

Solution Overview



The new revolution in entertainment has arrived! MOD Systems, together with partners NCR Corporation and Toshiba Corporation, are changing the way consumers purchase and play digital entertainment content. Based on years of experience with various retail deployments, the solution enables retailers to deliver digital entertainment to consumers through interactive self-serve or concierge-assisted kiosks. Consumers can download music and movies to portable devices and Secure Digital (SD) memory cards, and play them on home televisions, computers, and other mobile devices.

CONTENT

- **Movies:** The system offers more than a thousand movies (from 13 studios including Warner Bros, Paramount, MTV Networks, Anchor Bay Entertainment, and First Look Studios), including new releases such as the latest Harry Potter.
- **Music:** The kiosks also offer more than five million music tracks from all the major labels such as Warner Music Group, Sony BMG, Universal Music Group, and EMI.
- **Coming soon:** As a digital vending solution, consumers will be able to download a wide variety of content including TV shows, music videos, books, video games, software, mobile applications and other digital content outside of the home.

DELIVERY

- Consumers can download music directly to MP3 players and movies directly to SD cards.
- Flash storage (USB, SD, MicroSD) is quickly becoming the future of entertainment content distribution — it is reusable and can easily transfer content from the home, car, airplane, or anywhere on the go.

PLAYBACK

- For playback of movies from SD memory cards, MOD created and produced a set-top box, branded “GreenPlay”, which consumers can easily hook up to their television.
- MOD has developed a Software Development Kit to enable companies to build players to embed in other devices, including PCs, digital media players, and more.
- MOD also developed a USB-SD card converter which enables instant, high-quality playback on any PC. This further advances the ecosystem and reinforces company’s focus on making digital entertainment content ubiquitous.



Retailers can brand the kiosk system and user interface to reinforce their brand.



Company History

MOD Systems was founded in April 2005 to address the market opportunity to develop an industry-leading digital media distribution system for retailers. The company has its roots in manufacturing on-demand and brings years of experience with digital delivery to retail stores. It has long-standing relationships working with large retailers, content providers, device manufacturers and digital media solutions.

Today, MOD Systems provides a sophisticated Retail Digital Entertainment Platform that allows consumers to quickly and easily search a virtual catalog of millions of digital assets, sample, and buy content in a format that's portable and multi-device compatible. The solution enables the delivery of content to consumers in digital format via download to devices and memory cards. It also supports hybrid online and in-store systems.

The MOD team is comprised of veteran software executives from Microsoft Corp., Loudeye Corp., Apple Computer, Inc., Archos, Best Buy and VUDU, Inc. who all have extensive experience in digital media, enterprise software, technology hardware development, and large-scale deployments.

Because of the company's leadership and experience, it is also at the forefront of many industry organizations involved in defining the next revolution in entertainment delivery and purchase.

With headquarters in Seattle, WA with offices in Tokyo and Los Angeles, MOD Systems is currently engaged with several large-scale retail deployments.

Valued Partners



MOD Systems has teamed with leading technology innovators Toshiba and NCR on an ambitious initiative. With \$35 million in funding from Toshiba, NCR and others in September 2008, MOD Systems is leveraging portable digital storage technology to revolutionize how consumers download movies, TV shows, music and other digital content.

Under the initiative, consumers download digital content at kiosks and other self-service devices deployed, integrated and maintained by NCR at retail stores, airports, quick-service restaurants and other outlets. Toshiba is developing playback solutions for the service, as well as developing and marketing high-capacity SD cards for the system, improving the speed of downloads in the future.

Solution Highlights:

Unlimited Digital Content Catalog

On a daily basis, MOD Systems ingests content from all the major Hollywood labels and studios, as well as many independents, to get traffic-building hot new releases along with high-value, long-tail content.

Engaging Consumer Experience

At the touchscreen kiosks, consumers listen to music tracks and preview movie trailers prior to purchase. With a swipe of a credit card, they're on their way to enjoying their entertainment titles.

Digital Delivery

The hosted, multi-tier delivery model complete with innovative touchscreen kiosks — designed especially for downloading digital content — minimizes time to market and provides flexible deployment options. Consumers download content directly to handheld devices such as MP3 players, SD cards, and mobile phones.

Proven Path to Increased Revenue

By adding the solution, retailers create a highly energized entertainment experience for customers and associates, which quickly translates to increased traffic and sales.

Flexible, Scalable Design

MOD provides the only purpose-built, enterprise scale infrastructure for secure, bulletproof delivery of any type of digital content to consumers.