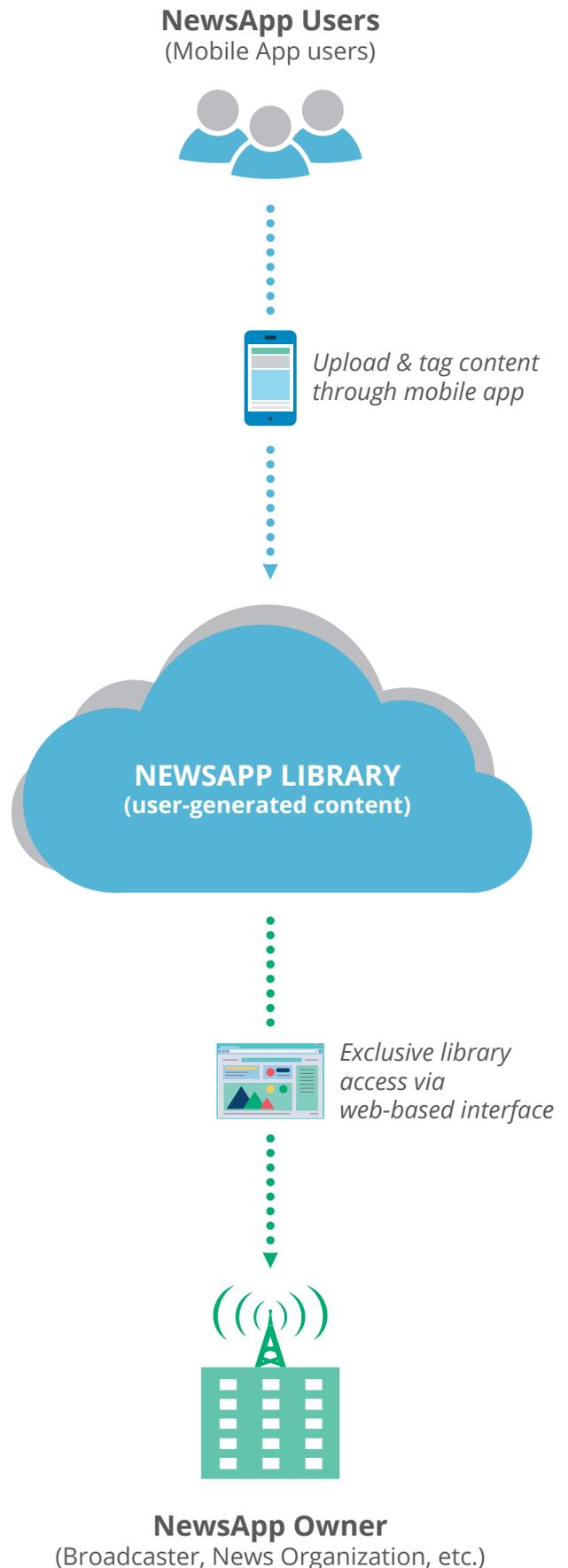
- Capture images and record video
- Tag and upload images or videos
- Share footage to respective organization owning the app or service
- Optionally, get compensated depending on owning organization's setup.

Mobile app users simply need to register, capture news footage and tag their videos with titles, descriptions, or keywords upon upload.

NewsApp Backoffice

The NewsApp backoffice provides web-based access to all user-generated content from mobile app users.

- Browse and preview low resolution proxy versions of all user-generated content in the entire library



THE MOBILE APP WORKFLOW

Download & Install

Download and install NewsApp from Google Play or Apple's App Store



Connect to the Cloud

Without registering to NewsApp, you could connect to your cloud storage accounts like Box, Dropbox, OneDrive, Google Drive and be able to consolidate, manage, and search your cloud content.

Register and Login

Before you can upload content, you first need to register a one-time subscription account with NewsApp.



Shoot Your Video

When you find yourself at the right place at the right time, simply shoot your videos using NewsApp.

You can also import video taken outside the app into your mobile's NewsApp library to upload.

Upload and Tag

Upload your video to the NewsApp service, making sure you enter proper tags like descriptions, titles, keywords, etc.



Get Paid Real Time

When a news organization selects and downloads your video, you get paid in real time.

- User videos are fully catalogued and made to conform to broadcast standards, complete with metadata
- Videos can be downloaded in full high resolution formats for use in news programs or to upload to website
- Only the NewsApp service owner (broadcaster, news organization, etc) has exclusive access to the backoffice system
- Customize reward or user compensation mechanisms

Reward Mechanism

Optionally, the NewsApp backoffice can be setup to reward or incent mobile app users for submitted content.

The reward mechanism provides flexibility on when and how users are compensated (monetary or otherwise). Users can be rewarded in some form after simply submitting content, or compensated financially when their content is selected/downloaded in high resolution and used in actual news production or published in the company's website. Payment facilities like Paypal can also be integrated.

End-to-end

MediaPower can setup and customize the entire NewsApp platform - from visually branding the mobile app and setting up in mobile app stores, to configuring and customizing the backoffice features and web interface. MediaPower can also provision the entire backend infrastructure (servers, storage, cloud access, network, etc.) or even provide NewsApp as a "software-as-a-service" subscription-based model if preferred. Simply put, deployment flexibility is part of MediaPower's NewsApp business model.

NewsApp News Sharing Platform

| NewsApp Mobile App | NewsApp Backoffice |
|---|--|
| <ul style="list-style-type: none">• Upload content to a fully catalogued NewsApp library• Reach a bigger audience as a citizen journalist for broadcasters and news organizations• Influence broadcast news and gain recognition• Optionally get rewarded or paid in real-time for uploaded content when video is downloaded or used | <ul style="list-style-type: none">• Augment news gathering process with your loyal viewers, followers, and user communities• Exclusive access to a fully catalogued library of user generated broadcast-ready news content• Engage viewers with local sentiments or unique perspectives of user contributors• Create your own reward mechanism for your selected user network |

About MediaPower

MediaPower enables media workflows by providing products and solutions for media content production and delivery across multiple platforms. Founded in 1993, MediaPower started as an integrator of certified networking and storage solutions for the media industry such as SeaChange, DDN, NetApp, and Dalet. It has built a long-standing expertise in designing and implementing turnkey solutions and IT-based workflows in the broadcast and media industry.

Today, MediaPower also has its very own line of innovative media technology offerings such as NewsTouch, a touch-based solution for press, video, and web presentations; Arkki, the first all-in-one Media Asset Management System-in-a-box; and AirGo, a highly integrated and cost effective play-to-air package that includes multi-format video server, automation, master control, and graphics.

Having started in Italy & France, MediaPower now has established offices in Europe, Asia, and the US, with global presence in over 30 countries through its expansive and continually growing channels network.

While MediaPower's main markets are broadcast television, IPTV, internet TV, post-production, and Archiving, the company also provides storage solutions and specialized software applications for the automotive, air space, military, and health industries.

Also, as a key differentiator in the area of systems integration, MediaPower through its own Services organization, offers integration services to media companies and support services to broadcast and media technology providers worldwide, while delivering a unique support system to entire solutions by centralizing all support calls for any solution component into its own 24x7x365 support center.