



Ecast™ Update

February 4, 2004

MAJOR RELEASE FOR ECAST-POWERED COUNTERTOPS

All Connected Ecast-powered Countertops Received This Update AUTOMATICALLY!

1. New Game, *Bowling*, Now Available on All Ecast-Powered Countertops
2. Ecast Delivers New Location "Touch Key" Countertop Tool
3. Full Screen Ecast and Operator Attract Loops
4. New Camera Enhancements for Upgraded Infinities



BOWLING

Who's going to get the elusive perfect score of 300 in a game? In this challenging arcade style bowling game, players attempt to knock down pins - preferably in strikes - to achieve the maximum score. Watch out for gutter balls! In order to set up the shot, players align the shot arrow and then tap a "hook meter" - a green bar moving left and right - to determine how much spin the ball gets. Then touch the power meter, a simulated trackball, to fire the shot. The level of power applied to a shot is dependent on quick hand eye coordination! It's hours of competitive fun and best of all, no smelly shoes to rent!

NEW GAMES ADDED EVERY MONTH, AUTOMATICALLY OVER THE ECAST NETWORK

A revolutionary benefit of the Ecast Location-Based Broadband Network™ is our ability to release huge amounts of new content quickly and easily to every Ecast-powered device. So while every other company out there is sending out CD-ROM and hard drive updates that require technicians to install, and cost hundreds or even thousands of dollars, Ecast delivers all of this to you, for no additional charge. Monthly game updates mean patrons will never get bored of your Ecast-powered countertop's selection, and the power of broadband means you never have to lift a finger swapping discs and drives!



TOUCH KEY

Now location staff can be given permission by their operator to utilize certain management tools - previously found only by accessing the operator screens - directly through the touchscreen on an Ecast-powered countertop. In order to set up the password for the Touch Key, go to the operator screens and touch the "Applications Management" button. Then touch "Manage Settings", followed by "Location Setup", and then "Touch Key Setup". The Touch Key can be found on the main countertop screen by touching the GAMES button and then, on that first page, by touching the

bottom right corner of the touchscreen. Upon touch the new password can be used to enter the management area, where location personnel can: clear high scores - by game or for all game titles; set high scores to be cleared automatically after a set time period; set the language - English, Spanish, German, French, Italian or Turkish; turn erotic images on or off; and set degree of explicit images to full nudity, semi nude or bikini.

FULL SCREEN ATTRACT LOOPS

We have redesigned the Ecast-powered countertop attract mode to incorporate full screen attract loops. These larger loops are designed to draw increased attention to the countertop and advertise the numerous entertainment options available on an Ecast-powered countertop.

Ecast Ads



Ecast has designed four default new attract loop ads, meant to highlight features that patrons may not know are available only on Ecast-powered countertops: Hot or Not; High-Speed Internet and Email Access; Play Films & Snap and Send photos. These four default Ecast ads can be replaced by ads that operators create from a host of options detailed below.

Customizable Operator Ads



Ecast now offers our partners new “attract loop” advertising tools, which will enable operators with Ecast-powered countertops to create customized ads to run on their units. The new functionality allows operators to write their own messages to promote their business or anything they’d like and choose from 65 backgrounds for the loop. These backgrounds include a rainbow of solid colors, textured backgrounds, or sports, entertainment, drinking, and holiday themes (4th of July, Halloween, St. Pat’s etc). In addition, to spruce up the ad, operators can choose from 32 borders for their ad and “clip art” from a library of 38 images. Once clip art is selected the operator can adjust the image size, enable the image to blink on and off or set the image as “opaque” to have in faded subtly into the background. Lastly, the operator can set the duration that each ad will run - from 5 to 30 seconds.

NEW CAMERA ENHANCEMENTS FOR UPGRADED INFINITIES

Ecast has found a way to make patrons in your locations much better looking - and it doesn’t involve beer goggles! We have developed software enhancements for upgraded Ecast-powered Infinity countertops that will increase their camera sensitivity even in extreme (low or high) lighting levels typical to many bar environments. The camera now determines how long to capture the light for each picture based on the actual light level in the bar, resulting in brighter photos in dark bars but avoiding overexposure in bright bars - perfect for Ecast’s exclusive FotoZap and Hot and Not applications. Operators with Rowe’s Ecast-powered GemStars can expect an announcement regarding upgrades to their cameras in the coming months.

CONTACT INFORMATION:

For information on purchasing an Ecast-powered Rowe GemStar, please contact your distributor or Rowe International toll-free at 1-800-NOW ROWE. For information on the Happ Controls Infinity Upgrade Kit, which converts Midway Touchmaster Infinity units into Ecast-powered countertops, existing Ecast customers can contact their distributor or a Happ Controls sales representative toll-free at 1-888-BUY HAPP (289-4277). New Ecast operators or anyone with questions can call Ecast toll free at 1-866-HI ECAST (1-866-443-2278).