

PAMITV PLATFORM USER PROFILES

1. USERS DEFINED

PAMITV INTERNAL	PamiTV users as a whole will have access to all data at all levels. This will be needed to be able to support and operate the business. Various individuals and groups will be limited to certain areas for access as set up by PamiTV internal administrators.
BRAND / ADVERTISER	Focus mainly on creating new campaign templates, populating those campaigns with the offer/graphics and then adding a QR code through the tool for any merchant they want to advertise on their screen. The Brand will also be highly interested in the resulting Analytics from the campaign on a Guest level, merchant level, regional level and so forth.
MERCHANT	Merchants will mostly be utilizing existing templates and images created by the PamiTV team that they will edit for their brand, add a QR code and push to their display. There will be a few larger merchants that will want to be able to create their own campaigns and offers as well as templates. Analytics will be important for a significant number of them
PDOOH / CONTENT MANAGEMENT	The content management companies like Smartify will only be looking for an automated way to add the QR code to the Ads as the Brands win the auctions. Also as the content manager, they will need to be able to activate the campaigns in the PamiTV system for the national brands that are driving the slots that the content manager controls
POS / MERCHANT PLATFORM / SOLUTION PROVIDERS	The POS merchant solution in most cases will only use the verification and redemption APIs to support their merchants. However, there are a few ISVs and especially Solution providers out there that will create the campaigns and offers as well as the QR code editing as a management portion of their tools
SALES PARTNERS / AGENTS	Sales Partners and Agents will vary greatly with some actually doing nothing other than an introduction to the merchant. Others are on the other end of the scale where they will do everything for the merchant including creation of ads, campaigns, offers and generating QR codes. We will have to support the later with access only given via the merchant

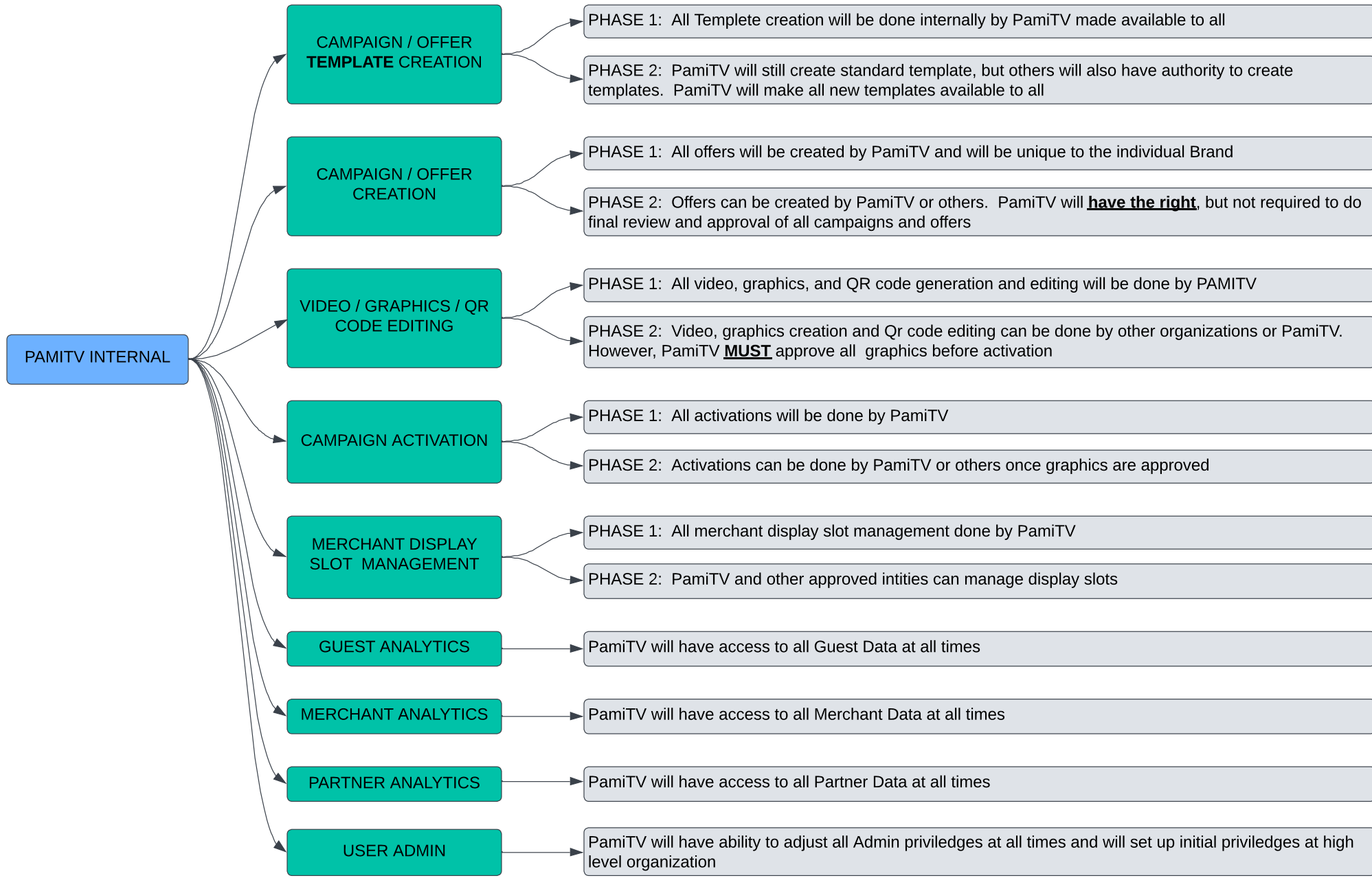
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2. FUNCTIONS DEFINED

CAMPAIGN / OFFER TEMPLATE CREATION	Campaigns require various flows. A simple URL redirect campaign being the most basic, but the actual campaigns over time will get more and more complicated. The concept of creating a template for a campaign is creating the flow of the campaign which includes the graphics and interactions. Once a template is created it would be made available to anyone interested in that type of campaign
CAMPAIGN / OFFER CREATION	To actually create a campaign a campaign template is taken and filled in with all the necessary details and graphics to make it work. This could include offers, graphics for the offer, interaction points, URL addresses for redirect and more. Basically this takes the template and fills in the details to make it a real campaign and unique to the user that is creating it
VIDEO / GRAPHICS / QR CODE EDITING	In the near term this tool will simply take an existing video or image file and overlay one or two QR codes onto the video. This can be done for a single display or for all the displays adding unique QR codes per display. At a later release this will also include the ability to edit video and image files to properly fit on the displays for advertisements or on the phone & displays for the campaigns
CAMPAIGN ACTIVATION ON SCREEN	Once the campaigns are created and made available to a display, they need to be activated to functionally enable and show the ads/campaigns. Enabling the Ad and campaign to run on the display is limited to a few organizations. Merchants (or their sales partner) will be given access to enable on their slots, PamiTV will always have access for all slots, and the content management companies will be able to enable only the campaigns for their slots
MERCHANT DISPLAY SLOT MANAGEMENT	Merchant display slot management is an ability to set up which slots of the 4 are controllable by whom as well as the ability to rapidly change what ad/campaign is running in which slot. Only PamiTV will control the set up of whom can make changes for what slots, but others will be able to make changes once given permission
OFFER VERIFICATION / REDEMPTION	A simple API to verify that the offers being shown to an organization such as a merchant are valid. Once confirmed valid, they can then be redeemed for the rewards. This allows control over the offers that are single use or are scaling
GUEST ANALYTICS	All the data on a Guest. From when they signed up, name, number address, where they scanned, credit card token, how often they scanned, when they redeemed, what types of offers they scan and so much more. No personal data will be shared unless specifically allowed
MERCHANT ANALYTICS	All the data on a Merchant. From what ads were ran, how many times they were scanned, redemption, and much more
PARTNER ANALYTICS	High level data grouped by partner that will include individual analytics for each partner's merchants, all merchant analytics for the partner, regional analytics, etc.
USER ADMINISTRATION	Ability to control what data and functionality is made available to each organization. PamiTV will always set the level of functionality and visibility as part of the onboarding process for an organization. Each organization will also have the ability to create sub-roles with their own limitations. No sub-organization can have more capabilities than the organization that created the user

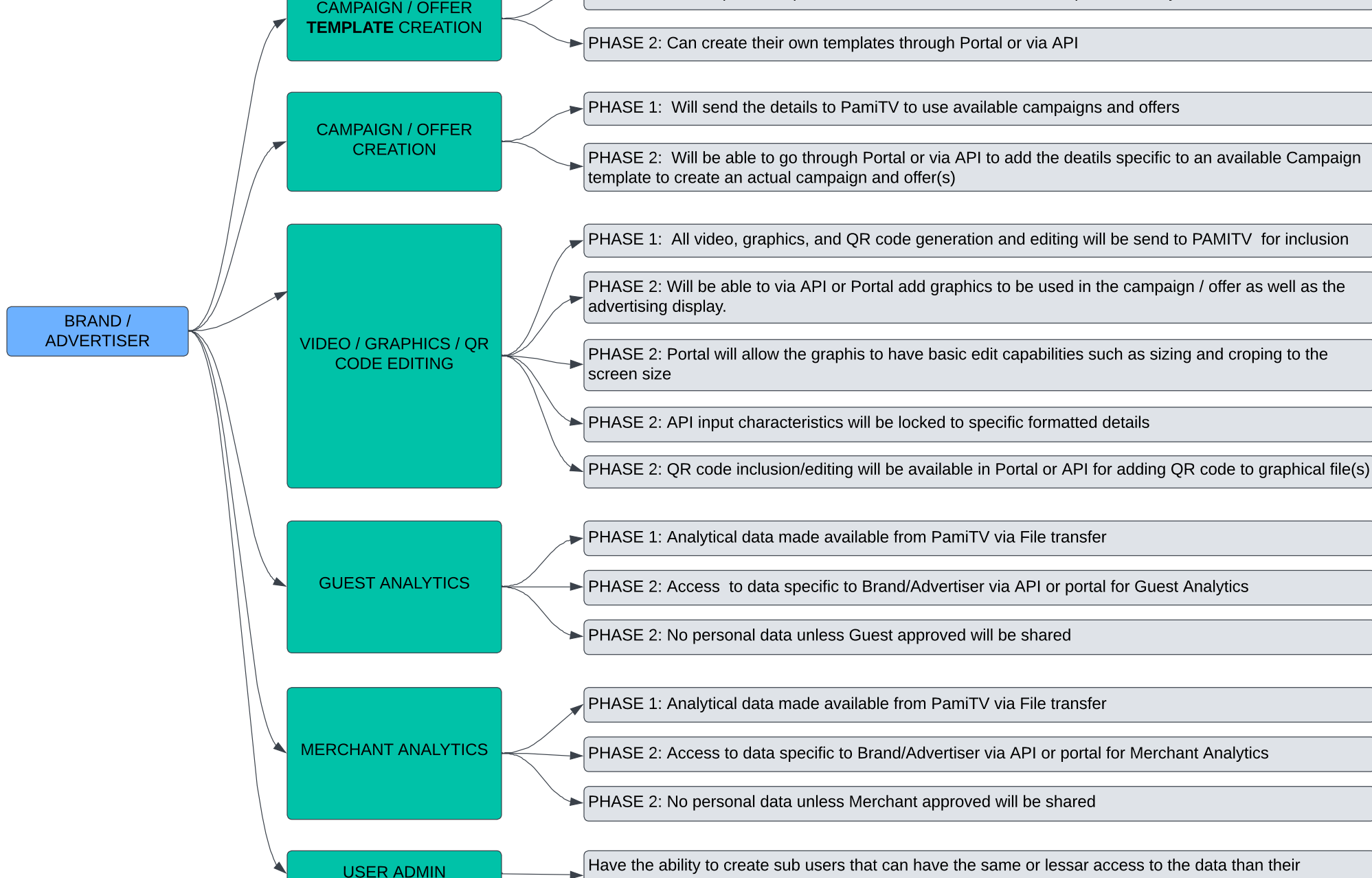
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3. PAMITV FUNCTIONS



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4. BRAND / ADVERTISER FUNCTIONS



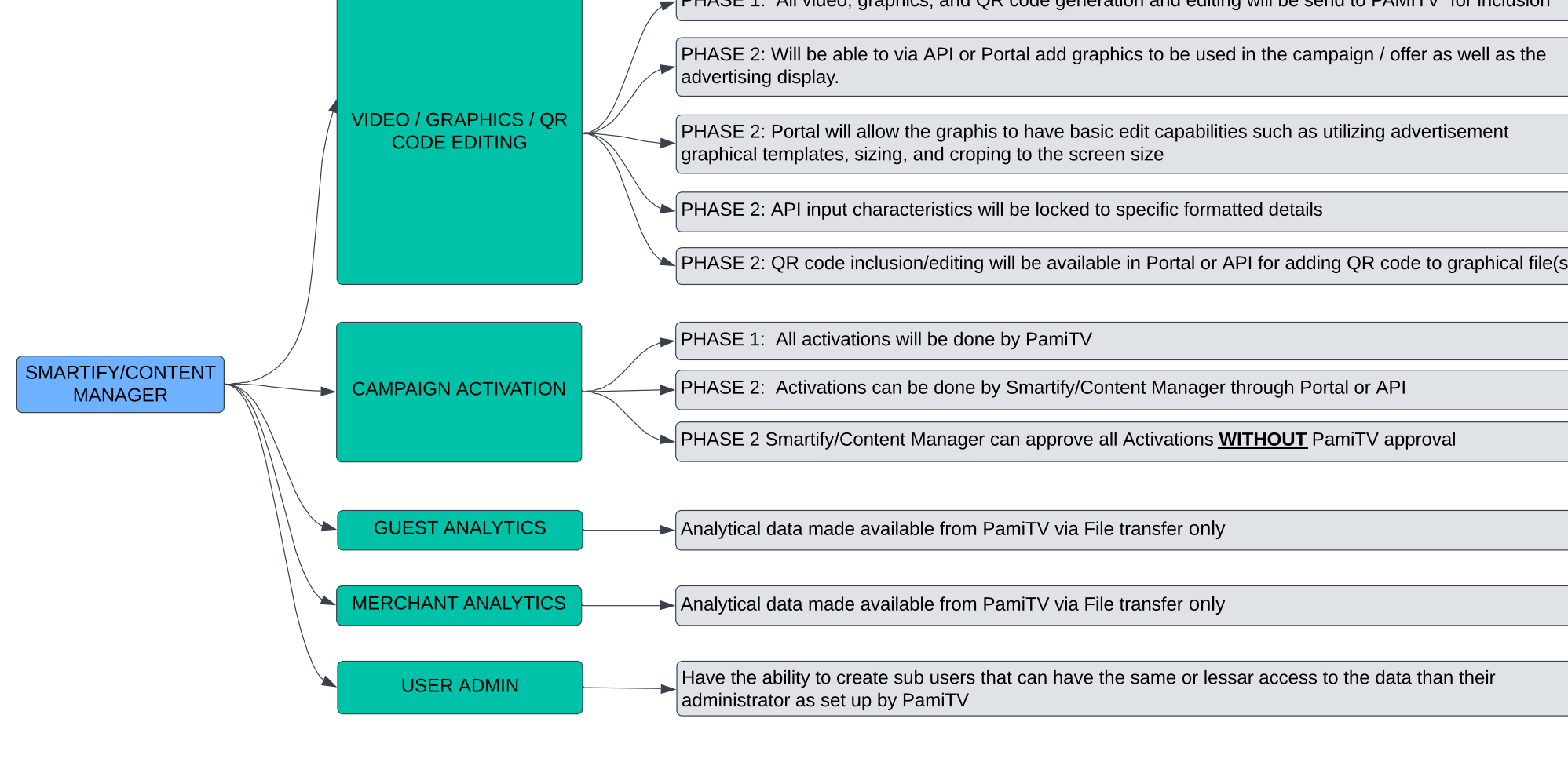
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5. MERCHANT



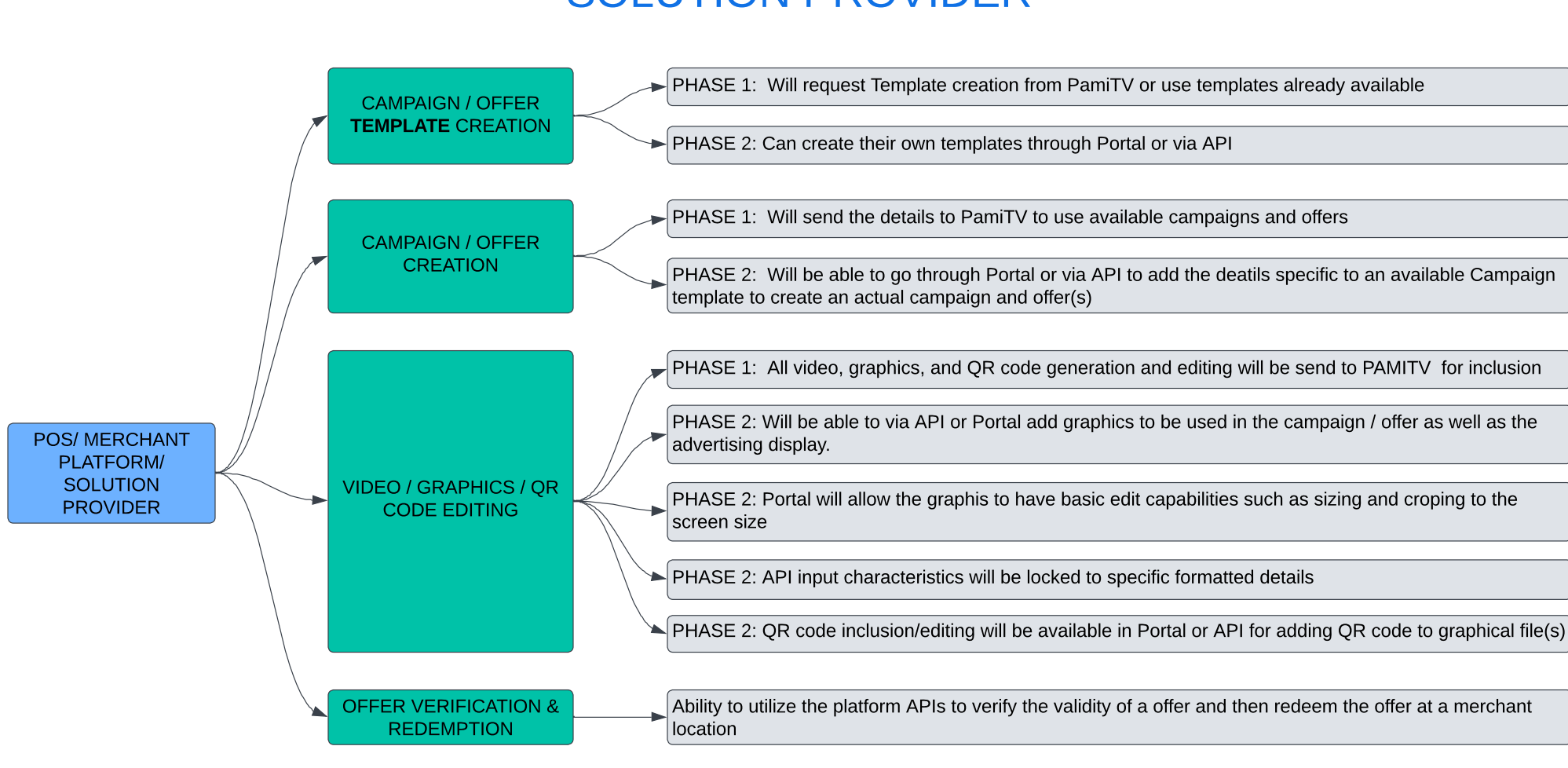
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5. SMARTIFY/CONTENT MANAGER



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6. POS / MERCHANT PLATFORM / SOLUTION PROVIDER



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7. SALES PARTNERS / AGENTS

