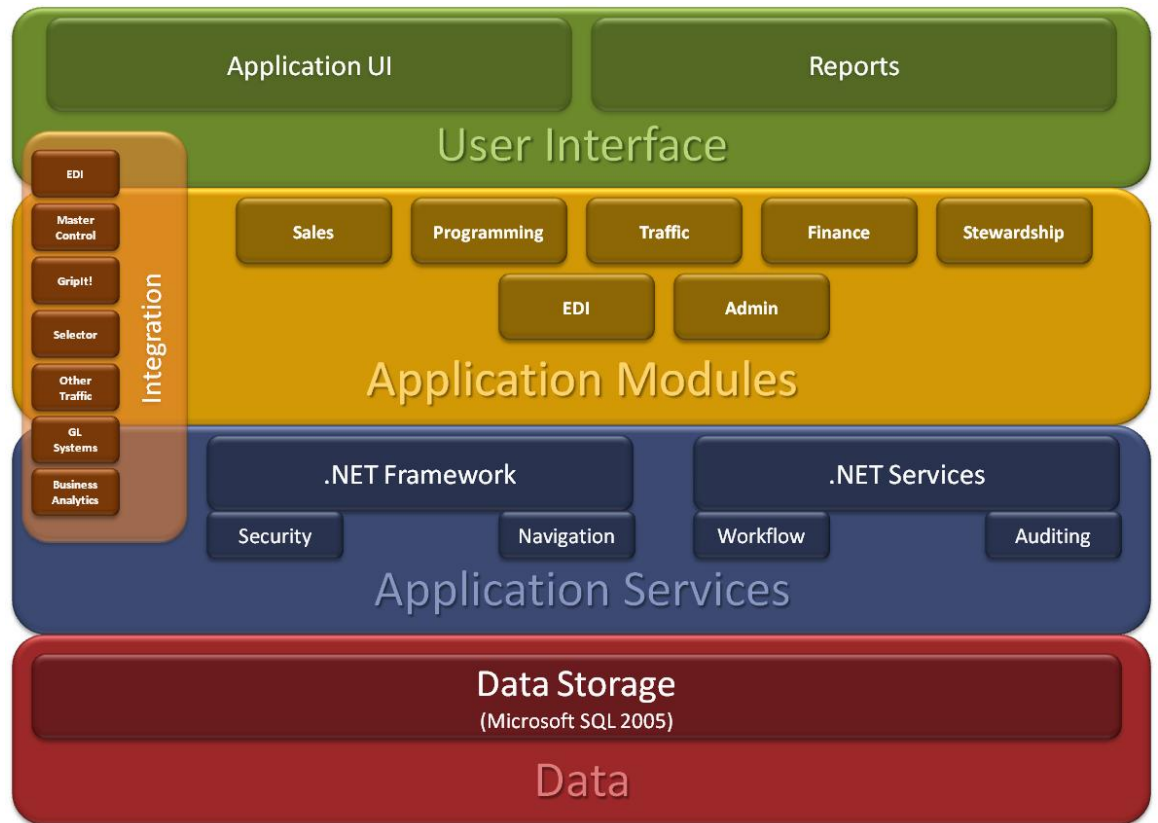


BROADWAY TECHNOLOGY

Broadway Systems' use of contemporary, proven technologies and architectures provides a reliable and low-cost computing platform and lays the foundation for rapidly delivering against new requirements.



N-TIER ARCHITECTURE

Broadway is built upon an N-Tier architecture that enables the company to more easily and rapidly develop functionality and deliver a lower-cost computing platform. Some of the advantages of an N-Tier architecture include:

- Distribution of the workload among tiers to more effectively use all available resources. Broadway customers get a greater return from their computer hardware investments and realize superior availability of the system.
- Ability to scale user and network growth using lower-cost hardware options, reducing the overall cost of computing.

With this technology, Broadway Systems was able to go from concept to production on an integrated Stewardship system at a fraction of the overall development time of our competitors.

.NET TECHNOLOGY

Broadway leverages Microsoft's .NET technology, which provides the ability to quickly build, deploy, manage and use connected, security-enhanced solutions with Web services. .NET-connected solutions enable businesses to integrate systems in a more agile manner and realize the promise of information anytime, anywhere, on any device.

Some of the advantages of .NET technology include:

- .NET and Web services can be used to integrate disparate environments.
- .NET frees organizations from the confines of proprietary technology, providing flexibility and scalability to connect IT systems and build a foundation for the next wave of technology.

ADVANCED USER INTERFACE

Broadway users benefit from the latest graphical user interface and forms technology providing them with ease of use and customization not found in most media management systems.

- Productivity is increased by providing users with greater control over their workspaces through a new, intuitive Microsoft® Office 2007-style user interface.
- Create an instant report from any grid list on screen.
- Excel-style sorting, filtering, and summary calculations in grid lists.
- Outlook-style grouping in grid lists.
- Advanced reporting framework allows users to customize and save multiple versions of the same report.

MICROSOFT SQL SERVER RELATIONAL DATABASE

Broadway is built upon Microsoft's SQL Server 2005 relational database, which is widely acknowledged as providing enterprise-class security and scalability at dramatically lower TCO in comparison to other relational databases. This platform provides a seamless application and multiple-network capability in a single database; easy access to core data via query and custom reporting tools; security and scalability; and, lower overall operating cost versus Oracle.