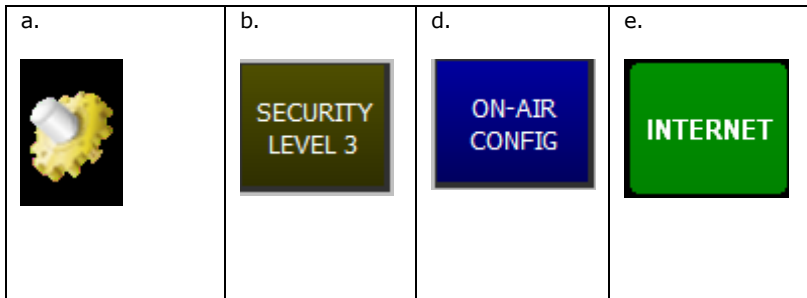


Ad Replacement Software Interfacing with iMediaTouch

iMediaTouch On Air has a different ways that it can communicate with your ad replacement software. It can send out over a serial connection or over your TCP/IP network using a UDP broadcast. The preferred output is an XML over UDP.

Steps for XML over UDP

1. Go to the On Air Workstation
 - Click on the 'Gear' icon in the top right hand side of the On Air software
 - This opens up the Workstation window
 - Click on Security Level 3 Button – Enter the password if required.
 - Click on the On Air Config button
 - Along the bottom click on the internet button



This function will output an XML file over UDP to the location of your ad replacement software machine. From this output your ad replacement machine should be able to determine when it is time to replace audio.

XML commercial substitution (single packet) output															
☐ Enable	UDP	IP	127	0	0	1	Port	1501	IP	0	0	0	0	Port	0

To use this function make sure that the Enable check box is checked. Add the IP address of the ad replacement machine that you are using. In the Port field, add the UDP port number that your ad replacement software is listening on.

Here is what the XML output file will look like

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
- <Playlist>
  <Entry Event="00" Type="Playing" Category="COM" Id="2587" Title="CLEARANCE OFFER"
    Artist="ACCESS FURNITURE" Album="" Composer="" MusicId="" Duration="58000"
    StartTime="Thu Feb 14 10:02:13 2008" />
</Playlist>
```

Entry Event	Displays what event this is. The currently running item will be 00. The XML commercial substitution UDP output will only output the currently running item so this will not change. For other XML file outputs this can change.						
Type	Displays what the state of the item is. <table><tr><td>Playing</td><td>This event is currently playing. This will always be the case for this output. Other XML outs may be different</td></tr><tr><td>Not Played</td><td>Has yet to play. It is in order to be played. This will not be displayed for this output. Only Playing items will show for the XML commercial substitution UDP output.</td></tr><tr><td>Played</td><td>This item has already played. This will not be displayed for this output. Only Playing items will show for the XML commercial substitution UDP output.</td></tr></table>	Playing	This event is currently playing. This will always be the case for this output. Other XML outs may be different	Not Played	Has yet to play. It is in order to be played. This will not be displayed for this output. Only Playing items will show for the XML commercial substitution UDP output.	Played	This item has already played. This will not be displayed for this output. Only Playing items will show for the XML commercial substitution UDP output.
Playing	This event is currently playing. This will always be the case for this output. Other XML outs may be different						
Not Played	Has yet to play. It is in order to be played. This will not be displayed for this output. Only Playing items will show for the XML commercial substitution UDP output.						
Played	This item has already played. This will not be displayed for this output. Only Playing items will show for the XML commercial substitution UDP output.						
Category	The iMediaTouch category that this track comes from.						
Id	The track's ID number						
Title	The Track's title						
Artist	The track's artist information						
Album, Composer, Music ID,	The track's associated information. These fields will be populated with what is in the iMediaTouch Library.						
Duration	The track's length in Milliseconds. In this example 58000 is 58 seconds.						
Start Time	The time that the track started.						

Serial Output

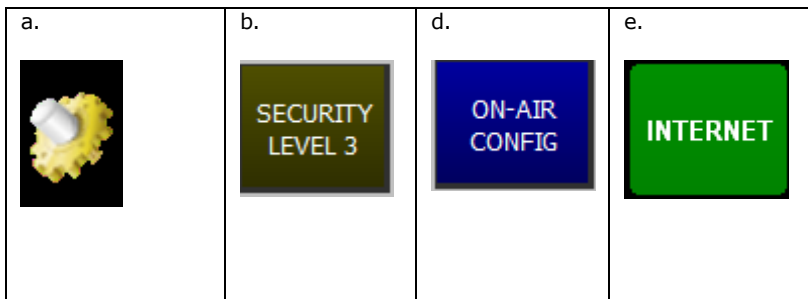
iMediaTouch On Air uses the LMIV output for serial communications. The LMIV file will output 9 track listings, the currently playing item plus the next 8 in line to play. Further down you will see an example.

Steps for LMIV Output Over Serial

Go to the On Air Workstation

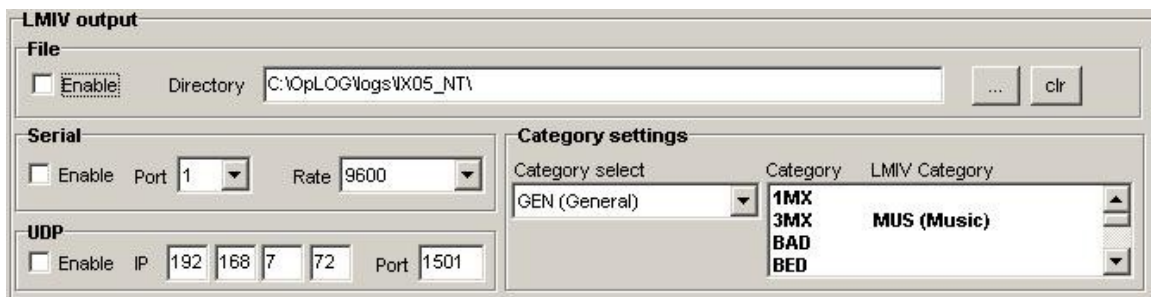
2. Go to the On Air Workstation

- Click on the 'Gear' icon in the top right hand side of the On Air software
- This opens up the Workstation window
- Click on Security Level 3 Button – Enter the password if required.
- Click on the On Air Config button
- Along the bottom click on the internet button



This function will output an LMIV file over the Serial Port that is connected to your ad replacement software machine. From this output your ad replacement machine should be able to determine when it is time to replace audio.

The LMIV section will look like this:



You will want to assign each iMediaTouch category to an LMIV category. There are five choices for LMIV categories:

GEN (General)

MUS (Music)

ADP (Non-Replaceable)

ADT (Replaceable)

Ignore Category

When the file is outputted the tracks will show their assigned value. If an iMediaTouch category is not selected as a LMIV category it will be ignored in the output. For the serial output checkmark the enable box in the Serial section. Also, set the baud rate that the ad replacement software is communicating on. The higher the baud rate the better as this output file is quite long.

The next page will show an example of the LMIV output file and its description.

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
- <EventList>
  <Event_0 Id="1893" Category="GEN" Title="POOL LINER" Artist="ARCTIC SPAS" Album=""
    Duration="32000000" StartTime="1203005361000000" Type="0" Offset="0000" />
  <Event_1 Id="3558" Category="GEN" Title="2 MELTS JULY AUG 06" Artist="ARBYS"
    Album="" Duration="31000000" StartTime="1203005360000000" Type="1"
    Offset="0000" />
  <Event_2 Id="0445" Category="GEN" Title="ANDRES TELUS ADD SPARK" Artist="ANDRES"
    Album="" Duration="30000000" StartTime="1203005359000000" Type="1"
    Offset="0000" />
  <Event_3 Id="0881" Category="GEN" Title="FAMILY BUSINESS 2" Artist="AGAR PAINT
    AND AUTOBODY" Album="" Duration="30000000" StartTime="1203005357000000"
    Type="1" Offset="0000" />
  <Event_4 Id="3012" Category="GEN" Title="SUMMER HAS ARRIVED" Artist="AG
    SUPERSTORE" Album="" Duration="30000000" StartTime="1203005357000000"
    Type="1" Offset="0000" />
  <Event_5 Id="SIZZ" Category="GEN" Title="CONTEST PLAY SIZZLER" Artist="AFTERNOON
    SIZZLER" Album="" Duration="5000000" StartTime="1203005357000000" Type="1"
    Offset="0000" />
  <Event_6 Id="3731" Category="GEN" Title="A PLUS REPUTATION" Artist="A PLUS
    AUTOMOTIVE" Album="" Duration="30000000" StartTime="1203005355000000"
    Type="1" Offset="0000" />
  <Event_7 Id="4873" Category="GEN" Title="WIGHTMAN" Artist="A R DYCK" Album=""
    Duration="30000000" StartTime="1203005354000000" Type="1" Offset="0000" />
  <Event_8 Id="2587" Category="GEN" Title="CLEARANCE OFFER" Artist="ACCESS
    FURNITURE" Album="" Duration="58000000" StartTime="1203004896000000" Type="1"
    Offset="0000" />
</EventList>
```

Event_x	Which of the 9 items outputted this item is. It will display Event_0 though Event_9
Id	The iMediaTouch ID that this track is.
Category	One of the five grouping that the track could have been associated with.
Title	The Track's title. This field will be populated with what is in the iMediaTouch Library.
Artist	The track's artist information. This field will be populated with what is in the iMediaTouch Library.
Album,	The track's Album information. This field will be populated with what is in the iMediaTouch Library.
Duration	is equal to the .IN log's scheduled duration, given in microseconds
Start Time	Unix time (plus 6 '0' added to the end to convert to microseconds) of the .IN log's scheduled time

Type	0 - active item
	1 - log item (cued or otherwise)
Offset	0000 - always set to 0000

For more information about Enterprise contact Support at support@imediataouch.com 800-726-2635 or Sales at sales@imediataouch.com or 888-665-0501.