

2009



RIGHT TRACK MEDIA, INC.

SECURE MEDIA PROGRAM

**TOLL FREE 866-414-3855**

Digital Players and Digital Media for Corrections

**[www.SECUREMEDIAPROGRAM.com](http://www.SECUREMEDIAPROGRAM.com)**

**Mp3 players for inmates are here! Right Track Media** brings specialized Mp3 players together with a world of music and other media formats for inmates. The innovative *Secure Media Program* brings digital media and digital media players to corrections to improve inmate behavior and security in correctional facilities. Right Track Media supplies media content by convenient mail-order or through our onsite media kiosks. The *Secure Media Program* is flexible and can bring digital media to any facility regardless of technical issues or security concerns.

There is a huge demand for media in corrections. Music, video and educational resources are among the most desired and least available products in correctional facilities today. Right Track Media's complete solution gives the inmates what they have been asking for and increases the profitability of media for your facilities. One secure device functions as both a player and a media library so inmates can now purchase unlimited amounts of media without increasing their physical property. Welcome to the future of media in corrections!

The complete solution gives inmates access to stimulating media and specialized educational content, makes the lives of corrections personnel easier and makes the institutions more profitable and secure overall. It's a win for everyone and this easy to install, risk-free program will simplify processes in your facilities and return significant revenues back to your Department of Corrections on day one.



***Building Custom Solutions for Corrections***

***[www.SecureMediaProgram.com](http://www.SecureMediaProgram.com)***

## The Market Opportunity

There is a huge demand for media in correctional facilities. Electronics and media are among the most desirable but least available products in the industry today. Digital media is the ideal format for distributing music, video and education to inmates and is safer and higher selling than alternatives like CD's or cassette tapes. Right Track Media helps correctional facilities manage their inmate populations with entertainment and education made available through our *Secure Media Program* and SecurePLAYER® personal audio device.

Inmate populations are expected to continue growing and prison administrators need to manage these increased populations with modern and efficient tools. Managing inmate behavior by offering media and education is a tool that can positively impact facility conditions and help to lower rates of recidivism, the ultimate goal of the correctional facility.

Right Track Media supplies a world of music, audio books and rehabilitation materials with the technology to safely deliver it to any correctional facility. We have created a system that allows inmates to securely purchase and manage their own media libraries.

The *Secure Media Program* increases revenue and profitability of media for correctional facilities and Department s of Corrections. With one secure device functioning as both player and media library inmates can now purchase unlimited amounts of music and education without increasing their physical property.

Right Track Media's *Secure Media Program* can help your facilities:

- Introduce a lucrative new source of revenue for your Department of Correction.
- Lower rates of recidivism and improve inmate education and rehabilitation efforts.
- Vastly increase inmate media selection, and distribute all four major music labels.
- Improve inmate management through advanced media privileges.
- Automate media distribution and increase staff productivity.

***The Secure Media Program improves media distribution to inmates and makes media sales more profitable for correctional facilities.***

***[www.SecureMediaProgram.com](http://www.SecureMediaProgram.com)***

## The Right Track Media Business Model

Right Track Media distributes the SecurePLAYER® in bulk to the commissary or directly to inmates in America's correctional facilities. We upload the inmate's Department of Correction number onto the SecurePLAYER® so it is identifiable by inmate, staff and the SecureKIOSK® upon delivery. After a SecurePLAYER® is purchased, Right Track Media supplies media in two ways: with the on-site, SecureKIOSK® media kiosk, or through a customized mail order program.

### Using a Mail Order Program for Content

Ordering SecurePLAYERS® and digital content by mail is the easiest, quickest and most affordable way to get started with the *Secure Media Program*. Inmates order SecurePLAYERS® and choose their digital media content from a catalogue of titles made available to facilities by Right Track Media. Players are then delivered with the preloaded content the inmates have selected. When the inmate is ready to purchase additional media, their SecurePLAYER® can be sent to Right Track Media where additional media orders are placed on their SecurePLAYER® device and immediately returned to the facility. We process these new orders as quickly as possible so inmates are never left without their player or media library for any extended period of time. Inmate family members can also order players and media online from our website for delivery to their inmate loved ones. Mail order is a great way to get started with the *Secure Media Program*.

### Using the SecureKIOSK® for Content.

The SecureKIOSK® is the most efficient and profitable way to provide inmates with media. Kiosks are installed on-site and allow inmates to purchase and entirely self-manage their media through electronic user accounts and secure pin number access. SecureKIOSK® can connect to almost all offender banking systems to automate the transfer of media funds to the Department of Correction's central accounts. The SecureKIOSK® produces the most revenue and requires almost no staff maintenance or supervision. Installing Kiosks is a surprisingly affordable and easy process, and the low up-front investment for Kiosks can be entirely off-set by inmate participation.

In either case, payment for inmate media can be automatically deducted from inmate bank accounts or pre-paid accounts can be made available. Funds for media are verified prior to file transfers. Inmate family members can also purchase players and media directly from our website for shipment to inmates at participating facilities.

***The Secure Media Program delivers content in two ways and automates media payment.***

***[www.SecureMediaProgram.com](http://www.SecureMediaProgram.com)***

## Right Track Media's Competitive Advantages

### SecurePLAYER®



Right Track Media's advantages include products like the SecurePLAYER®, the specially designed Mp3 player modified for America's correctional facilities. This pioneering, 2GB player allows inmates to conveniently access and listen to music and audio-books while incarcerated.

In addition to a storage capacity of nearly 600 audio tracks, the SecurePLAYER® operates with one AAA battery, and has numerous play modes, sleep settings and equalizer functions. It even has an FM tuner for TV modulators and some radio broadcasts.

The security modifications go beyond the clear plastic construction and lack of moving parts. Numerous redundant layers of security in the hardware, software and manufacture of the player prevent misuse or tampering by inmates, and the device cannot be crafted into a recording device, tattoo gun, or effective weapon. The SecurePLAYER® can only download approved content available from a SecureKIOSK®, or have content supplied through mail order by Right Track Media. Unauthorized content cannot be loaded onto a SecurePLAYER® device.

The SecurePLAYER® is durable and customized for the demanding physical conditions of a correction's environment. It is protected by a one-year manufacturer's warranty and can be offered to inmates at a price typically less than what CD players cost in the correction's industry today. Compared to CD or cassette players the SecurePLAYER® is in a class by itself in terms of security, functionality and revenue potential for Departments of Corrections. SecurePLAYER® and music can also be ordered online by inmate family members for delivery to inmates at participating correctional facilities.

- SecurePLAYER® can only receive approved content from Right Track Media.
- Clear plastic casing and a lack of moving parts limits contraband potential.
- DOC # displays on screen to verify ownership and prevent etching or labeling.
- 2GB of space, numerous play-modes, sleep settings, and equalizer functions.
- Includes an FM Tuner for T.V. modulators and some radio broadcasts.
- Comes with 12 language choices, including Spanish.
- Operates from one 'AAA' battery for up to 15 hours of playtime.
- Settings can be locked while inmates work out or are in their bunk.

***[www.SecureMediaProgram.com](http://www.SecureMediaProgram.com)***

## Unlimited Content

Complimenting the SecurePLAYER® is Right Track Media's ability to provide unlimited content to our customers. If the SecurePLAYER® is the first half, the second half of our equation, and key advantage for the *Secure Media Program*, is our partnership with Mediaport Entertainment. Mediaport provides Right Track Media's extensive range of digital content, (music, audio-books and video content) that is available for purchase and transfer to the SecurePLAYER® device. Their content is the most complete in the industry and includes media from all four major music labels, numerous independents and correctional education providers. The partnership gives Right Track Media exclusive distribution rights for Mediaport content and hardware within the corrections market. Distributing digital media from a kiosk is a patent pending concept pioneered by Mediaport. Their distribution method is protected and any duplication of their process resulting in media distribution from a kiosk is prohibited.

Mediaport's most important advantage however is their installation experience in high security environments similar to corrections. They have performed numerous installations for the American military and have kiosks on over 42 American military bases in addition to their 500 successful media kiosks installed globally in various retail markets.



## On-site Convenience with SecureKIOSK®

The SecureKIOSK® is a very robust touch screen kiosk developed by Mediaport that gives inmates a world of audio content from all major music labels, numerous independents, and educational content providers. With millions of tracks available the kiosks offer both music and educational audio including new releases, and will even deliver new types of media, like video, as they are developed and integrated for use in corrections. Completely locked-down and secure, our kiosk is designed to operate exclusively with a SecurePLAYER® or future Right Track Media device, and is user friendly, helpful and very easy to operate. The kiosk is the most efficient, profitable and convenient way to distribute music to inmates and can be installed in any facility affordably.



## SecureKIOSK® Construction

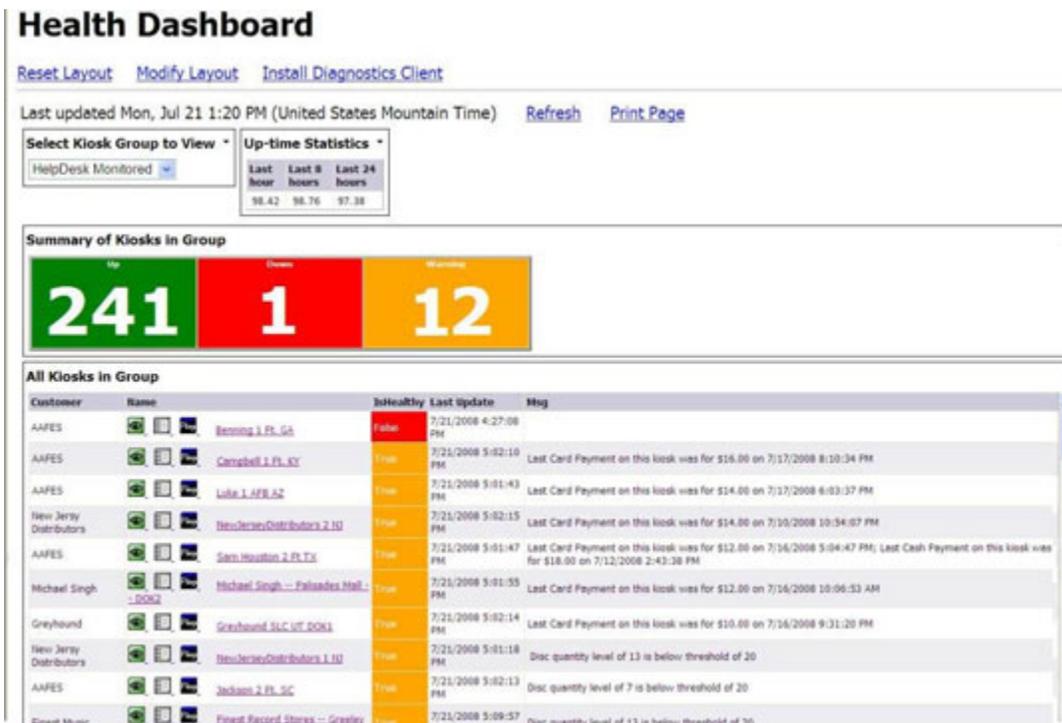
The SecureKIOSK® features a durable steel construction and shatter-resistant touch screen. Advanced computer security and firewall protection along with 24 hour monitoring, support and reporting protects Departments of Corrections and our inmate customers. SecureKIOSK® recognizes individual SecurePLAYERS®, and then gives inmates access to their media account with a secure log-in and pin number. SecureKIOSK® can be connected to most offender banking systems or can have pre-paid music accounts channel inmate spending. Providing media to corrections has never been more efficient, secure or rewarding for inmates and corrections staff.

## SecureKIOSK® Support

When customers choose to distribute media through our recommended kiosks, the *Secure Media Program* and the kiosks themselves are supported remotely and monitored 24/7. Remote support requires almost no on-site maintenance or staff assistance. Right Track Media supports our customers and kiosks remotely in 3 important ways:

## Monitoring

We have a real time connection to every SecureKIOSK® in the field to monitor kiosk functions at all times and provide instant system updates and newly released content to the kiosks.



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## Content Management

SecureKIOSK® can be edited and content can be customized and added to over time or at the request of the facility. Explicit lyrics or specific titles or artists can be removed from the content library. Content is organized easily and can be browsed or searched for by genre, new releases, most popular and more.

Medaport Content Mana... Add Tab

### Content Search Results

Select All Results 200 Results Per Page --Select A Column To Hide-- --Select A Column To Show-- Returned 752 results. Your search took 27.374 seconds.

Group	Content	Content ID	Author	Content Name	Track Count	Parent ID	Content Type	Country Name	Price	Price Code	Root Publisher	Is Explicit	Can't Purchase	Activated	IngestTime	LastModified	StartD
<input type="checkbox"/>	<a href="#">Info</a> <a href="#">Edit</a> <a href="#">Tracks</a>	54505	Various Artists	25 Praise/Worship Songs You Love	16		Music Album	United States	5.9900	EMG-5EH	EMG	<input type="checkbox"/>	<input type="checkbox"/>	4/24/2006 9:59:00 PM	4/7/2008 5:10:00 PM	10/31/12:00:00 AM	
<input type="checkbox"/>	<a href="#">Info</a> <a href="#">Edit</a> <a href="#">Tracks</a>	54528	Various Artists	25 Contemporary Songs You Love	13		Music Album	United States	5.9900	EMG-5EH	EMG	<input type="checkbox"/>	<input type="checkbox"/>	4/24/2006 9:59:00 PM	4/7/2008 5:10:00 PM	10/26/12:00:00 AM	
<input type="checkbox"/>	<a href="#">Info</a> <a href="#">Edit</a> <a href="#">Tracks</a>	72866	GOLDEN BOOKS MUSIC	Christmas Carols	30		Music Album	Australia	44.9900	WMG-A27	WMG	<input type="checkbox"/>	<input type="checkbox"/>	4/24/2006 11:39:00 PM	10/14/2007 5:24:00 PM	11/9/12:00:00 AM	
<input type="checkbox"/>	<a href="#">Info</a> <a href="#">Edit</a> <a href="#">Tracks</a>	72921	GOLDEN BOOK	Lullabies	30		Music Album	New Zealand	0.0000	WMG-A27	WMG	<input type="checkbox"/>	<input type="checkbox"/>	4/24/2006 11:39:00 PM	9/16/2007 8:24:00 AM	11/16/12:00:00 AM	
<input type="checkbox"/>	<a href="#">Info</a> <a href="#">Edit</a> <a href="#">Tracks</a>	72978	GOLDEN BOOK	Bible Songs	30		Music Album	Australia	24.9900	WMG-A08	WMG	<input type="checkbox"/>	<input type="checkbox"/>	4/24/2006 11:39:00 PM	6/20/2007 5:57:00 PM	11/9/12:00:00 AM	
<input type="checkbox"/>	<a href="#">Info</a> <a href="#">Edit</a> <a href="#">Tracks</a>	80883	Various Artists	25 Sleepytime Songs	18		Music Album	United States	3.9900	EMG-5EH	EMG	<input type="checkbox"/>	<input type="checkbox"/>	4/25/2006 12:16:00 AM	4/7/2008 5:10:00 PM	9/16/12:00:00 AM	
<input type="checkbox"/>	<a href="#">Info</a> <a href="#">Edit</a> <a href="#">Tracks</a>	91686	Rosenshontz	Greatest Hits	15		Music Album	United States	9.9900	WMG-A9	WMG	<input type="checkbox"/>	<input type="checkbox"/>	4/25/2006 1:05:00 AM	9/16/2007 8:24:00 AM	7/5/12:00:00 AM	
<input type="checkbox"/>	<a href="#">Info</a> <a href="#">Edit</a> <a href="#">Tracks</a>	119635	Performance Artist	Turn Up The Fun! - Christian Hits	24		Music Album	United States	9.9900	EMG-5EG	EMG	<input type="checkbox"/>	<input type="checkbox"/>	4/25/2006 3:10:00 AM	1/13/2008 5:02:00 AM	12/27/12:00:00 AM	
<input type="checkbox"/>	<a href="#">Info</a> <a href="#">Edit</a> <a href="#">Tracks</a>	120382	Rosa Leon	Canciones para niños	14		Music Album	Canada	0.0000	WMG-A08	WMG	<input type="checkbox"/>	<input type="checkbox"/>	4/25/2006 3:13:00 AM	6/23/2007 11:20:00 AM	3/22/12:00:00 AM	

## Complete Reports

Right Track Media can provide a range of reports on inmate spending and account activity. Every download and transaction on the SecureKIOSK® is recorded and we can generate customized reports on spending trends and the content inmates have downloaded for your Department of Correction or prison administration. Right Track Media can electronically manage inmate media and media property lists for your facilities.

http://ep.medaport.com... Add Tab

# MEDIA PORT

Home Media Finance Marketing Kiosk Monitoring Support Admin Logout My Account Welcome dbartschi

Disputes **Reports** Browse Customer Manager Statistics

- Customer Reports
  - Customer Kiosks
  - Customers
- Financial Reports
  - Authors
  - Cash Transactions
  - Credit Transactions
  - Detailed Retail Transactions
  - Label Summary
  - Revenue Summary
- Kiosk Reports
  - Kiosk Contacts
  - Kiosk Last Collection
  - Kiosk Network
  - Kiosk Sale Dates
  - Kiosk Vendor Accounts

Start Date: 7/28/2008 End Date: 7/31/2008 11:59:59 PM

Enter Author Name: Eagles Select Authors: Eagles

Territory: United States

100% Find Next Select a format Export

**Eagles / United States**

**WGMG Music Tracks**

Date	MP ID	Content Name	ISRC	Price Code	Units
07/29/2008	904715	My Man	USEE19900404	WGMG-S1	1
07/29/2008	904721	The Best Of My Love	USEE19900410	WGMG-S1	1
07/29/2008	904744	Doolin-Delton	USAS19900034	WGMG-S1	1
07/29/2008	904779	Take It To The Limit	USEE19900416	WGMG-S1	1
07/29/2008	904787	In The City	USEE19900306	WGMG-S1	1

## **More Advantages and Features of SecureKIOSK®**

### **Player Recognition**

Right Track Media supplies a SecurePLAYER® device with the inmate's DOC # loaded into the player. The kiosk recognizes the number and uses it to identify the Mp3 player and link the device to the inmate's account.

### **Kiosk Payment Interface**

When inmates use the kiosk they will be accessing their funds that have been entered into the system. The kiosk software creates transactions within the database tracking the usage of the user's funds and keeping their balance up to date.

### **Authentication System**

When a user attempts to log into the kiosk he is authenticated and validated. First the user must connect their device into the kiosk. Then the login screen will become visible and the user will be prompted to enter their secret PIN number. The device must be plugged in because it contains information that identifies the inmate (DOC #). This DOC# is used to lookup the PIN number in the kiosk database and verifies that the PIN entered matches the one in the database. The inmate is now authenticated, but not logged in yet. If the PIN entered does not match then the login screen will let the user know that their attempt to login has failed.

Next, the system will validate that the user has funds in their account. The software can query the inmate's current balance in the kiosk database and makes sure that they have sufficient funds to use the kiosk before letting them log on. If they do not have sufficient funds the user will see a message showing their total balance and telling them they do not have enough funds to log into the kiosk.

The final step is to charge the user's account for the login fee and start the SecureKIOSK® session timer.

### **Session Timer and Sessions**

The session timer keeps track of the time the user has been on the kiosk. The amount of time allowed per session is defined by a parameter in the configuration of the kiosk and can be adjusted to meet the demands of individual facilities. The user will receive a warning when they have 1 minute remaining on their session. If the user is in their "Cart" or in the middle of a digital download, the session will be extended until they complete their purchase. If their session has expired and the user has been on the Cart page for over 1 minute they will be prompted to finish their transaction or leave the kiosk. They will then be given an additional 1 minute to execute the transaction or their session will be terminated. Music purchases will download after the timed session and transfer quickly at about 5 seconds per song.

***[www.SecureMediaProgram.com](http://www.SecureMediaProgram.com)***

## Welcome Page

When a user logs in they will go to the welcome screen where they will see what their account balance is and will have the opportunity to change their PIN or enter the kiosk.

## Change PIN

If inmates choose the change PIN button they will go to another page where they will be prompted to enter the new PIN twice and then push OK to execute the change or the BACK button to go back to the Welcome Page. If the two PIN's entered do not match the user will be prompted to enter them again.

## Kiosk Launch and other Kiosk Features

The MUSIC button will enter into the kiosk from the welcome page. When this button is pushed the kiosk application is launched. The special "Prison Application" on the kiosk will work with the normal kiosk functions and will continue to run in the background popping up timeout messages and controlling when the session ends for particular users.



## SecureKIOSK®

- An entire WORLD of audio content from ALL MAJOR MUSIC LABELS.
- Religious Material, Audio Books and Custom Content is available.
- SecureKIOSK® is equivalent to a 100,000 square foot media store.
- Content is completely customizable and can be limited to certain genres or artists.
- Connects to offender banking systems or can offer pre-paid music accounts.
- Support Mp3 Video players, education, and rehabilitation material.
- Is accessed through user accounts and secure PIN numbers.
- Gives warnings and countdowns on remaining session times.
- Automatically download selections when session concludes.
- Reports inmate balances and available funds.
- Only edited, non-explicit or otherwise approved content is available.
- SecureKIOSK® is updated weekly with new releases.
- Privilege group profiles can award certain inmates with the most selections.

## Requirements for SecureKIOSK® Installation

If your institution is interested in offering digital media to inmates then we are interested in working with you. Any facility regardless of construction or location can support the *Secure Media Program*. We will work with your team to find the right installation arrangements for your facilities and can provide content in a way that best suits the needs of your facilities or Department of Correction.

The program is affordable and can be paid for entirely through inmate participation which leaves your institutions or Department of Corrections in a profitable position on day one.

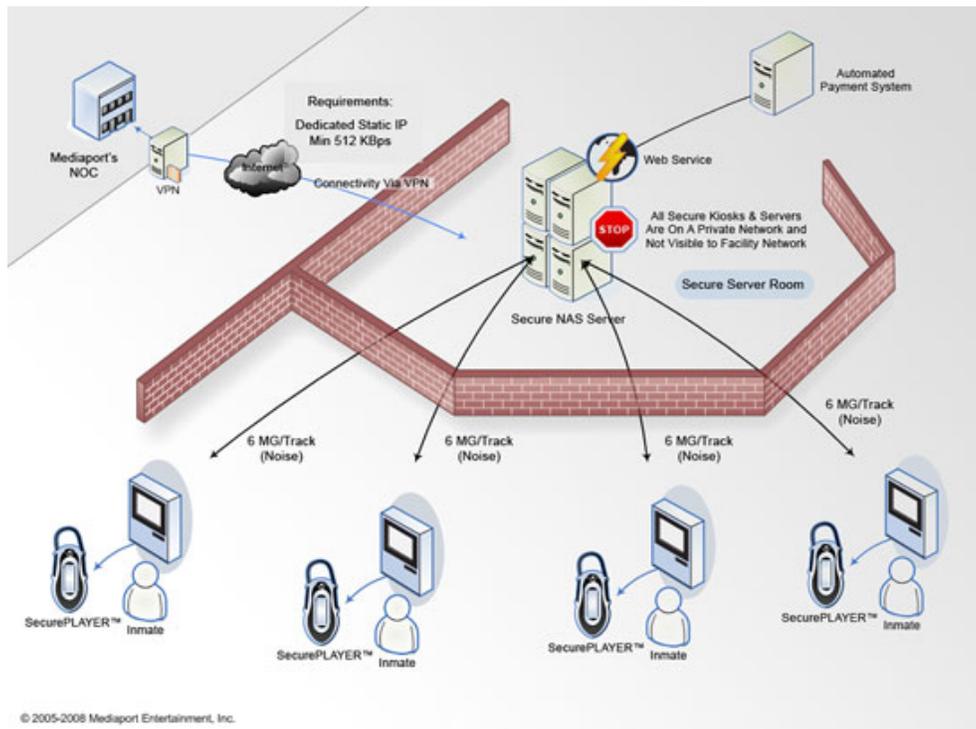
The physical and technical requirements for installation of a SecureKIOSK® are easy:

- 110v electrical outlet per kiosk.
- Minimum bandwidth of 512 kbps (per institution).
- Continuous connectivity to manage content, applications, and to monitor and report.
- Placing the SecurePLAYER® device on the commissary list and making it available to inmates for purchase.

***There are no physical requirements for a Right Track Media mail order program.***

Right Track Media can help your facilities install the proper internet connection for a SecureKIOSK® or will support your inmates through a web application or mail-order program. If your facility does not have the bandwidth required for a kiosk installation, be sure to contact us directly so we can customize a solution for your facilities and inmates today. We will find a solution that fits.

**Typical IT set-up featuring a connection to an offender banking system:**



## **An Emphasis on Security Features**

Right Track Media understands high security environments and how to safely bring digital media to inmates. The *Secure Media Program* has been created exclusively for corrections and combines technologies that have been tested for or proven in high security environments.

SecurePLAYER® can only operate with a SecureKIOSK® or through mail-order support by Right Track Media. It is impossible to obtain content from another source or access the internet through the kiosks.

SecureKIOSKS® have been modified for use by inmates with adaptations like customized inmate media accounts with PIN number access, timed inmate shopping sessions and the ability to integrate with numerous offender payment systems. Every time the inmate's player is turned on, their ID number will prominently display on the face of the player so there is no confusion among inmates or custody staff as to who the player belongs to.

### **The *Secure Media Program* is designed to deter or prevent:**

- Theft of the SecurePLAYER® device.
- Theft or manipulation of inmate media funds or library.
- A monopolization of kiosk time by individual users.
- Access to explicit or unauthorized content.
- Contraband entering the facility through media delivery channels.

### **When inmates are logged into their media accounts the SecureKIOSK® will:**

- Manage user session times.
- Verify and deduct funds for media.
- Validate SecurePLAYER® ownership.
- Allow for PIN number changes.
- Charge inmates for each timed session.

### **The kiosk will operate as it would in a normal retail setting with the following exceptions:**

- SecureKIOSK® will not play samples.
- Content is limited to approved genres or artists.
- SecureKIOSK® will close after each transaction completes.
- The kiosk will not create CDs, or print receipts.
- SecureKIOSK® only operates with the SecurePLAYER® or future Right Track Media players.
- SecureKIOSK® validates SecurePLAYER® ownership.
- The kiosk is accessed through special inmate user accounts and secure PIN numbers.

***[www.SecureMediaProgram.com](http://www.SecureMediaProgram.com)***

## Why Right Track Media

Through the *Secure Media Program*, Right Track Media has positioned itself as an exclusive supplier of digital media to corrections. Our affiliations with the entertainment industry, and our experience servicing correctional facilities and military bases across the United States gives Right Track Media the unique edge to fulfilling the media needs of corrections.

We have the ability to customize, and install a program to your specific needs immediately and have professional and experienced customer service and account management teams ready to serve your Department today.

We bring the highest security and quality standards to every aspect of our program from installation and delivery to user training and equipment warranties. We can deliver digital media now, offering huge revenue gains, and vastly improving content distribution in a more secure manner than any alternative to corrections.

Music and audio are just the beginning; the near future will include a wide variety of video content accessible from the same SecureKIOSK® we offer now. Full-length movies, T.V. programs, and improved educational materials will be coming soon creating even more ways to improve media sales and for the inmates to remain stimulated.

There is no reason to wait. Contact us for a demonstration and consultation today and let our experienced team put your institutions and inmates on the Right Track with the *Secure Media Program*.



Digital Players and Digital Media for Corrections

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