



## TuneVu

TuneVu encodes broadcast media which through any audio system enables a mobile phone or Second Screen device to interact with the primary medium and delivering your audience directly to a secondary medium of the broadcaster's choice. It is easy to deploy, synchronized and easy to use providing consumers with a simple, fun and safe application. It is the bridge between broadcast media and mobile devices providing true "Tune In View" engagement.



**You have to see it... and  
not hear it... to believe it!**

# How does TuneVu work?

To understand just how we engage listenership visually and in real-time. Here is a quick summary of the three main steps involved from the moment you tune in the radio until the immersion happens.



1. TuneVu runs quietly behind the scenes, but springs to life when it detects a radio program it can sync with and, within seconds, pairs your mobile device to that radio station.

2. Let's say you are driving in the car and you tune into your favorite radio station. Start the app and tap on the button to "Tune In View".



3. You are now able to access a variety of different types of engagement, all on your mobile device. TuneVu lets you keep your eyes on the road so you can pick up all the interactivity you missed out on whilst you were keeping your hands on the wheel.

You can stay engaged long after you finish listening and participate at your leisure.

## Immerse your audience in a multi-screen universe!



### TUNEVU SERVICE PLATFORM

Decode libraries that translate the coded message into action



### TUNEVU PRODUCT DEVELOPMENT

Mobile app show Framework,



### MOBILE APPS

Instant app-based interactivity, voting & polling on any mobile device



### AUDIO CODE RECOGNITION

Show identification & sync with real time interactivity



### AUDIENCE MEASUREMENT

Passive behavioural measurement within mobile apps & analytics.



### E-COMMERCE

Extend product placement, advertising through apps & micro commerce



### ADWORK/PPC

In-App Advertising, and Mobile Ad Partnerships



### SOCIAL MEDIA

TV & Radio program bookmarking & sharing through social media



### BRANDING ADS & PROMOTIONS

Reinforce brand loyalty & promotions through Ad breaks

With TuneVu, watching television or listening to the radio need not be a one dimensional experience. The primary goal of almost every content platform is discovery. Build a passionate following and engage directly with your audience through a branded profile. Extend programs and ads to allow listeners to get specials offers and more information. Let them view and engage with what they are watching and listening to.

## RADIO-CONSUMER INTERACTION WILL NEVER BE THE SAME.

The passive radio listener is extinct. Today's radio audiences are "Switched On" and engaged. Audiences can catch all the music and programs playing on the radio on a mobile app that synchronizes with radio programs in real time. Your listenership can now connect effortlessly and participate with you graphically. Be engaged in impacting the lives of the listeners and make radio more relevant to them.

Validation... Listeners want it. Advertisers want it. You want it. Give it to your audience. Allow them to check in. Give them attention through synced shows, draws, campaigns, messaging and social media. Know your audience and provide additional ways of reaching and validating them. A socially engaged audience is a present and persistent listener, even after they've tuned out.



## TUNE IN VIEW.

Discover new ways to immerse your audiences within your programs. Be visual. Visual is how people are most likely to attach attention. Yes, it can be done in radio as well. The more relevant the visuals, the more significant the "tune in." Make sharing your TV and radio shows relevant, personal and produce an impact in the "now". Delve them into visual content instantaneously with what is being played, run live polls, trivia, commentary, draws and campaigns. Then allow them to participate in those new discoveries or cache them in a snap. Do that in real-time, and broadcasters win in a real-way.

## QUICK AND SLICK. ONE THUMB IS ALL YOU NEED.

Start the app to sync. Swipe to browse history. Slide to give a rating. Tap to participate. Link to social media. On any device, anywhere. The app is beautifully simple to use. But your thumb won't need to work too hard – automatic recognition of the content playing makes it easier than ever to connect and engage. We've designed TuneVu to enable an interactive, live experience of your TV and radio programs.