PAMI TV, INC - Confidential and Proprietary - Internal use only PAMITY PLATFORM USER PROFILES

1. USERS DEFINED

PamiTV users as a whole will have access to all data at all levels. This will be needed to be able to support and

PAMITY INTERNAL operate the business. Various individuals and groups will be limited to certain areas for access as set up by PamiTV

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 thier screen. The Brand will also be **BRAND / ADVERTISER** highly interested in teh resulting Analytics from the campaign on a Guest level, merchant level, regional level and so Merchants will mostly be utilizing existing templates and images created by the PamiTV team that they will editfor their

internal administrators.

PROVIDERS

SALES PARTNERS / AGENTS

CAMPAIGN / OFFER

TEMPLATE CREATION

CAMPAIGN / OFFER

CODE EDITING

GUEST ANALYTICS

PARTNER ANALYTICS

PAMITY INTERNAL

BRAND / ADVERTISER

MERCHANT

SMARTIFY/CONTENT

MANAGER

POS/ MERCHANT

PLATFORM/ **SOLUTION**

PROVIDER

SALES PARTNERS / **AGENTS**

CAMPAIGN / OFFER

CAMPAIGN / OFFER **CREATION**

VIDEO / GRAPHICS / QR CODE EDITING

CAMPAIGN ACTIVATION

MERCHANT DISPLAY SLOT MANAGEMENT

PARTNER ANALYTICS

USER ADMIN

CAMPAIGN / OFFER

CAMPAIGN / OFFER **CREATION**

USER ADMIN

CAMPAIGN / OFFER **CREATION**

VIDEO / GRAPHICS / QR

CODE EDITING

CAMPAIGN ACTIVATION

GUEST ANALYTICS

MERCHANT ANALYTICS

USER ADMIN

CODE EDITING

CAMPAIGN ACTIVATION

GUEST ANALYTICS

MERCHANT ANALYTICS

USER ADMIN

CAMPAIGN / OFFER **TEMPLATE CREATION**

VIDEO / GRAPHICS / QR

CODE EDITING

OFFER VERIFICATION &

REDEMPTION

CAMPAIGN / OFFER **TEMPLATE CREATION**

USER ADMIN

MERCHANT 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 templets. Analytics will be important for a significant number of them The content management companies like Smartify will only be looking for an automated way to add the QR code to the

PDOOH / CONTENT Ads as the Brands win the auctions. Also as the content manager, they will need to be able to activate the campaigns **MANAGEMENT** in the PamiTV system for the national brands that are driving the slots that the content manager controls **POS / MERCHANT** The POS merchant solution in most cases will only use the verification and redemption APIs to support their

PLATFORM / SOLUTION merchants. However, there are a few ISVs and 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

> ads, campaigns, offers and generating QR codes. We will have to support the later with access only given via the merchant

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

Campaigns require various flows. A simple URL redirect campaing being the most basic, but the actual campaings

over time will get more and more complicated. The concept of creating a template for a campaing is creating the flow

release his will also include the ability to edit video and image files to properly fit on the displays for advertisements or

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

High level data grouped by partner that will include individual analytics for each partners merchants, all merchants

PHASE 1: All Templete creation will be done internally by PamiTV made available to all

PHASE 2: Offers can be created by PamiTV or others. PamiTV will have the right, but not required to do

PamiTV will have ability to adjust all Admin priviledges at all times and will set up initial priviledges at high

PHASE 2: Will be able to go through Portal or via API to add the deatils specific to an available Campaign

PHASE 1: All video, graphics, and QR code generation and editing will be send to PAMITV for inclusion

PHASE 2: Will be able to via API or Portal add graphics to be used in the campaign / offer as well as the

PHASE 2: QR code inclusion/editing will be available in Portal or API for adding QR code to graphical file(s)

Have the ability to create sub users that can have the same or lessar access to the data than their

PHASE 1: Will send the details to PamiTV to use available campaigns and offers

PHASE 2: API input characteristics will be locked to specific formatted details

PHASE 1: Analytical data made available from PamiTV via File transfer

PHASE 2: No personal data unless Guest approved will be shared

PHASE 1: Analytical data made available from PamiTV via File transfer

PHASE 2: Will be able to go through Portal or via API to add the deatils specific to an available Campaign

PHASE 1: All video, graphics, and QR code generation and editing will be send to PAMITV for inclusion

PHASE 2: Will be able to via API or Portal add graphics to be used in the campaign / offer as well as the

PHASE 2: Activations can be done by Merchant for their slots via Portal/API once graphics are approved

PHASE 2: Access to data specific to Merchant ads and data via API or portal for Guest Analytics

Have the ability to create sub users that can have the same or lessar access to the data than their

PHASE 1: All video, graphics, and QR code generation and editing will be send to PAMITV for inclusion

PHASE 2: Portal will allow the graphis to have basic edit capabilities such as utilizing advertisement

PHASE 2: QR code inclusion/editing will be available in Portal or API for adding QR code to graphical file(s)

PHASE 2: Access to data specific to Merchant via API or portal for Merchant Analytics

PHASE 2: Portal will allow the graphis to have basic edit capabilities such as utilizing advertisement

PHASE 1: Will request Template creation from PamiTV or use templates already available

PHASE 1: Will send the details to PamiTV to use available campaigns and offers

PHASE 2: API input characteristics will be locked to specific formatted details

PHASE 1: All video, graphics, and QR code generation and editing will be done by PAMITV

PHASE 2: Activations can be done by PamiTV or others once graphics are approved

PHASE 1: All merchant display slot management done by PamiTV

PHASE 2: PamiTV and other approved intities can manage display slots

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 To actually create a campaign a campaign template is taken and filled in with all the necessary details and graphics to

PAMITY PLATFORM USER PROFILES

2. FUNCTIONS DEFINED

make it work. This could include offers, graphics for the offer, interaction points, URL addresses for redirect and more.

CREATION Basically this takes the template and fills in the details to make it a real campaign and unique to the user that is In the near term this tool will simplay take and existing video or image file and overlay one or two QR codes onto the **VIDEO / GRAPHICS / QR** video. This can be done for a single display or for all the displays adding unique QR codes per display. At a later

on the phone & displays for the campaigns Once the campaigns are created and made available to a display, they need to be activated to functionally enable and **CAMPAIGN ACTIVATION ON** show the ads/campaigns. Enabling the Ad tand campaign to run on the display is limited to a few organizations. **SCREEN** 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 is an ability to set up which slots of the 4 are controllable by whom as well as the **MERCHANT DISPLAY SLOT** ability to rapidly change what add/campaign is running in which slot. Only PamiTV will control the set up of whom can

MANAGEMENT make changes for what slots, but other will be able to make changes once given permission OFFER VERIFICATION / A simple API to verify tat 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 **REDEMPTION**

All the data on a Merchant. From what adds were ran, how many times they were scanned, redemption, and much **MERCHANT ANALYTICS**

will be shared unless specifically allowed

analytics for the partner, regional analytics, etc.

Ability to control what data and functionality is made available to each organization. PamiTV will always set the level functionality and visibility as part of the onboarding process for a organization. Each organization will also have the **USER ADMINISTRATION** ability to create sub roles with their own limitations. No sub organization can have more capabilities than the organization that created the user

PAMITY PLATFORM USER PROFILES 3. PAMITY FUNCTIONS

TEMPLATE CREATION PHASE 2: PamiTV will still create standard template, but others will also have authority to create templates. PamiTV will make all new templates available to all PHASE 1: All offers will be created by PamiTV and will be unique to the individual Brand

PHASE 2: Video, graphics creation and Qr code editing can be done by other organizations or PamiTV. However, PamiTV MUST approve all graphics before activation

final review and approval of all campaigns and offers

PHASE 1: All activations will be done by PamiTV

PamiTV will have access to all Partner Data at all times

GUEST ANALYTICS PamiTV will have access to all Guest Data at all times **MERCHANT ANALYTICS** PamiTV will have access to all Merchant Data at all times

level organization

TEMPLATE CREATION PHASE 2: Can create their own templates through Portal or via API

template to create an actual campaign and offer(s)

PAMITY PLATFORM USER PROFILES

4. BRAND / ADVERTISER FUNCTIONS

VIDEO / GRAPHICS / QR PHASE 2: Portal will allow the graphis to have basic edit capabilities such as sizing and croping to the CODE EDITING

PHASE 1: Analytical data made available from PamiTV via File transfer **GUEST ANALYTICS** PHASE 2: Access to data specific to Brand/Advertiser via API or portal for Guest Analytics

MERCHANT ANALYTICS PHASE 2: Access to data specific to Brand/Advertiser via API or portal for Merchant Analytics PHASE 2: No personal data unless Merchant approved will be shared

template to create an actual campaign and offer(s)

graphical templates, sizing, and croping to the screen size

PHASE 2: No personal data unless Guest approved will be shared

PHASE 1: Analytical data made available from PamiTV via File transfer

PHASE 1: Will request Template creation from PamiTV or use templates already available CAMPAIGN / OFFER TEMPLATE CREATION PHASE 2: Can create their own templates through Portal or via API

advertising display.

administrator as set up by PamiTV

PAMITY PLATFORM USER PROFILES

5. MERCHANT

PHASE 2: QR code inclusion/editing will be available in Portal or API for adding QR code to graphical file(s) PHASE 1: All activations will be done by PamiTV

PHASE 2: Will be able to via API or Portal add graphics to be used in the campaign / offer as well as the VIDEO / GRAPHICS / QR

graphical templates, sizing, and croping to the screen size

Analytical data made available from PamiTV via File transfer only

Analytical data made available from PamiTV via File transfer only

PHASE 1: All activations will be done by PamiTV

administrator as set up by PamiTV

PHASE 2: API input characteristics will be locked to specific formatted details

PHASE 2: Activations can be done by Smartify/Content Manager through Portal or API

PHASE 2 Smartify/Content Manager can approve all Activations WITHOUT PamiTV approval

Have the ability to create sub users that can have the same or lessar access to the data than their

PHASE 1: Will request Template creation from PamiTV or use templates already available

PHASE 2: Portal will allow the graphis to have basic edit capabilities such as sizing and croping to the

PHASE 2: QR code inclusion/editing will be available in Portal or API for adding QR code to graphical file(s)

Ability to utilize the platform APIs to verify the validity of a offer and then redeem the offer at a merchant

PHASE 1: Will request Template creation from PamiTV or use templates already available

PHASE 1: Will send the details to PamiTV to use available campaigns and offers

PHASE 2: API input characteristics will be locked to specific formatted details

PHASE 2: Will be able to go through Portal or via API to create Campaign/Offer Templates on behalf of

PHASE 2: API input characteristics will be locked to specific formatted details

administrator as set up by PamiTV

PAMITY PLATFORM USER PROFILES

5. SMARTIFY/CONTENT MANAGER

PHASE 2: Can create their own templates through Portal or via API PHASE 1: Will send the details to PamiTV to use available campaigns and offers CAMPAIGN / OFFER **CREATION** PHASE 2: Will be able to go through Portal or via API to add the deatils specific to an available Campaign template to create an actual campaign and offer(s) PHASE 1: All video, graphics, and QR code generation and editing will be send to PAMITV for inclusion PHASE 2: Will be able to via API or Portal add graphics to be used in the campaign / offer as well as the

advertising display.

PAMITY PLATFORM USER PROFILES

6. POS / MERCHANT PLATFORM /

SOLUTION PROVIDER

CAMPAIGN / OFFER **CREATION** PHASE 2: Will be able to go through Portal or via API to add the deatils specific to an available Campaign template to create an actual campaign and offer(s) for their specific Merchants PHASE 1: All video, graphics, and QR code generation and editing will be send to PAMITV for inclusion PHASE 2: Will be able to via API or Portal add graphics to be used in the campaign / offer as well as the advertising display. VIDEO / GRAPHICS / QR PHASE 2: Portal will allow the graphis to have basic edit capabilities such as sizing and croping to the CODE EDITING screen size

PAMITY PLATFORM USER PROFILES

7. SALES PARTNERS / AGENTS

their specific Merchants

PHASE 2: QR code inclusion/editing will be available in Portal or API for adding QR code to graphical file(s) PHASE 1: All merchant display slot management done by PamiTV MERCHANT DISPLAY SLOT MANAGEMENT PHASE 2: Activations can be done by Sales Partners/Agents for their Merchant slots via Portal/API once graphics are approved PHASE 1: Analytical data made available from PamiTV via File transfer PHASE 2: Access to data specific to their Merchant ads and data via API or portal for Guest Analytics

GUEST ANALYTICS upon Merchant and PamiTV approval PHASE 2: No personal data unless will be shared

administrator as set up by PamiTV

PHASE 1: Analytical data made available from PamiTV via File transfer **MERCHANT ANALYTICS** PHASE 2: Access to data specific to their Merchant via API or portal for Merchant Analytics upon Merchant and PamiTV approval Will have access to all their Partner Data PARTNER ANALYTICS

Have the ability to create sub users that can have the same or lessar access to the data than their