

Data Capturing Made Fun & Interactive

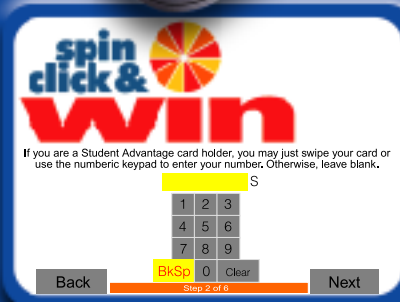
When was the last time you heard... "WOW! That's really neat"

The latest technology marketing tool from **Gold Media Group** makes data gathering a "WOW" experience. By using our touch system device the consumer can input information effortlessly. Just hand them the stylus pen and they're answering questions, writing in responses and completing information like never before!

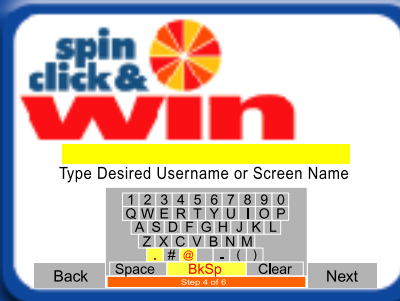
The pen based **Automatic Data Capturing Systems** are totally menu driven and intuitive to the user. Touch the screen and the prompts take over.

The **Automatic Data Capturing System** can incorporate bar codes or magstripe readers, printers and other peripherals.

Information can be stored in the units' internal memory and uploaded to a personal computer. Or use a phone modem to a central server. The **Automatic Data Capturing System** can even use removable memory such as a Compact Flash Card.



Student Advantage used magnetic strip membership card at this point in the promotion to identify students.



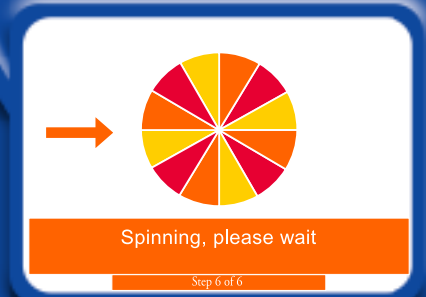
Survey text is easily answered by touching the appropriate box.



By using the Gold Media Group's ADC stylus pen, users can touch the screen to begin the application.



A virtual keyboard can be used with the stylus pen to enter personal database information.



This spinning wheel allows the consumer to become involved in the promotion.

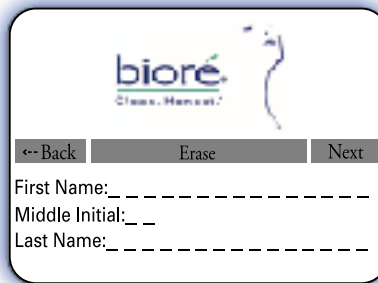
- ✓ Add on barcode / magstripe readers and printers
- ✓ Can display images and logos
- ✓ 9.4 inch Color Screen
640 x 480 x 256
- ✓ Handwriting Recognition Software
- ✓ Screen Capture
- ✓ Easy Data Retrieval
- ✓ Compact Size—8.75" x 11.25 x 1"
- ✓ Lightweight – 3.2 lbs.
- ✓ Up to 12 hour battery life
- ✓ Instant On - No boot time
- ✓ Virtual Keyboard & Physical Keyboard
- ✓ Custom Programming
- ✓ Built-in Modem

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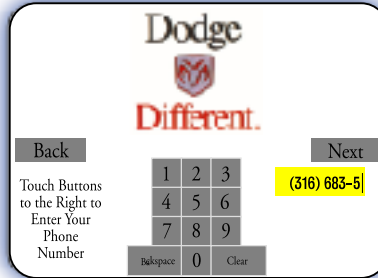
facsimile:
(316) 683-5545



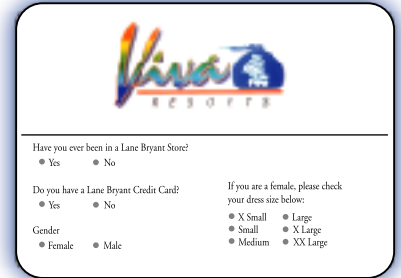
The ADC system has the capability to recognize handwriting using a stylus pen.



Advertisements can be placed on the screen to reinforce the companies sponsoring the promotion.



Another option for entering information into the ADC system is to create virtual alphabetic or numeric keyboard.



Customized survey's can be incorporated into the ADC system that can be answered by touching the appropriate box with the stylus pen.



Offering prizes as incentive to complete the survey increases the response rate. In the above example, Mademoiselle offered participants a trip.

