



APPWORKS

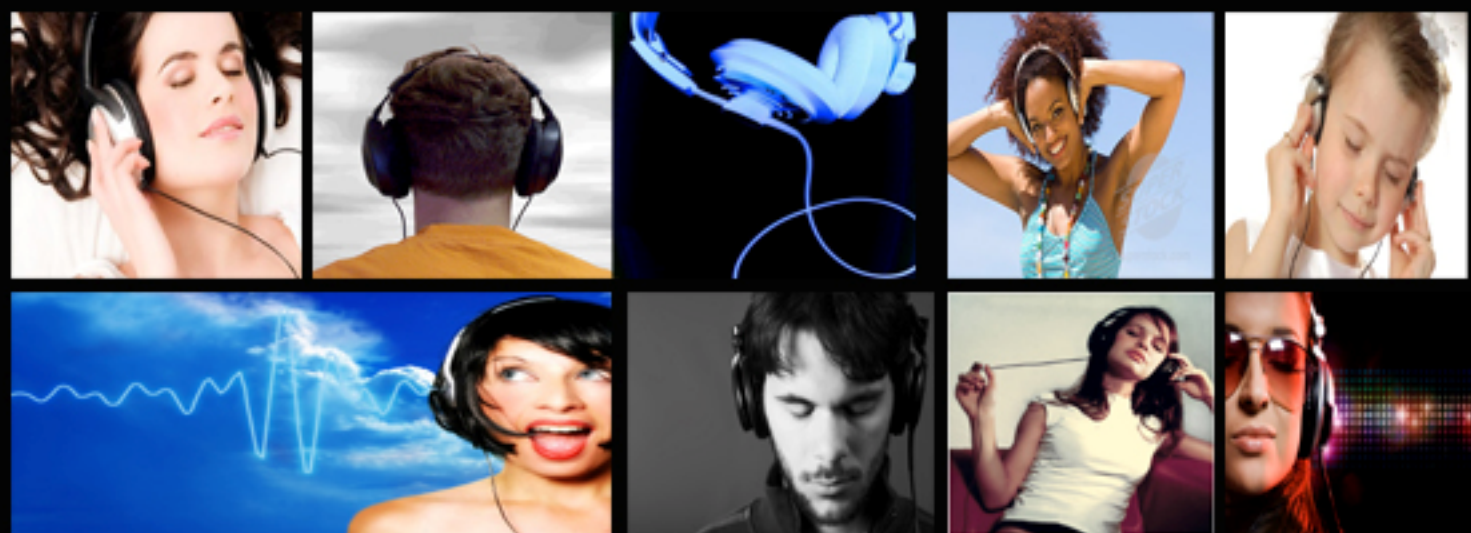
Streaming Media Player Version 2.0



www.appworksinc.com

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keep your listeners tuned in...



anytime, anywhere...

Rapid changes in mobile technology are changing the way consumers access media. The Appworks streaming media player is helping to change the way people think of radio. By removing the antenna from the equation, radio stations are able to reach the increasing number of consumers who are turning to their mobile devices for entertainment. Our applications are a turnkey solution for AM/FM Radio stations, internet based radio stations, and air



Personalities looking to stream their programs directly to mobile users via an iPhone or Google Android device. The applications are feature rich and highly customizable. Track how your users are interacting with the application with embedded analytics. Appworks will also help you monetize your application with banner ads or sponsorships.

Mobile media is evolving fast. Are you evolving with it?

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Features

Our streaming media application offers a robust assortment of integrated features. Each application is custom built depending on your unique needs. Below are some of the more common features, but they are by no means the only features available. If you do not see a feature you are looking for, please mention it to one of our product development specialists:



Email Request Line:

Let listeners email questions or comments with the touch of a button.

Social Media Links:

One touch connects users to your twitter, facebook, myspace, or any other social media network.

Song Tagging:

Tag songs for automatic download from the iTunes store.

Podcast Channels:

Integrate podcasts into your application for easy access.

Single or Multiple Stream Player:

Your users can choose up to 5 different media streams within one application. This feature is beneficial to stations who may have terrestrial stations as well as HD radio streams.

RSS Feeds:

Keep your users informed with embedded RSS feeds.

Rotating Backgrounds:

Cash in on your custom iPhone application by providing ad space to your sponsors.

Banner ad Placement:

Monetize your application with dynamic banner ad placement.

Meta Data Display:

Display song title and artist info with embedded Meta Data.

Multi-Platform Apps:

Appworks can develop your application for the iPhone and the Google Android.

Frequently Asked Questions:

How does the mobile device obtain my streaming audio signal?

The media player can stream any on-line mp3 stream

How does iTunes tagging work?

Music is tagged using meta data embedded in the mp3 stream

Who designs the media player user interface?

Appworks can provide you with custom graphic design for your application, or we can provide your graphic designer with specifications

How long does application development take?

Development time is usually 1 week. Getting the application into the app store can take 1 to 3 weeks depending on turn times at apple

How can I monetize my application?

The application has an optional rotating background which can display advertisements from sponsors. Appworks can also design custom banner advertising. Money is also earned every time one of your listeners downloads a song from iTunes using your application

Can users link directly to my website from within the application?

Your application can incorporate direct links to your website, email request line, podcasts, twitter, facebook, myspace, etc.

How will I measure my applications success?

Every application comes with embedded mobile analytics software. Appworks will help you learn who your users are, and how they are using your application