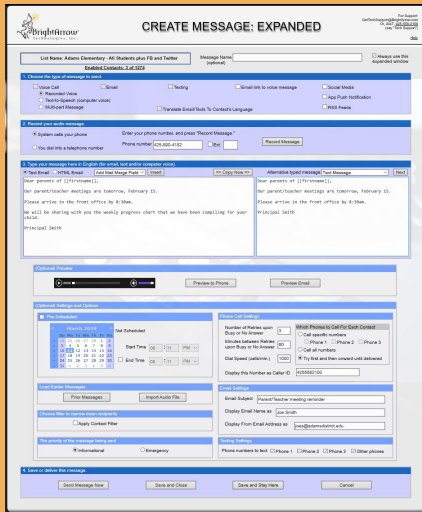


BrightArrow Expanded Create Message Page

Last year BrightArrow introduced its Expanded Create Message page. If you acquired the BrightArrow system within the past year you probably are already using this page. If you started using the system before then, you can move over to the Expanded Create Message page with two clicks.



This summer we plan on moving everybody automatically to the Expanded Create Message Page (you are always welcome to go back to the smaller legacy Create Message Page at any point). If you want to move over right now, all you do is:

Step 1: In the legacy Create Message page, click on Use Expanded View button on the right-bottom of the page.

Step 2: Click on the checkbox "Always use this expanded view" on the top right of the Expanded Create Message page so it goes there every time.

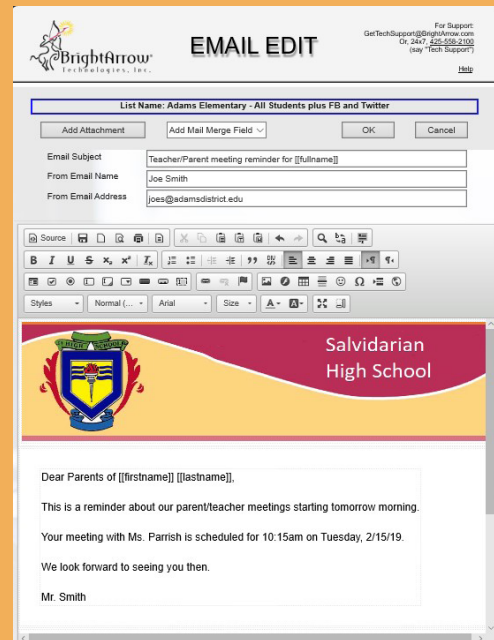
Some advantages of moving to the Expanded Create Message page from our smaller legacy Create Message page:

- Most of the information related to the message are displayed on a single page, so you simply need to scroll up and down to create, review, and send your message.
- You can turn on or off auto-translation. Emails and text messages can be translated to over 100 languages. Voice calls can go out in 20 different languages.
- Review the auto-translation, edit it slightly within the same page.
- Different content for text messages, emails and voice calls can still all be created on the same page.
- When using graphics and letterhead, preview and edit to arrive in an HTML email page to adjust the content and appearance.
- Simple previewing of the audio by pressing the Play button.
- You can insert "Mail Merge" fields into emails, text message, and computer-voice voice calls – that allows you to insert any accessible field from your student database (names, balances, periods missed, bus routes, login names, etc.).
- The other details of the message (such as Caller ID, Email "From" name, etc.) are also viewable and editable from that same page.
- Schedule the message for future delivery from the same Create Message page.
- Schedule the message for delivery at multiple times.

Expanded Create Message Page (cont'd)

HTML Email Editing

If you choose HTML Email, the BrightArrow system opens up an HTML Email Edit page that provides a lot of additional options.



- Add an unlimited number of attachments to the email using the "Add Attachment" button.
- Control how the email is presented in the header information.
- The template tool allows you to select letterhead or pre-planned email templates.
- The image tool lets you add graphics and images.
- A variety of layout tools allow you to adjust fonts, positioning and other layout choices.
- You can paste in your HTML content from another editing program – it preserves your example HTML detail.

You have the option of using the word processing buttons within the BrightArrow interface or use your favorite editor and paste the content into the BrightArrow page. You can also attach PDF files and other non-HTML content as linked attachments.

Regardless of how much you customize your email layout, you can still send out voice calls and text messages from the same Expanded Create Message page all as a single action.

If you are using the Expanded Create Message page, we would love to hear feedback of what you think. If you haven't moved over to it yet, we suggest trying it out!

BrightArrow Technologies, Inc.
PO Box 7493
Bellevue, WA 98008 USA
(425) 558-2100
www.BrightArrow.com
Sales@BrightArrow.com

