

Because traffic and billing software impacts your entire world ...



As a multichannel advertising sales operation, you're at the center of the Information Revolution — where television converges with the Internet and digital media. From outside your organization, you experience industry expansion, consolidation, and new competition. On the inside, you face new demands for skills, technology, and information. And in the middle of all of this — in the "eye of the storm" — stands your advertising traffic department and your traffic and billing system.

In this world where change seems to be the only constant ... where your digital data is your whole world ...

what T&B system should you choose?

The power you need ...

"Novar's robust nature has enabled us to grow our business in terms of both scale and sophistication."

Technical Operations Manager, Comcast Spotlight

"We enter 100% of our orders electronically, and Novar has made that easier than ever."

Traffic Manager, Time Warner

... from the people you trust.

"We wouldn't have any other traffic and billing provider."

Traffic Manager, Time Warner

"When we considered the 'big picture' of Novar's performance and (Harris') reputation, our decision to choose Novar was quite simple."

General Manager, Time Warner

"The bottom line is that we put our trust in Novar because of (Harris') reputation and we were not disappointed."

Ad Sales Manager, Antietam Cable

Choose the most widely used, well-supported advanced traffic and billing system for multichannel media ad sales

When you make the critical decision to upgrade your T&B system, your criteria will likely be twofold. First, you want a system that keeps you ahead of your competition and on top of your bottom line — a system that will help you sell, schedule and manage your advertising inventory in new and innovative ways. You also want the product to accommodate plenty of future growth, as well as future technology changes. Second — but just as importantly — you want your system backed by a team of industry experts who not only understand traffic and billing, but also understand multichannel advertising in general. You seek a vendor who has demonstrated true dedication to the multichannel ad sales industry, as well as real staying power. Many operations like yours have already made this evaluation and have reached the conclusion:

With Novar, you get the best of both worlds.

Novar is a proven, powerful traffic management, billing and inventory analysis system that is used by the largest and most successful ad sales operations in the industry. Windows® based and SQL database-driven, Novar leverages today's top technology standards. That means you get maximum speed and performance that starts making an impact the day you install — plus a solid platform for future expansion. We've been developing the industry's most widely used traffic systems and earning unparalleled customer loyalty for over 20 years.

Highlights

Since its very beginning, from the ground up, Novar has been designed specifically for the day-to-day workflow of multichannel advertising sales and traffic. In fact, you could say that Novar was designed by the ad sales industry. You see, hundreds of Harris software users contributed ideas to the master plan that became Novar. Now, ongoing user feedback has shaped the enhancements we've made to Novar, including:

- a faster and more robust database architecture, and a more intuitive user interface;
- more innovative ways to check future avails and build schedules in real time;
- cutting edge capabilities for conducting e-commerce, such as electronic orders, messaging and invoices;
- additional reporting capabilities that make viewing system information easier and more accurate than ever

Features

TRAFFIC

Manage virtually unlimited contracts, clients, tape libraries, and more. Novar's largest users manage over 2,000 insertion channels...and are still growing!

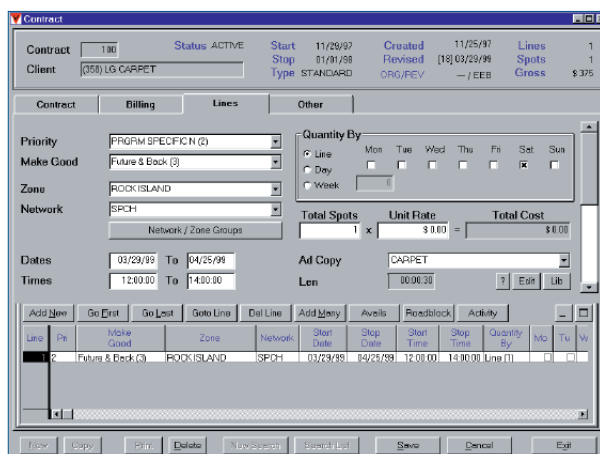
Import sales automation software contracts electronically, directly into the system. The Ad Sales Manager can validate the order and then Traffic can schedule the spots with little or no data entry.

Import detailed, pre-entered programming schedules for the most popular networks. Download a year of programming all at once, at lightning speed, without keystrokes.

Schedule by specific program name or type. Schedule spots for a golf shop into all "golf" shows on ESPN during a specified span of weeks; or schedule spots for a family water park into all "Rugrats" episodes.

Set up "Road Blocking" in your schedules to maximize the simultaneous reach of client spots across all zones.

Create network and zone "groups." Set up groups of networks or zones (headends), then schedule spots according to a group instead of a single network. For example, create schedules across multiple networks ("Sports;" "Kids"); or across multiple zones ("South Suburbs") with a single entry.

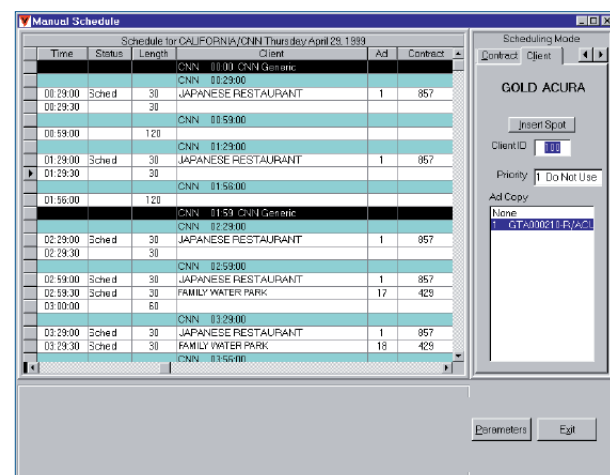


Contract Entry

Schedule interconnect spots seamlessly with Novar's complete functionality for handling virtually any interconnect — or interconnect-style — configuration.

Schedule spots more precisely by assigning specific break preference and position preference, and by customizing your spot scheduling criteria.

Manage ad copy with unparalleled flexibility using capabilities such as Ad Copy Groups, Ad Copy Start and Stop Times, and the ability to manage copy using days authorized and include/exclude networks.



Manual Scheduling

Insert up to 24 hours of continuous ad copy such as paid or local origination programming.

Create custom report queries to manage and shape Novar's data to meet your unique needs; or utilize the industry's largest selection of standard contract reports, billing and commission reports, and management reports.

Use Adaptive Scheduling to schedule continuously with over 50 user defined rules and weights to optimize inventory and improve efficiency.

BILLING

Automatically import payments from your lockbox for automatic cash reconciliation.

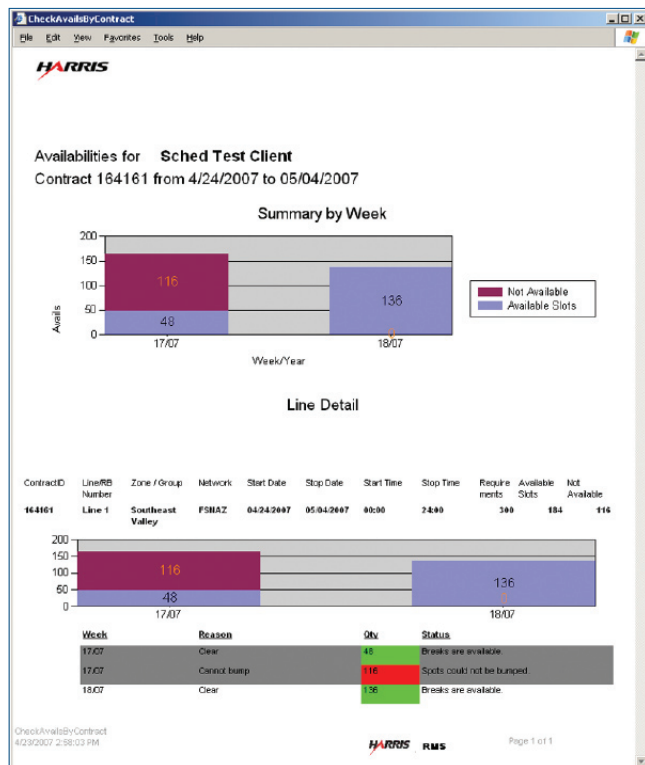
Automatically generate affidavits and invoices for a specific billing period based on the reconciliation process. Create standard or custom invoices that can include fees not associated with spot information.

Send invoices electronically via the e-affidavit feature to reduce paperwork and improve accuracy. Leverage our available GateKeeper™ product in conjunction with Novar for even greater EDI flexibility and functionality.

Create separate invoices for the same contract, splitting them by zone or by ad copy.

Easily add pre-payments and late-charge adjustments. Novar analyzes your pre-payments and compares them to your outstanding invoices, then suggests where to post the payments. You can have Novar automatically post them to the suggested accounts, or you can manually post payments wherever you wish.

Export business data such as contracts, payments, and revenue projections into a separate database, spreadsheet, or accounting package via Novar's open database architecture.



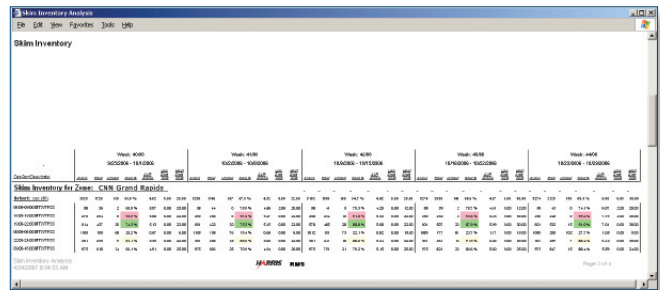
Report Management System Check Inventory

ANALYSIS

View reports accurately on-screen with HTML-based reports. There's no need to print the report in order to see its results.

The Report Management System allows users to subscribe to reports that are automatically emailed at their defined time. Reports can also be generated on-demand with on screen filtering and sorting options available. Several output formats are available including XML, PDF and Excel.

Automate lengthy tasks with the ZIP Scheduler. Novar's Zone Information Processor (ZIP) Utilities enable you to build job tables that command the scheduling software to "pick up" and process the job at a specified time. These jobs typically entail scheduling multiple zones one after another; but they can also perform projections, create logs, and generate a variety of reports.



Report Management System Inventory Management

Get a reliable look at your inventory that's highly detailed yet easy to interpret. Using the more than 15 inventory reports in Novar and the Report Management System users are provided both graphical and detail level reports with inventory information. Management as well as account executives are provided the real time inventory information they need to run the business. In addition to this an Inventory Export is available to provide inventory information to sales systems.

DETAILS

Upgrades

Upgrades that add significant new features are available to registered users at special prices.

Hardware requirements

Novar runs on industry-standard PC's, using the Microsoft® Windows® 2000 / Windows XP platform.

Installation and training

Novar is installed on-site by a member of our Customer Support team. During installation, the software is set up to reflect the needs and work patterns of the customer. Comprehensive training is provided through a combination of on-site and off-site training sessions.

Technical support

The technical support service agreement provides product support, automatic updates, and telephone troubleshooting for questions regarding traffic and billing activities, and system operation.

ProgramPlus™

Licensed Novar users have access to our detailed programming information and formats through our ProgramPlus subscription service.

Updates

Updates containing software enhancements such as new or improved reports are issued periodically.

About Harris Broadband Solutions

Since 1983, Harris Broadband Solutions has dedicated itself to helping the multichannel advertising industry operate efficiently, competitively, and profitably through the development of high-quality software products and unparalleled customer support. More than 250 traffic management and billing software systems from Harris have been installed throughout the U.S., Latin America, and Europe.

Harris Broadband Solutions serves customers ranging from single channel to multiple-region operations. Each of the largest MSO's have operations using Harris products. These MSO's include Comcast, Time Warner, Charter, Cablevision, and Cox. Harris software also drives several major metropolitan interconnects.

HIGHLIGHTS

Feature	Capabilities
Channels	Virtually unlimited
Clients	Virtually unlimited
Contracts	Virtually unlimited
Contract lines	Virtually unlimited
Client tape library	Virtually unlimited
Network breaks per day	Virtually unlimited
Spots per break	Virtually unlimited
Valid spot length	Virtually unlimited
Operating system	Windows® 2000/XP
Database	SQL Server™ 2000
Remote access	Available to many Novar modules via Internet using separate Remote Office products

Feature	Capabilities
Insertion hardware interface	Compatible with all analog and digital insertion hardware
Data import	Verification, sales automation software, Network Programming
Electronic Data Interchange	Available via GateKeeper™ module for internal contracts, agency contracts, invoices, inventory, and payments
Data export	Open architecture (SQL)
Log generation	Automatic
Scheduling	Real time scheduling using the Adaptive Scheduling System
Verification	Fully automatic, backwards verification

ONE Company for Workflow Solutions Throughout the Broadcast Chain

Harris is the ONE company delivering interoperable workflow solutions across the entire broadcast delivery chain — providing today's broadcaster with a single, integrated approach to capitalize on the benefits of IT and mobile applications. By providing unparalleled interoperability across our product portfolio, Harris is able to offer customers integrated solutions that improve workflows, save money, enable new revenue streams and provide a migration path to emerging media business models. To meet the evolving needs of broadcast, distribution, government agencies and entertainment businesses, Harris is the ONE answer for change.

Service and Support

At Harris, we are committed to customer service excellence. It is our goal to provide the highest level of support by applying a simple rule: We take ownership of helping our customers succeed. Our support teams consist of innovative technical experts who support all situations regarding product performance, integration and operational processing. We are adept at providing proven solutions, making workflows better and ensuring reliability of the product and system. At Harris, our experienced and dedicated teams stand ready to help you meet your goals for premium product performance, 100% up-time and reduced maintenance investment.

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To Learn More

For more information, please contact your sales representative at 303.476.5000 or visit www.broadcast.harris.com/broadband.

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