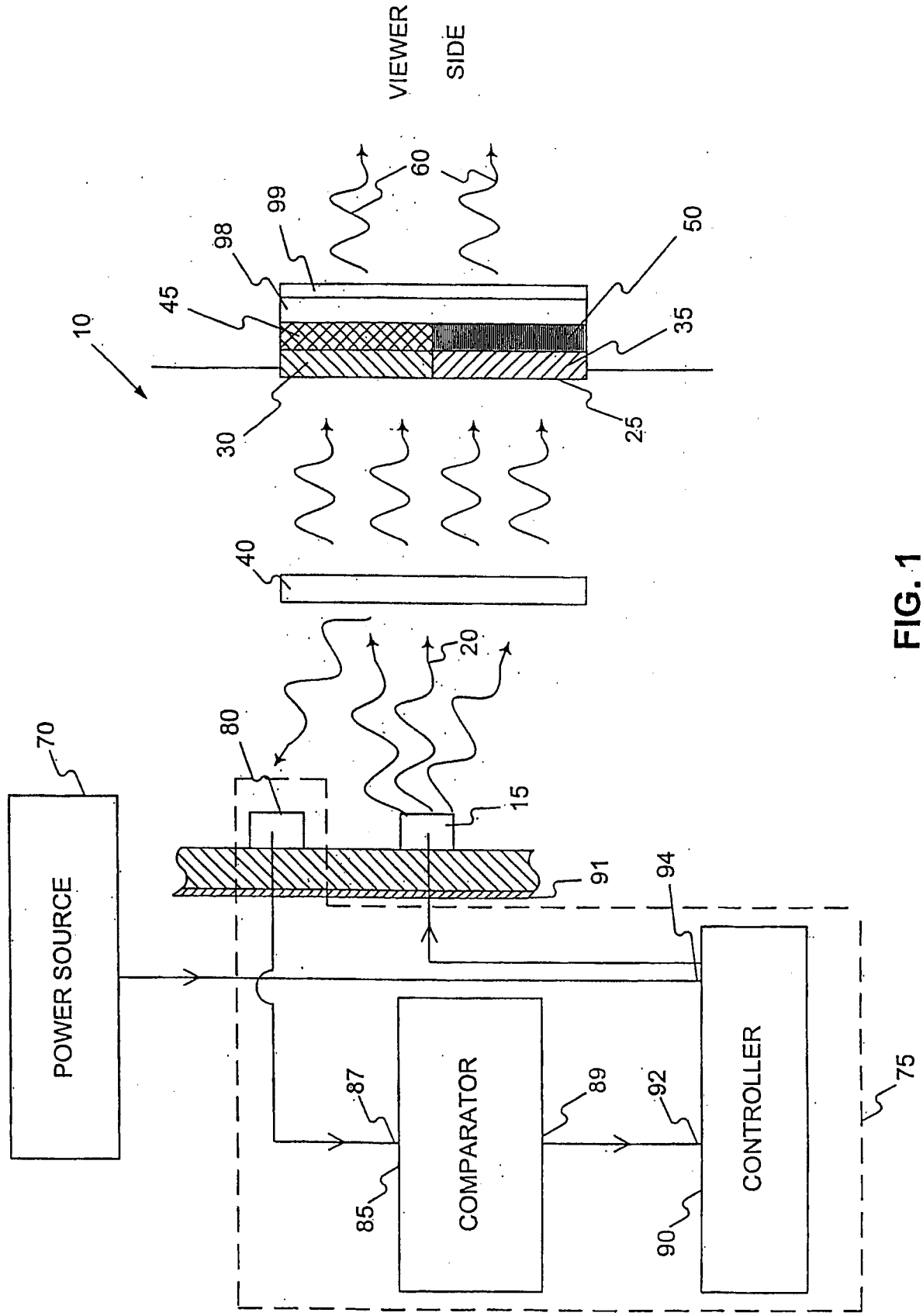

VIEWER SIDE
60
99
98
50
45
10
35
30
25
40
20
80
70
15
91
94
POWER SOURCE
87
COMPARATOR
89
92
CONTROLLER
85
90
75

FIG. 1

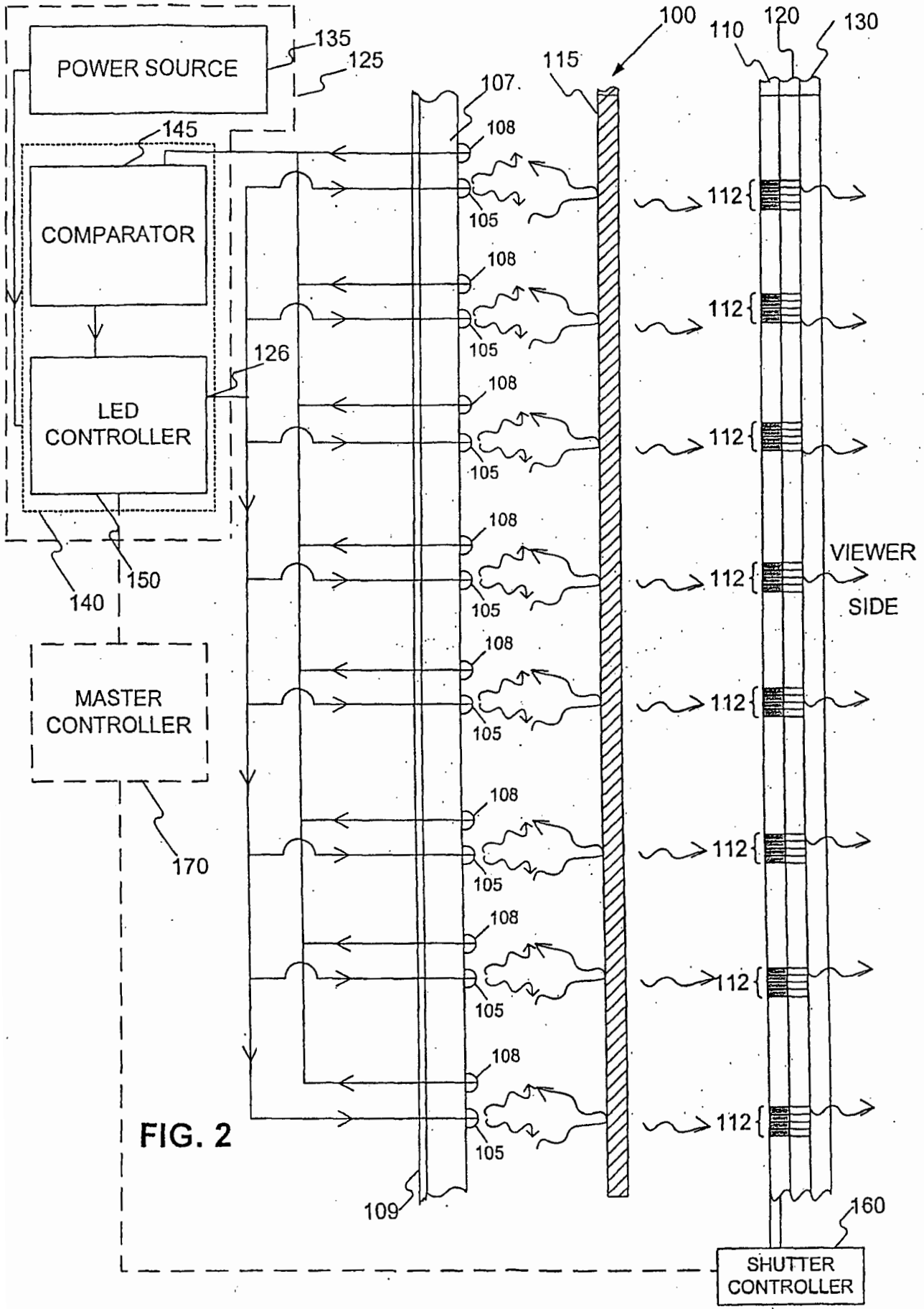

POWER SOURCE
135
125
145
COMPARATOR
LED CONTROLLER
126
140
150
MASTER CONTROLLER
170
100
110
120
130
115
107
108
105
112
VIEWER SIDE
109
160
SHUTTER CONTROLLER

FIG. 2

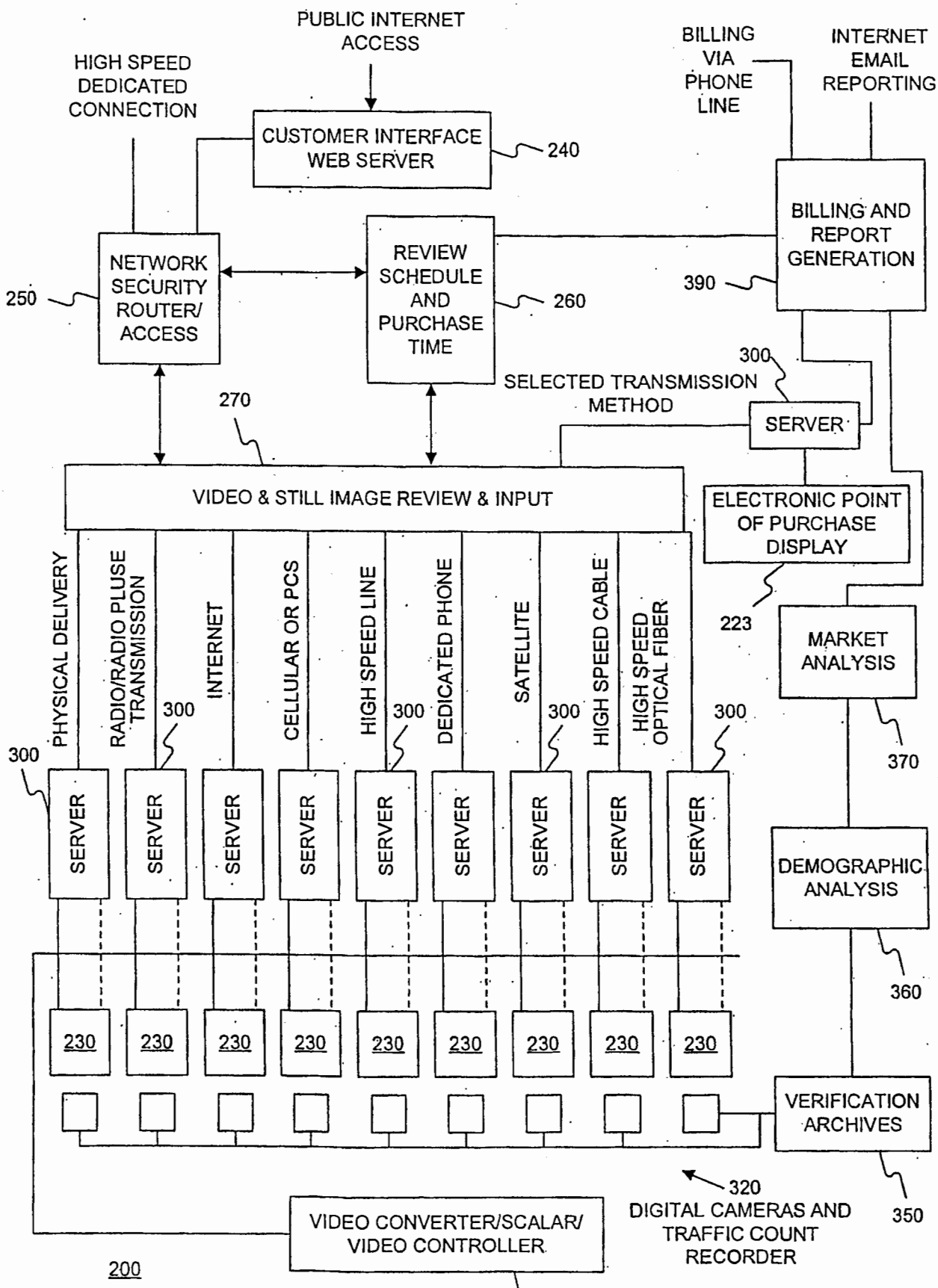

PUBLIC INTERNET ACCESS
HIGH SPEED DEDICATED CONNECTION
BILLING VIA PHONE LINE
INTERNET EMAIL REPORTING
CUSTOMER INTERFACE WEB SERVER
240
BILLING AND REPORT GENERATION
390
NETWORK SECURITY ROUTER/ ACCESS
250
REVIEW SCHEDULE AND PURCHASE TIME
260
300
SELECTED TRANSMISSION METHOD
SERVER
270
VIDEO & STILL IMAGE REVIEW & INPUT
ELECTRONIC POINT OF PURCHASE DISPLAY
223
MARKET ANALYSIS
370
PHYSICAL DELIVERY
RADIO/RADIO PLUSE TRANSMISSION
INTERNET
CELLULAR OR PCS
HIGH SPEED LINE
DEDICATED PHONE
SATELLITE
HIGH SPEED CABLE
HIGH SPEED OPTICAL FIBER
SERVER
DEMOGRAPHIC ANALYSIS
360
230
VERIFICATION ARCHIVES
350
320
DIGITAL CAMERAS AND TRAFFIC COUNT RECORDER
VIDEO CONVERTER/SCALAR/ VIDEO CONTROLLER
280
200

FIG. 3

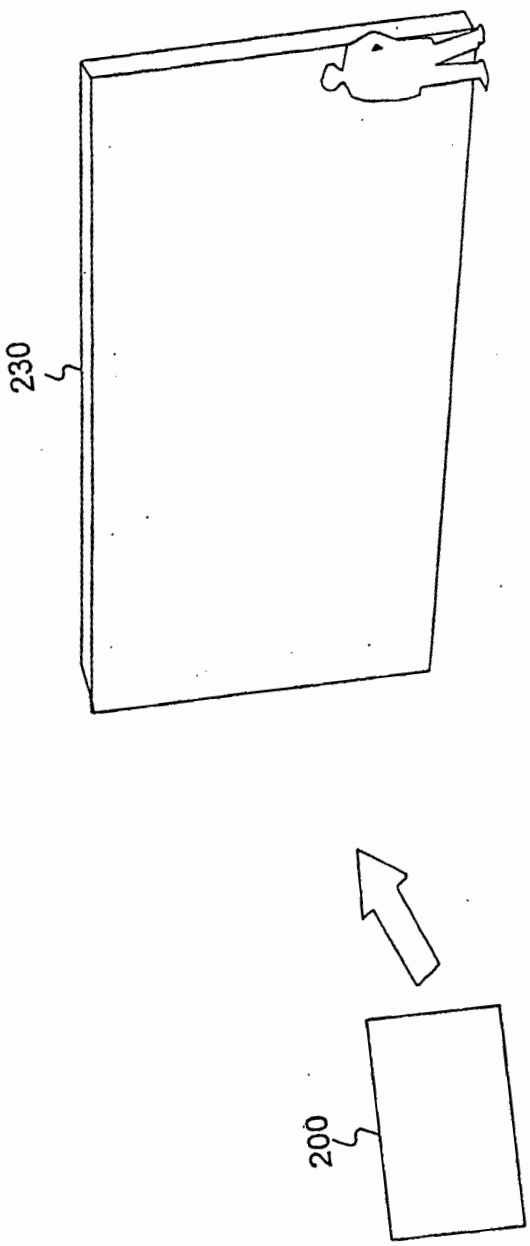


FIG. 4

Customer: ABC Cola Co.

Ad Content: Ocean Scene with graphics
(content code 1111)

Location: Atlanta, Georgia, Interstate 75N, milepost 125
(site code XXXX)

Time: 7:30 AM, June 30, 2000

Vehicle Count: 225

Viewer Count: 340

Viewer Demographics: 50% Resident Cobb County, GA

Median household income: $60,000/yr.
30% Resident DeKalb County, GA

Median household income: $52,000/yr.
20% Median household income $55,000/yr.

Advertising Cost: $X

FIG. 5

Customer: ABC Cola Co.

Ad Content: Mountain Scene with graphics (content code 2222)

Locations: 100 sites (site codes YYY....ZZZ)

Time: 8:30 AM, July 10, 2000

Total Vehicle Count: 21,500

Total Viewer Count: 37,200

Viewer Demographics: Median household income, $49,500

Advertising Cost: $Y

FIG. 6

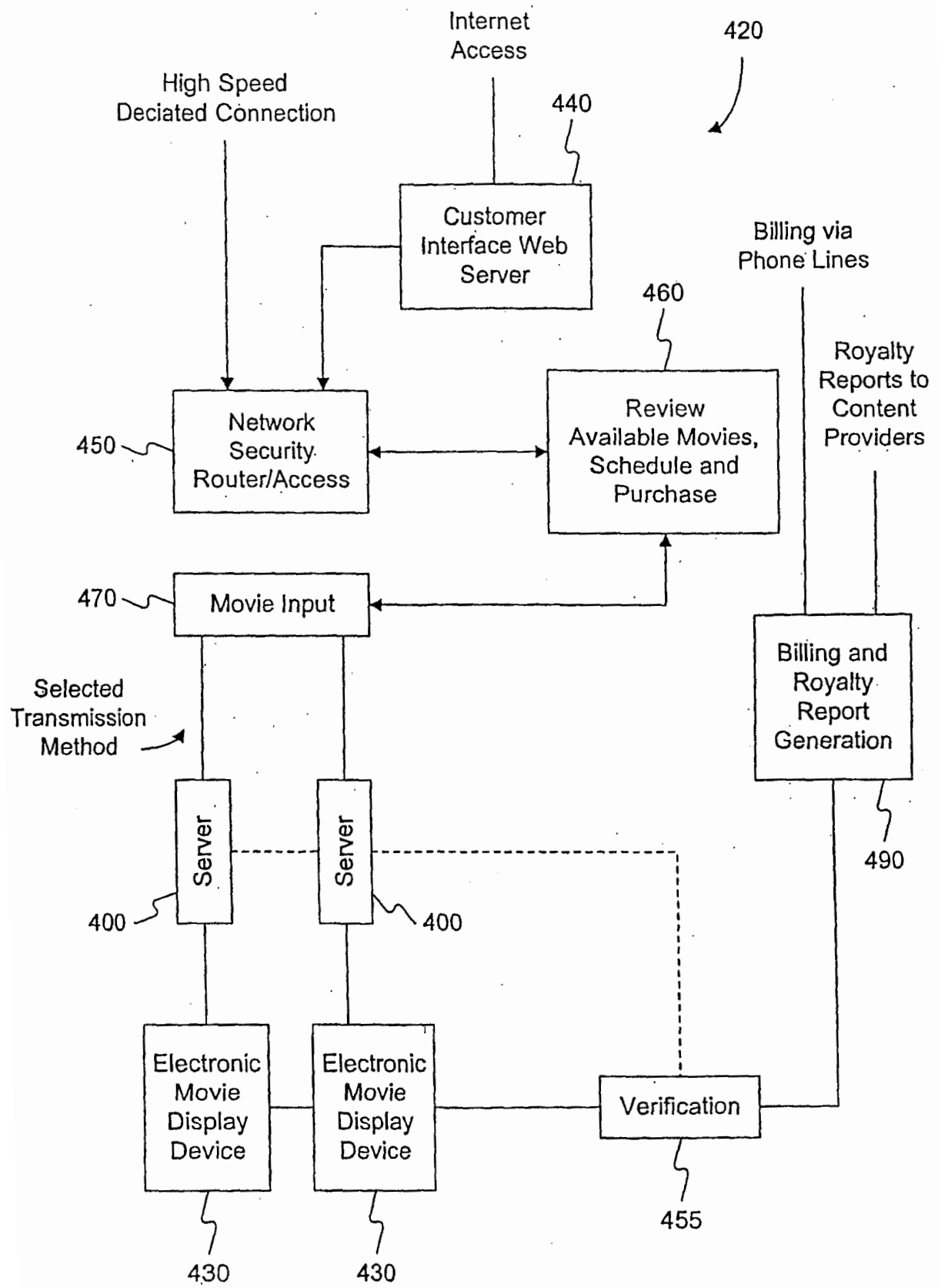

Internet Access
420
High Speed Deciated Connection
440
Customer Interface Web Server
Billing via Phone Lines
460
Royalty Reports to Content Providers
Review Available Movies, Schedule and Purchase
450
Network Security Router/Access
470
Movie Input
Billing and Royalty Report Generation
Selected Transmission Method
Server
Server
490
400
400
Electronic Movie Display Device
Electronic Movie Display Device
Verification
455
430
430

FIG. 7

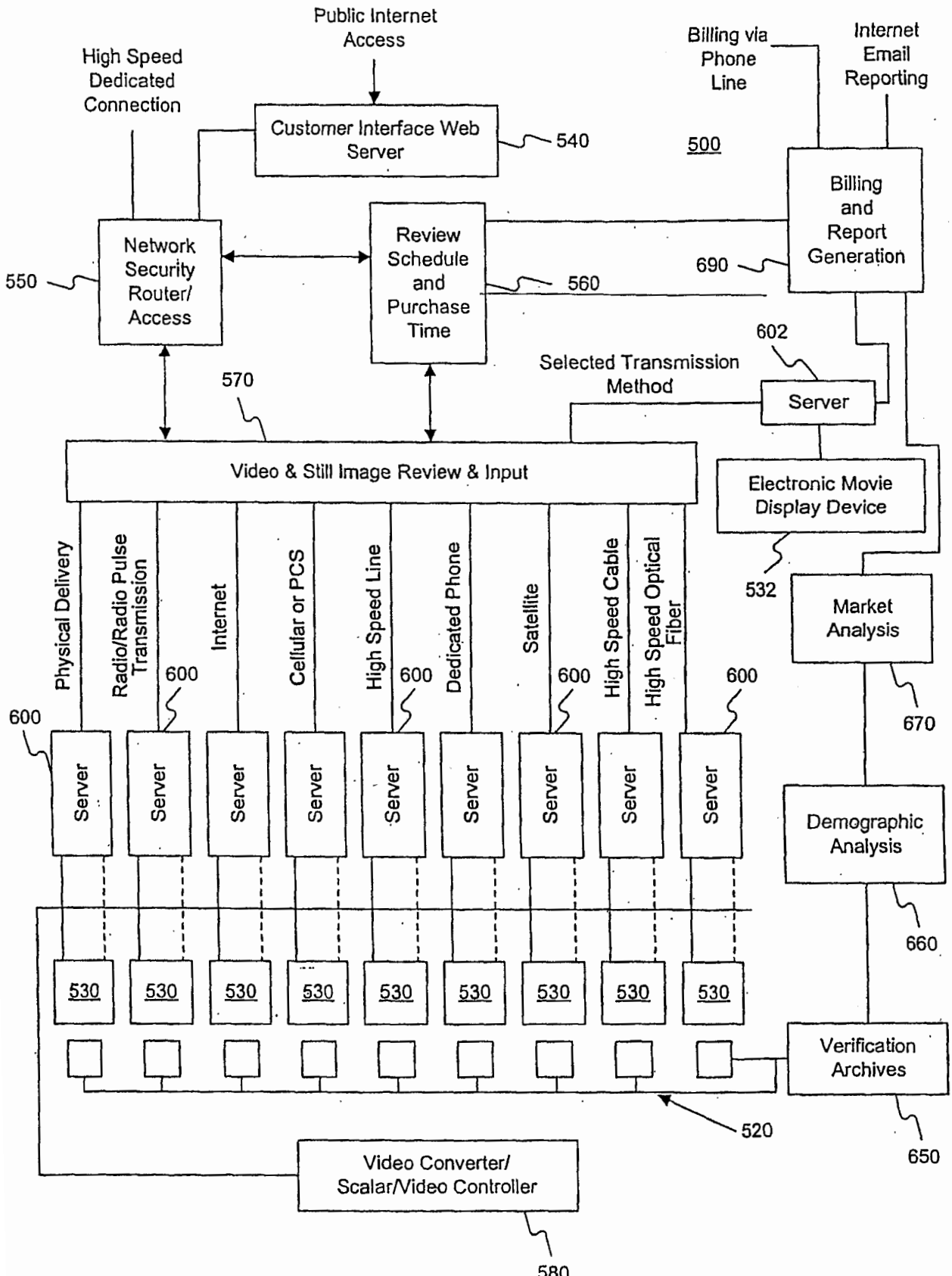

Public Internet Access
High Speed Dedicated Connection
Billing via Phone Line
Internet Email Reporting
Customer Interface Web Server
540
500
Billing and Report Generation
690
Network Security Router/ Access
550
Review Schedule and Purchase Time
560
602
Selected Transmission Method
Server
570
Video & Still Image Review & Input
Electronic Movie Display Device
532
Market Analysis
670
Physical Delivery
Radio/Radio Pulse Transmission
Internet
Cellular or PCS
High Speed Line
Dedicated Phone
Satellite
High Speed Cable
High Speed Optical Fiber
600
Server
Demographic Analysis
660
530
Verification Archives
650
520
Video Converter/ Scalar/Video Controller
580

FIG. 8

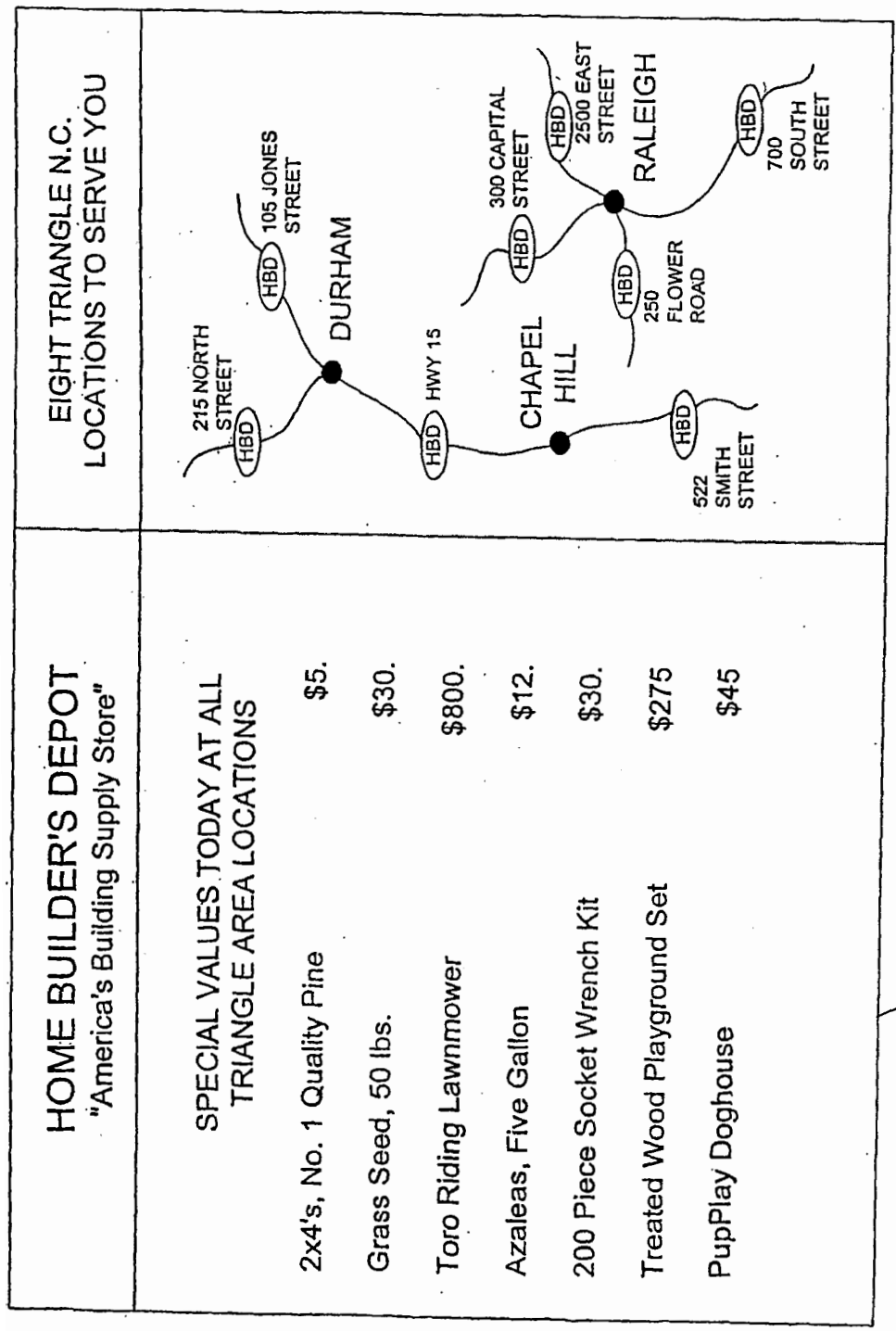

HOME BUILDER'S DEPOT
"America's Building Supply Store"
SPECIAL VALUES TODAY AT ALL TRIANGLE AREA LOCATIONS
2x4's, No. 1 Quality Pine $5.
Grass Seed, 50 lbs. $30.
Toro Riding Lawnmower $800.
Azaleas, Five Gallon $12.
200 Piece Socket Wrench Kit $30.
Treated Wood Playground Set $275
PupPlay Doghouse $45
231
EIGHT TRIANGLE N.C.
LOCATIONS TO SERVE YOU
215 NORTH STREET
HBD
105 JONES STREET
DURHAM
HWY 15
CHAPEL HILL
300 CAPITAL STREET
2500 EAST STREET
RALEIGH
250 FLOWER ROAD
522 SMITH STREET
700 SOUTH STREET

FIG. 9

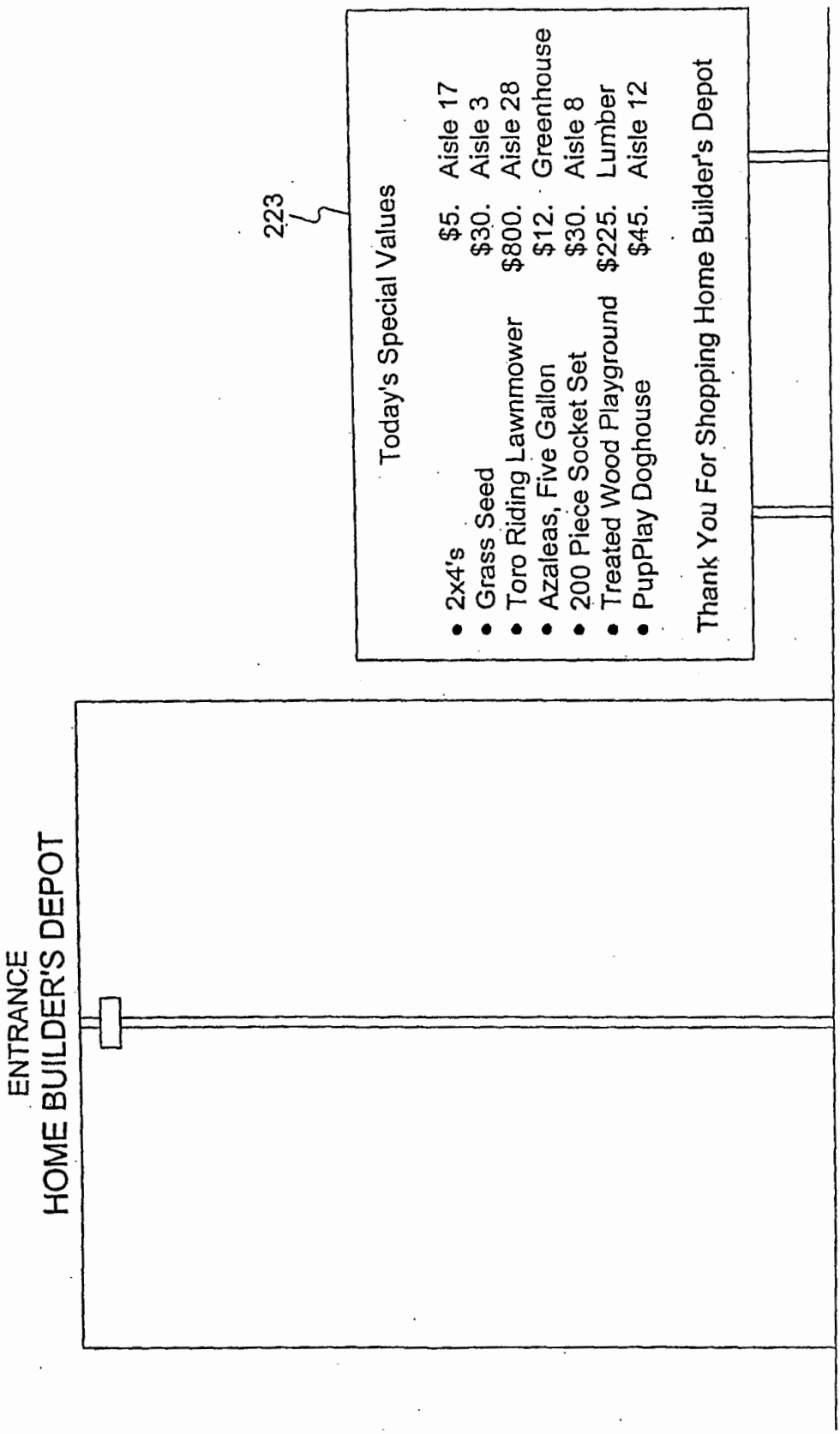

ENTRANCE
HOME BUILDER'S DEPOT
223
Today's Special Values
• 2x4's $5. Aisle 17
• Grass Seed $30. Aisle 3
• Toro Riding Lawnmower $800. Aisle 28
• Azaleas, Five Gallon $12. Greenhouse
• 200 Piece Socket Set $30. Aisle 8
• Treated Wood Playground $225. Lumber
• PupPlay Doghouse $45. Aisle 12
Thank You For Shopping Home Builder's Depot

FIG. 10