

cell)))it.us



Build your media web site interest, traffic, and revenue

**CELL-IT HOSTED MEDIA**

# 60 seconds to the internet!

Listener Generated Cell Phone VIDEO!



- ❖ Instant, On-Going Audience Interactivity
- ❖ Total Audience Involvement
- ❖ Competitive Edge
- ❖ Complete hosting, no server burden
- ❖ 1 hour set up time from the guided interview

# Listener Generated Video

- Add Listener Generated Video in one-afternoon
- Your audience becomes a community
- *Cell phone cameras, web cams, and camcorders*
- Listeners can appear on your web site in 60-seconds
- Videos and pictures make your audience a star
- Local Ad positions 100% revenue
- National Revenue share after \$500/month



*Flash 9 Video Player with Social Tools  
Email, Link, Embed, Report, Help, Expand*

# Traffic Patterns

Station Home Page with Graphic and NAV bar identification



Welcome/legal  
Terms Page  
Local Ad/Video  
Opportunity



Increase  
Average Page  
Views by 50%



# Welcome Page

- Reinforce Terms of Use
  - ADMIN selectable
  - "Message Copy"
- Local "intermedia" ad
  - Large Position Ad
  - Or, SWF Video
- 100% View 1X per visitor-day



# Gallery Page

- Your logo hyperlinked back to your site
- Custom Text for on page marketing
- Auto generated Tag Cloud
- National Advertising and Revenue Share
- ADMIN Controlled Footer
- Audience Controls
  - Search on Title, Keywords
  - Sort
    - Popularity, Age, Ranking
  - Select and view

**104.1 KRBE**  
Houston  
TX 77042

**Your Logo Here**

**Custom Text for your marketing**

**Your audience video ... 60-seconds to the net**

**Automatically configured national advertising with revenue share**

**Auto Generated Tag Cloud for your media**

**Custom Footer Text**

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Art & Logic  
custom software development since 1991.

www.ArtLogic.com

Feedback - Ask by Google

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# Flash Video

- Flash Player
- Social Tools
  - Comment
  - Tag It
  - Rate It
  - Tell-a-Friend
  - Flag / Report
  - Share codes
- Thumbnail Preview Bar
- Comment Panel
- Tag Cloud

104 KRBE Houston TX 77042  
Friday 4/13/2007 12:02:12 PM

104.1 KRBE

**Post Remnants** Share those moments with your cell phone camera, web cam, or camcorder. What makes 104 rock for you.

**Share with Friends** Email them to us at 104krbe@cellit.us directly from your cell phone. In minutes they will be on http://104krbe.cellit.us Then tell your friends.

**Fast and Free** Your cell phone video or pictures displayed for free. Let the world be seen as you see it.

**Send your video to us**  
You can send video directly from your cell phone to  
**104krbe@cellit.us**  
or upload your video here

Click tags to view specific listings

Contest: Day 1  
Dynamo Finalist  
Group 1: Houston  
KRBE Marriage  
Redskins Manning  
Show Motorcycle  
challenger Motorcycle  
Run Producer Eric  
Runers Run: Sneakers  
Team Effort Tough  
Girls Tryout Tryouts  
Workout BBQ Cook  
Off: Cartoon from KRBE  
Cell phone cameras  
Dynamo: Dynamo  
Tryouts Gym  
Class Heroes  
Insert tag: Mardi  
Gros: Motorcycle Fun  
Run: Run for the Roses  
Special K  
Haircut

Want the Latest and Greatest?  
**BUT**  
Have to get rid of the old stuff first?

Upload images & video!  
www.cellit.us

Cell phone, web cam, or camcorder Video ... they all work.

**Video Tip** You can send video from your cell phone 104krbe@cellit.us Your video will show on these pages within minutes.

**Stay Focused and in Camera** Cell videos are short. Stay on point. Speak toward the phone. Talk about the subject like your friend, the party, or whatever you like.

**Pictures Work** A great way to get recognized - go online. Send a picture and you will be on the web in minutes. Tell a friend and let them see.

**PC Posting Available** If you have a longer video then upload it from your PC. We take all popular video file formats. [Upload Video](#)

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# PC Posting Page

- Post **video or digital pictures** from files on their computer, web cams, or camcorder video.
- Each video or picture has its own title and tags.
- Posting instructions for direct from cell phone
- Short Code Support underdevelopment

104.1 KRBE Houston TX 77042 Tuesday 2/20/2007 12:45:41 PM

**Best Moments** Share those moments with your cell phone camera, web cam, or camcorder. What makes 104 rock for you.

**Share with Friends** Email them to us at 104krbe@cellit.us directly from your cell phone. In minutes they will be on http://104krbe.cellit.us Then tell your friends.

**Fast and Free** You cell phone video or pictures displayed for free. Let the world be seen as you see it.

**Send your video to us** You can send video directly from your cell phone to 104krbe@cellit.us or upload your video [here](#)

[Click tags to view specific listings](#)

Camera Galveston Beach Air Guitar Cell phone cameras Cell Phone Vid Mardi Gras Surf Report Traffic Report ...MORE

**Did you know you can send directly from your cell phone?** No Advance sign up required. How do I send video/pictures to an email address? Take a picture or video. Select SEND then choose OPTIONS and locate the text entry mode. Include the email address in the phone number field. Your cell carrier will recognize the email address and send the media to us. Some carrier charges will apply ... usually about \$ .25. There are no charges from us. We will acknowledge your file and you can see your picture or video on the internet in minutes.

**Cell phone, web cam, or camcorder Video ... they all work.** Video Tip You can send video from your cell phone 104krbe@cellit.us Your video will show on these pages within minutes.

**Stay Focused and in Camera** Cell videos are short. Stay on point. Speak toward the phone. Talk about the subject like your friend, the event, or whatever you like.

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# Local Ad Positions – 100% \$\$

Home Page Link with Local Sponsor ID

Local Video Sponsor 468 x 60 Banner

**104.1 KRBE**  
HOUSTON'S #1 HIT MUSIC STATION!  
10 SONGS IN A ROW EVERY HOUR, EVERY DAY!  
LISTEN LIVE NOW PLAYING KRBE DESIGNS HOME

Friday, April 13, 2007

**THE ROULAW & RYAN SHOW**  
LISTEN MORNINGS 6 to 10 NOW on 104.1 KRBE

**Win Sockets Playoff Tickets**  
Let's get "RED & BROWN" as the Rockets prepare for the NBA playoffs! Catch all essential tips for your chance to win tickets to Round 2 of the NBA Playoffs and see the Houston Rockets take on the Utah Jazz at the Toyota Center!

**104.1 KRBE RADIO**  
104.1 KRBE, HOUSTON

**Sponsor ID Graphic**

104.1 KRBE every Saturday Night LIVE from 10 p.m. - 2 a.m.

104.1 KRBE Podcast

cricket STOP SHARING YOUR MOMENTS NO CANCELS OR SCHED CHANGES UNLIMITED FOR EVERYONE

Copyright 1999 - 2007 by 104.1 KRBE Radio. All rights reserved.

Optional 336 x 280 pixel ad position  
Or SWF video presentation.  
Viewed 1X per day 100% visitors.

Cell-it Hosted - Windows Internet Explorer provided by Yahoo!

http://104krbe.cel.it/index.php?option=...

**104.1 KRBE**

Continue to 104 KRBE Video Page >>

**Sponsor Banner Or Video SWF**

**104 KRBE Houston TX 77042**  
Friday 4/13/2007 12:02:12 PM

104.1 KRBE

Best Moments Share these moments with your cell phone camera, web cam, or camcorder. What makes 104 rock for you?

Share with Friends Email them to us at 104krbe@cell.it directly from your cell phone. In minutes they will be on http://104krbe.cel.it. Then tell your friends.

Fast and Free Your cell phone video or pictures displayed for free. Let the world be seen as you see it.

Send your video to us  
You can send video directly from your cell phone to 104krbe@cell.it or upload your video here

Click tags to view specific findings

Content: Day 1  
Dynamo Finalist  
Group 1 Houston  
KRBE Heritage  
RideRide Morning Show  
Motorcycle Chatter  
Motorcycle Ban  
Producer Eric  
Boris Bish  
Stuckies  
Team Effort  
Tough Girls  
Trend  
Trendy Workout  
BBQ Cook Off  
Carson From KRBE  
Cell phone cameras  
Dynamo  
Dynamo Tryouts  
Gym  
Class Heroes  
Insert Tag  
Mardi Gras  
Motorcycle Fun  
Run  
Run for the Roses  
Special K Haircut

**A message from 104 KRBE**  
We care about our community and we care. Internet video can be fun. It can also be misused. So, we want you to know we will post your video or pictures promptly but after we are comfortable our community will also enjoy the content. So, if you are ready for some fun, then lets go.

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Find every email you ever need - wherever you are. Gmail for Mobile.

**104.1 KRBE**

Home Search for

**Sponsor Banner**

Want the Latest and Greatest? BUT Have to get rid of the old stuff first?

Upload images & video! www.cell.it.us

**104 KRBE Houston TX 77042**  
Friday 4/13/2007 12:02:12 PM

104.1 KRBE

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Gym  
Class Heroes  
Insert Tag  
Mardi Gras  
Motorcycle Fun  
Run  
Run for the Roses  
Special K Haircut

Product Video Clips Available Pictures: 13

Enlarge Enlarge Enlarge Enlarge Enlarge

Comments

3:AWWWWWWWW BUT YOU STILL LOOK SO PRETTY SPECIAL! I THINK THAT NEXT ONE SHOULD BE EVAN OR BRICH! #4/13/07

[You may enter up to 255 characters.]

Cell phone, web cam, or camcorder Video ... they all work.

Video Tip You can send video from your cell phone 104krbe@cell.it. Your video will show on these pages within minutes.

Stay Forward and In Camera Cell videos are short. Stay on point. Speak toward the phone. Talk about the subject like your friend, the event, or whatever you like.

Pictures Work A great way to get recognized - go online. Send a picture and you will be on the web in minutes. Tell a friend and let them see.

PC Posting Available If you have a larger video then upload it from your PC. We take all popular video file formats. Upload Video

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# National Ad Positions

National Ad positions (green) revenue share 50% - 50%

104.1 KRBE  
Houston  
TX 77042  
Friday 4/12/2007  
5:59:00 PM

104.1 KRBE  
Share those moments with your cell phone camera, web cam, or camcorder. What makes 104 rock for you?

Share with Friends Email them to us at 104krbe@cellit.us directly from your cell phone. 30 minutes they will be on http://104krbe.cellit.us Then tell your friends.

Fast and Free Your cell phone video or pictures delivered for free. Let the world be seen as you see it.

Send your video to us  
You can send video directly from your cell phone to  
**104krbe@cellit.us**  
or upload your video here

Click tags to view specific listings

Content: Day 1, Dynamic Finalist, Group 1 Houston, KRBE, Marriage, Madeline Morning Show, Motorcycle chapter, Motorcycle Run, Professor Eric, Roses Run, Snakes, Team Effort, Tough Girls, Tropical, Trips, Weekend, BBQ Cook Off, Carson from KRBE, Cell phone cameras, Dynamite, Dynamite, Trips, Gymn, Class Heroes, Street Ray, World Class, Motorcycle Fun, Run for the Roses, Special K, Haircut

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104 KRBE  
Houston  
TX 77042  
Friday 4/12/2007  
12:02:12 PM

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Best Moments Share those moments with your cell phone camera, web cam, or camcorder. What makes 104 rock for you?

Share with Friends Email them to us at 104krbe@cellit.us directly from your cell phone. 30 minutes they will be on http://104krbe.cellit.us Then tell your friends.

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Pre/Post Video Rolls

Video Sponsor Logo

Product Video Clips Available Pictures: 5

Enlarge Enlarge Enlarge Enlarge Enlarge

Comments

XXXXXXXXXXXXXXXXX BUT YOU STILL LOOK SO PRETTY SPECIAL! I THINK THAT NEXT ONE SHOULD BE STAN OR ERIC!!! 04/12/07

[You may enter up to 255 characters.] [add comment]

Cell phone, web cam, or camcorder Video ... they all work.

Video Tip You can send video from your cell phone 104krbe@cellit.us Your video will show on these pages within minutes.

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# ADMIN Control Panel

## Private Admin Control

- ❖ your policies
  - ❖ your logos, watermarks
  - ❖ your text display
  - ❖ your video activation
- from your own private  
ADMIN pages.



# Current Public Data

- 50% traffic gains
- Page views to 4.2 up from 2.3 before video

## Current Clients

[www.104krbe.com](http://www.104krbe.com)

[www.975tk.com](http://www.975tk.com)

[www.rock103.com](http://www.rock103.com)

[www.blufftontoday.com](http://www.blufftontoday.com)

[www.zinagarrison.org](http://www.zinagarrison.org)

**Reach for 104krbe.com:** ②  
Percent of global Internet users who visit this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
N/A*	0.0005%	0.0003%	↑ 54%

**Traffic Rank for 104krbe.com:** ②  
Alexa traffic rank based on a combined measure of page views and users (reach)

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
N/A*	216,260	389,305	↑ 168,396

**Page Views per user for 104krbe.com:** ②  
The number of unique pages viewed per user per day for this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
N/A*	4.2	2.3	↑ 28%

SOURCE: (4/13/2007)

[http://alexa.com/data/details/traffic\\_details?url=104krbe.com](http://alexa.com/data/details/traffic_details?url=104krbe.com)

# Promotion Schedule

- Home Page Identification
  - Graphic with Sponsor ID
  - NAV Bare identification
  - Video Branding in All Activities
- Promotion Spots
  - 3x Day
  - Announcer Chatter
- Sponsor Programs
  - Contests
  - Activities

*Listener Awareness  
starts web visitors  
attracting more  
video attracting  
more visitors and  
more listeners.*

# Starter Video Ideas ..

- **For the Program Director**
  - Traffic Videos. Weather Videos, “Here comes the storm.”
  - Station Special Events – Sports, , Rodeo Cook Off
  - Concerts, Sports – High School; Leagues; Professional
  - Office– Best/worst cubicle
  - Contests, Best . . .
  - Gaming experiences, scores
- **For the Sales Manager**
  - Remotes, Retail Openings
  - Auto Dealerships – Most Unusual Trade, My New Car Purchase, My Dealer Experience
  - Furniture Retailers – Ugliest couch contest, oldest mattress, my kitchen
  - Beer/Soft Drink Distributor - Best Party Scene
  - Home Supply Store - Best Kitchen Remodel
  - Restaurant Reviews – Café; coffee shop; bakery; bar-b-que
  - Movie Reviews
  - Treasure Hunt Video Captures

# What does it take?

- Visit the demo site <http://whfm.cellit.us>
- Email [Support@cellit.us](mailto:Support@cellit.us) to arrange a 30-minute phone conference
- Your own hosted video pages will be available and fully functional in 1-hour
- Unique administration log on and password
- Fully configured video email, email management, and spam controls
- Completely hosted and managed media pages without any burden on your website
- Add a Video Graphic and NAV item to your web site homepage linking your audience to your hosted media pages
- After 30-days pay the annual license fee of \$10/thousand listeners and continue

The screenshot displays the WHFM Demo Site interface. At the top, there is a Google Toolbar and a search bar. The main content area features a grid of video thumbnails, each with a title, a view count, and a rating. The titles include 'Thursday Houston', 'March 2004 - End of', 'March 2004 - 2004', 'BBQ Tents before the county arrives', 'Bobo's Santa's Suits', 'Commercial', 'Me Team', 'March 2004 Facts', 'Ladies Like the', 'March 2004', 'Bobo's Affair', and 'second best'. A sidebar on the right contains a mobile phone graphic and the text 'Want the Latest and Greatest? BUT Have to get rid of the old stuff first?'. At the bottom, there is a 'webmaster-talk' logo and a 'Web Design' link.

# The technical details ..

1. We provide hosted video pages for media related website.
2. We will host, operate, and maintain video web services including:
  - a. A searchable, sort able, selectable Video Gallery Page that displays video thumbnail pictures, title, and date/time of listener generated media with a continuously updated Tag Cloud of publically added tags.
  - b. A Flash video player page capable of playing listener generated video and displaying digital pictures. The page will also include a thumbnail display of the video as well as visitor tools to tag, rate, comment, tell-a-friend, flag, and share tools for hyperlinks or embedding the video/pictures.
  - c. A Posting page for visitors to upload video/pictures from their personal computers. The maximum file size is 20 MB or approximately 5-minutes of video play time.
  - d. Administrative Pages secured by password access to manage each station's public text display areas, station logo, radio station home page link, video flag setting, video delete settings, contact information, video email accounts, and advertising banner scripts.
3. We operate video processing servers in a secure and reliable manner to accept listener sent or posted media. We process the listener video from more than one-hundred different formats to the required Flash files necessary to display on the Flash Player Page. The files will be processed automatically 24hours/day and 7 days a week. Media will be posted to the individual station Video Gallery Page within minutes. (Our current capacity can process 75,000 cell phone videos per work day and additional capacity will be added as necessary.) We will provide a station identified video email account, maintain video email functionality, and conduct the necessary SPAM controls for this email account. Misdirected email will be forwarded to the host webmaster.
4. We operate the hosted video pages with contextually relevant web advertising. The advertising is supplied by Google AdSense and other ad services.



# Technical details continued ...

5. We share the advertising revenue back to you. This Revenue share can be in ad positions, promotion program support, or revenue sharing. Specific details depend on your local program support and the level of video administration.
6. There is an annual licensing fee of \$10/thousand cume monthly audience. This fee covers the initial set up, configuration, and start up operations of the hosted video services as well as the continuous development of new features and functionality. The license fee is due 30-days after start up.
7. There are no other costs, licensing fees, or operating expenses in the standard set up and operation of the Cell-it hosted video services. You may elect customization and program modifications at your additional cost. Any such costs must be agreed to in advance and in writing.
8. We reserve the right to make modifications to the hosted video services necessary for reliable and continuous operation. We will notify you of any such changes but such notification is not necessary before we might be required to make such changes.
9. You agree to actively promote the use of consumer generated video/picture services with:
  - A. A minimum of one graphic and hyperlink on each individual station web site home page.
  - B. Certain on-air mentions, contests, and other programs selected by you at your total discretion.
10. This agreement maybe cancelled by either party with 30-days notice. License fees are non-refundable.
11. You can be active within one-hour of our free consultation interview. Email [Support@cellit.us](mailto:Support@cellit.us) to arrange an appointment. We will discuss your needs, recommend the initial configuration, and automatically configure your hosted pages / email support. Your hosted web pages will be available within the hour. The licensing fee is due within 30-days. You may cancel any time in the first 30-days. Final terms subject to the consultation interview.

# About Us

## Cell-it

Cellit Hosted Media Services is located in Houston, Texas. We provide managed user-generated video tools for media websites.

Our servers are located in Allentown, PA in a secure building with redundant electrical power and triple redundant fiber connections to the internet. The servers are managed 24-7.

The principle managers are Steven C. Poley and Randall G. Peterson. Both Mr. Poley and Mr. Peterson and considerable management and marketing backgrounds with major corporations.

Mr. Rick Miles and Ms. Stephanie Donovan represent Cell-it to media companies that want to increase their non-traditional revenue from cross platform marketing.

# Contact Us

Schedule your "Start Up Interview" the first 10-days are on us.

<p>Steve Poley Cell-it Hosted Media Services W: 281-583-5880/C: 832-661-4760 E: <a href="mailto:Steve@cellit.us">Steve@cellit.us</a></p>	<p>Randy Peterson Cell-it Hosted Media Services W: 281-579-9774/ C:281-543-3383 E: <a href="mailto:Randy@cellit.us">Randy@cellit.us</a></p>

# FAQ

## 1. What about legal issues?

- A. We suggest you post automatically and allow the community to flag/report issues. Flagging can be set to automatically suspend reported video in 1, 2, 3 or more notifications. The threshold is ADMIN selectable. Immediate posting builds audience participation. Ask your legal support about automatic posting provisions under the 1998 Digital Millennium Copyright Act. (DMCA)
- B. You can also configure your hosted pages so videos are only activated on positive ADMIN review.
- C. You can choose one method and change to the other.

## 2. Video Monitoring Services Available

- A. We can monitor new media and comment postings 24/7 and delete objectionable or obscene materials. We can also manage the DMCA compliance for you. This service requires a different revenue / advertising program split.

## 3. I don't have a budget line for this.

- A. We can deduct the licensing fee from revenue sharing. Higher rates apply.

# FAQ continued

## 4. Commitment?

- A. Initial 30-day trial. 90-day on-going relationship but you control the home page links and NAV bar identification. Your audience's participation and the program's effectiveness stops when your activity stops.

## 5. Is it really that quick to get started?

- A. Yes. A 30-minute interview and you are active within the hour. It will take longer to design a video graphic and add NAV bar identification.

## 6. References?

- A. Yes. Visit our Cell-it Blog at <http://cellit.wordpress.com>