

MEDIA STREAM



JVL NEWS

As part of our ongoing commitment to support our sales team, distribution network, and operators with relevant product information, JVL is proud to continue its series of newsletters aimed at expanding your knowledge of our offerings.

Did you know that...?

...the **Media Stream** music player has recently completed its first alpha test in real-world conditions?

Several units were deployed in strategic locations across the United States, and although some of the units encountered technical problems, a few of which were not entirely unexpected - after all, sorting out bugs was the test's main objective - all of the issues were addressed and resolved.

JVL has always been committed to supporting its customers with responsive technical assistance and greatly appreciates the cooperation of everyone involved. The participating operators were enthusiastic about offering up their expertise and facilities, the test locations were thrilled to be able to entertain their patrons with on-demand music, and everyone benefited from the closer

ties formed during this unique, new technology trial.

Based on the encouraging results of this test, Media Stream commenced beta testing on September 1st, 2009 (registration details below).

What is Media Stream?

Media Stream is an electronic device that, when paired with Encore, uses a broadband internet connection to stream digital

music from an off-site server to a local audio system. Unlike traditional jukeboxes, which store their songs internally on CDs or hard drives, Media Stream's content is external, so it is constantly expanding and always kept up to date.

How does Media Stream work?

By selecting Music mode from Encore's touchscreen, users can access the main graphical user interface (GUI) to search for songs.

Once a song has been selected, the request is sent to JVL's server, which then streams the encoded music file back to the Media Stream. The encrypted data is then converted into music for live playback on any sound system. This entire process, which takes only a few seconds, gives users instant access to their favorite music... without the premium charge other companies demand for the speed and variety of streamed content.

How does the beta test work, and how can operators participate?

The beta test is similar in practice to the alpha test, except that it will be broader in scope and have no pre-determined end date.

This test represents a fantastic opportunity for operators to increase their profits without any additional capital outlay, because with no long-term commitment and no royalty fees to be paid during the testing period, there is absolutely no financial risk or cost to any qualified operator who wishes to participate.

For example, suppose you have an Encore in a particular location that earns \$100 a week. By simply adding Media Stream's music-on-demand capabilities to the Encore you already operate, you will be gaining another source of revenue that could generate anywhere from an extra \$50 to \$300 per week... at no additional cost to you!

Think about it: NO up-front costs, NO long-term contract, and NO royalty fees... Can you really afford *not* to get involved?

Please visit us at Booth #614 at the AMOA Expo in Las Vegas between September 24-26 to experience the future of music-on-demand and learn more about how you can participate in the Media Stream beta test.

If you can't make it to Vegas but are still interested in testing the Media Stream, please register online at www.jvl-ent.com/mediastream or call 1.800.296.6657 ext.2368.

About JVL Corporation

For more than 25 years, JVL Corporation has been manufacturing, selling, and servicing coin-operated amusement devices that have proven to be the most engaging, reliable, and profitable on the market. Through relentless research, development, and innovation, the privately-held organization has established itself as both a pioneer and market leader in touch-screen entertainment technology. Throughout the company's evolution, JVL has remained committed to serving its customers and supporting its equipment in the most timely and efficient manner possible.

For more information, please contact:

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