

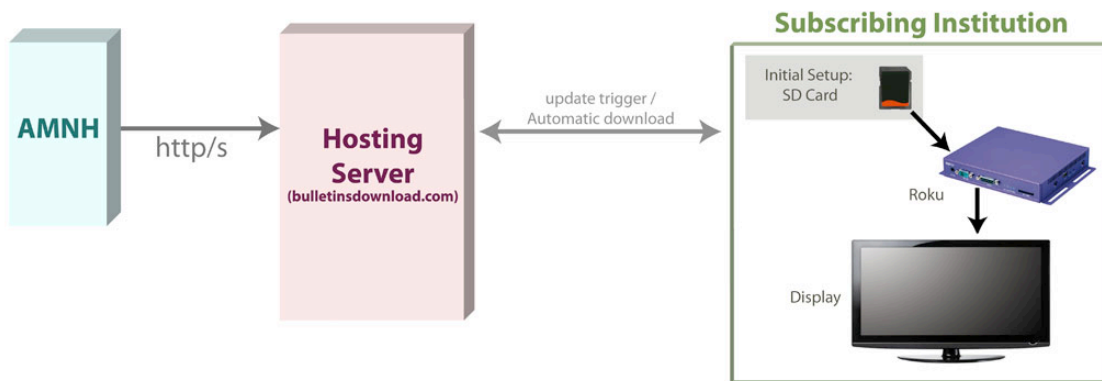
## Technical Requirements and Distribution System

Once the production of the video files is completed by Science Bulletins, they are encoded and compressed from a 1080i HD format into HDMPEG2 for distribution to the subscriber sites. These files are then stored on a staging server from which each subscriber automatically downloads the media for playback in their institutions.



Each new subscriber must purchase an HD player, the Roku Brightsign, and an SD card. The Roku uses the SD card to hold download and playback instructions. The SD card is also where the video files are downloaded to and stored.

Upon joining the program, subscribers will be directed to <http://bulletinsdownload.com>. There, subscribers will download the initial setup files and playlist to the SD card. Once the SD card with the instructions is inserted into the Roku, the Roku will then commence download and playback. Moving forward, once updates are pushed by Science Bulletins to the staging server, the Roku unit will pull them down according to the schedule stored on the SD card.



(continued)

### **Downloading and Playback Overview**

- 1) Connect the SD card to an Internet-connected computer.
- 2) Log in to <http://bulletinsdownload.com> using the username and password supplied to you by Science Bulletins.
- 3) Download Setup Files to the computer.
- 4) Save Setup Files to SD card.
- 5) Insert the SD card into the Roku.
- 6) Connect the Roku to the Internet. This will commence the download process.
- 7) Plug the Roku into display device (monitor or projector).
- 8) While the unit is downloading you will see the message:

“DOWNLOADING CONTENT NOW.”

The Roku is currently downloading content from the server. When the download is complete, the content will automatically begin playing. This can take up to an hour. Please be patient.”