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CTMS Overview:

The Whys:

- 1. Music education (with contemporary focus) needs to be taught by accomplished professionals. The practical knowledge gap between getting an advanced degree and the music industry is very large and continues to grow. An advanced degree does come with certain job security like:
 - a. Pay
 - b. Tenure
 - c. Chairpersonship

...but is mainly applicable to a teaching profession. There is very little evidence that professional music industry jobs are secured by a Masters or a Doctorate.

- 2. The cost of higher education is too expensive to be paid back on entrance level music industry jobs
- 3. In the time it takes to acquire even an undergraduate degree, music has trended several times

The How's:

- 1. The Senior Developers at CTMS have been actively involved with internet technology as end-user / developers since 1994 (see article). Since then, we have led the industry in:
 - a. Media streaming (Audio / Video)
 - b. CMS implementation (Content Management System)
 - c. LMS implementation (Learning Management System)
 - d. Data handling
 - e. Graphic design
 - f. File management
 - g. Social Networking
 - h. Real time collaborative environments
- 2. Co-founders Tom Frazee & Nancy Roche are dedicated professional musicians, producers, educators, business owners and visionaries. Both are well-known and connected to a network of top professionals. We bring all this together in the CTMS model.
- 3. CTMS has created a unique and powerful blend of several <u>professional</u>, <u>technical</u>, <u>business</u> and <u>educational</u> models:



Education:

a. Learn From Those Who Do:

We produce all our topics using only top professionals and practicing experts in each field referred to as Adjunct Collaborators. We consider the AC position to be a mentoring type relationship, not a professorial one.

Our goal is to teach our students how <u>to do</u> everything from the exact people who <u>are doing</u> everything...today!

b. The Best Technology:

The technology developed by CTMS allows all our students to engage directly with faculty, visiting artists, staff and developers. This same system also allows us to add additional offerings in a matter of days...not months. We are always current. Older topics are available as archived legacy offerings, but we teach in the moment and are structured to keep pace with whatever the future brings

c. A Common Connection:

Our topics cover a huge range of subjects. We bundle everything together using similar terminology, curriculum syllabus, inter-related threads and presentation style. This guarantees that any of our modules / courses / topics a student takes will be "connected" the same way a college or university would present their curriculum

d. Seamless Progressive Learning®:

Anyone either renting a single "cherry-picked" topic up to professional subscription or the very powerful academic subscription knows that what they see today will blend into the next topic. You will not get a single topic that re-invents any training. Many colleges have "un-connected" ways faculty teach their courses.

e. Suggestion Engine:

Our topic suggestion app tracks what a student has used and suggests other topics that would make sense to continue on with. Yes this is a sales tool, but it exists to create a pre-req. / next step environment.

f. Support Docs:

All our related documents, links and services that are available inside each topic do not function like a standard textbook. They are "portable blackboards" that provide examples of each topic. They must however, be used in conjunction with the mixed-media dashboard. A student cannot simply get a copy of the downloaded documents or use any of the links and expect to be able to learn on their own.

g. <u>LiveStream Concerts and Webinars:</u>

Within the same Mixed-Media dashboard, students can enjoy topic related live performances, webinars and other Adjunct Contributor (AC) presentations in real-time. Front row seats to the hottest professionals around!



Technical:

a. We Answer to Our Students:

CTMS uses the top educational / training software currently in use by many Fortune 500 companies and online educational sites. These models are designed to be competitive in business. In comparison to college and university systems in use today that simply mirror their curriculum syllabus, CTMS is providing a front line offering that must stand on its own merits to recruit and keep students.

b. Servers You Can Trust:

Our dedicated servers (Apache, NginX and Red Hat systems) are only used for our education and media optimized platforms. Data, administration and financial operations take place on other secured providers. This allows for 80% faster interactions, 99.99% uptime, zero-latency remote recording and the best tech support in the industry. We have been with the same solution provider since 2003!

c. Support & Help:

All CSA's (Curriculum Service Advisors) chat-room & forum moderators is on-shore staff. Tier 1 CSA's are trained systems providers that handle everything except advanced educational queries. Upon determination, Tier 1 CSA's escalate any requests up to actual faculty advisors, many times to the adjunct contributor themselves. Multi-lingual CSA's are available upon request

d. Translation:

Our site and topics can be translated into more than 50 languages using Google translator. All live or prerecorded instructional videos can provide translated closed captioning "voice-to-text" options for non-English speaking users.

e. Real-time Collaboration:

We provide real-time collaborative screen sharing environments for our subscription users (Professional and Academic) so multiple students can work on a project. Real-time results will vary depending on a users internet speed. Our file-sharing app makes it possible to send software specific projects to faculty, staff and other linked users, typically as zip files.

Business:

a. <u>Take From The Best:</u>

CTMS models several of its primary functions from existing systems. Mixed-media platforms, on-line education delivery systems, fee structures, syllabus workflow, server & cloud based platforms, etc. Our Senior Developer's developed CTMS from a standpoint of being end-users. They have the unique skill set to filter through what is really powerful and what is average, combining the "best of" into one seamless and affordable offering.

b. Pricing:

Education costs have risen approximately 500% in the last two decades. The most successful models we have found are "rental" and "subscription". Everyone gets the same topic information, just with varying

degrees of add-ons from our Links Bar and Service Bar. Price points from a topic rental, we saw the success of iTunes \$1.99 price point and the Amazon 24 hour video rental model.

With subscriptions, we looked at the majority of online service and software models and created an affordable recurring monthly "all inclusive" price point. Our professional and academic subscription users study the exact same topic offerings, but adds multiple resources and services including the SCORM compliant LMS system (academic) for teacher / admins to custom design course paths for their students without adding a significant amount of workload to their already packed schedules.

c. Adjunct Contributors (AC):

All our AC's are compensated for their time and expertise. Phase 1 of topic population gives any AC a residual based on topic clicks and profit sharing. Phase 2 will fund any AC's work with an up-front creation fee as well as similar residuals. The lynda.com model has many of their instructors earning significant ongoing residual income with almost limitless income potential. Using this type of model encourages our AC's to promote their topic and CTMS in general out to their network of students. All IP is the property of the AC with the delivery system, content management, LMS and other related CTMS developments remaining the exclusive property of CTMS, LLC.

Professional:

A Lifetime of Professional Networking:

a. Over a long established career as professional musicians, educators, producers, CTMS co-founders and senior developers have amassed a huge contact list of recognized professionals in all related disciplines. Former faculty members, students, project partners, business relationships and other accomplished practitioners form the foundation of knowledge and practical application CTMS is all about. Professionals mentoring students.

Common Beginnings:

b. As music students, we all started by seeking out the people we wanted to most emulate. We bought books, instructional manuals, sought out the best teachers, went and heard performances and seminars...all to gain as much knowledge and networking with peers as possible to obtain our own goals. CTMS applies that very same principle in every aspect of its system and syllabus.

CTMS Attracts Attention:

c. Our AC's are also interested in what CTMS has been developing. We've positioned ourselves as leaders in music education through technology, while remaining firmly rooted in our own professional development. Our way is not the only way...it's the *best way!*

Certifications and Accreditations:

By nature of what we have designed, we do not foresee any plans to offer a degree program. That would require offering: Academics, sciences, literature and humanities in order to award an undergraduate degree. This would affect our price point and time footprint.

CTMS would also need to start a very lengthy accreditation process in order to become accredited to offer such a program.

CTMS will actively pursue a professional certification accreditation. This allows students to obtain the knowledge and training needed to excel in their chosen music career.

The accreditation process requires having a significant amount of students participate in our beta certification program. Then the accrediting bodies can interview these students for feedback on what we offered, what they came away with and whether or not CTMS delivered on our promise. Then certification can be awarded retro-actively to anyone having completed the path of study.

The accredited certification(s) earned at CTMS will also contain transferable credits and offer reciprocity to many well known colleges and universities. Note: This process takes time. 2-3 years from the time CTMS starts a certification program (which is defined as a pre-determined set of topics and courses from all 7 modules) fulfilling the requirements set forth by a faculty / professional steering committee.

In the future, we may partner with endorsed institutions to provide the required studies to complete an undergraduate degree. There are no plans for that in the foreseeable future.



FAQ's

- 1. Q: What is the difference in the topic content between rental, professional subscription and academic subscription?
 - A: The actual topic tutorial is the same. Same level of information, the same length and the same AC presentation. The only difference is the amount of add-ons you get. The Links Bar and the Service Bar will have an escalating amount of features as you move up from rental to pro-subscription to academic subscription.
- 2. Q: How often is the ClickDesk chat room on-line?
 - A: This Service Bar / Chat Room feature tracks the online activity of subscription level users and provides staff accordingly M-F, 10A-4P unless otherwise scheduled through an appointment. ClickDesk is only available for these levels.
- 3. Q: Can I download any of the Mixed-Media Topic videos?
 - A: No. All videos are posted on our servers in "view-only" mode. If you are a subscriber, the topic is always available through your monthly account. Document(s) and worksheet(s) can be downloaded and printed. The interactive features of all our topics only work from our special server-side encoding viewer
- 4. Q: What if I decide to cancel my subscription. Will I still be allowed to view topics I added during my subscription time?
- 5. A: No. Your previously viewed topics will be listed in your account, but in order to use them outside a subscription plan, you would need to rent each topic for \$1.99
- 6. Q: What is the difference between a professional subscription and an academic subscription?
 A: There is no difference in topic or resources. The academic subscription adds the powerful SCORM compliant LMS feature. This allows any teacher (public or private) to set up a Teacher / Administrator seat and use the LMS as a curriculum designer, learned inventory tracking app and assemble topics into a study path for their students subscribed under their account. See details here
- 7. Q: Do I need to use a MAC or PC for my only studies?
 - A: You can use any type of hardware / OS you have. Our system is browser dependant and we run just fine on any of the popular browsers. We recommend Chrome because it is always up to date with Java, Flash, HTML5 and other apps that are built into our system. Note: IE versions need to be >IE8. Many of our technology subjects are software dependant, so check the requirements listed for each topic
- 8. Q: How do I make pay for my rental or subscription?
 - A: CTMS uses PayPal as its payment portal. With PayPal, you do not need a PayPal account. You can use any

CC / Debit card that displays the Visa / MC / Amex / Discovery logo. Reoccurring subscription payments are billed in 30 day cycles based on when you sign up.

9. Q: Do any topics come with transferable credits?

A: At this moment, CTMS has plans of getting accreditation for its educational paths. This will allow you to achieve a professional certification as well as make certain courses (combination of pre-described topics from all of the 7 modules) available for transfer credits. See more here.

10. Q: What type of internet connection do I need to have?

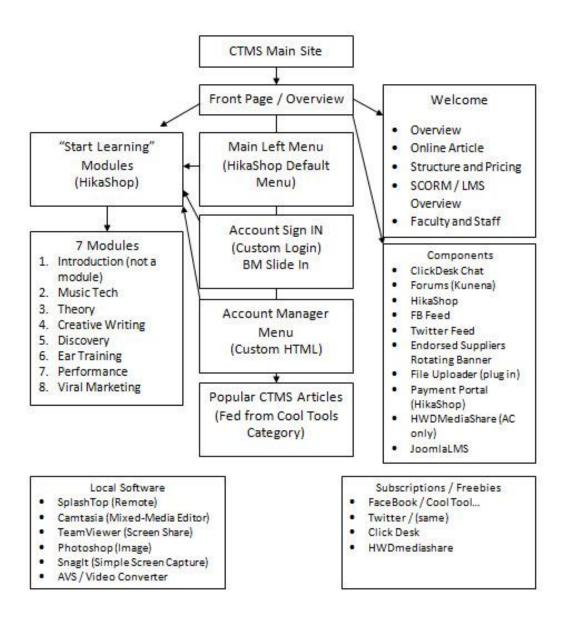
A: If you are using our mobile app, you will need at least a 4G account or be accessible to Wi-Fi. Wi-Fi or Cat5 connection speed should have a download /upload speed of 10 / 4. This will provide you with a good on-line experience.

For interactive project sharing or virtual recording sessions, we recommend at least an upload speed of 10megs. Most residential DSL accounts offer 20 / 10 packages at low rates. Contact CTMS for a list of recommended ISP's in your area.



Site Map:

This diagram represents the basic flow of the CTMS site and inter-relationships of each area.



Joomla 2.5-3.X Content Management System (CMS)



As website end-users, we have used Joomla since its start in 2002. In building our own web presence, we knew what we wanted and needed for ourselves and found that the design power of Joomla (also includes Mambo, Drupal, WordPress and others) was able to be added to our skill set in a matter of weeks. The support by 3rd party extension developers is amazing.

Basic Structure:

A Joomla site typically has several elements:

- Body / Content
- Header, margins, footer (and the main body for content)
- Menus (creating site navigation)
- Articles (organized into categories)
- Components (Complete applications that are run from within your page)
- Modules (specific extensions that can be loaded into any module position)
- Plug-ins (in-line or stand alone "widgets" that help to add function to specific commands)
- Image Manager (a main repository of all media stored on your server)
- Log in / Account creation (allows a user to create an account to log into secure areas of the site)
- Permission levels (public up to super administrator)
- RSS Feeds (pulls information published from other sites like: news, current information, specific postings)
- HTML5 media compatibility (Better quality trans-coding of video and audio. Helps to bypass the Apple / Adobe Flash issue)
- Responsive templates (will look the same on different screen resolutions)
- Mobile page views (allows your page to be scaled for different mobile hardware without having to use a browser view or a specific app)

All these elements are controlled from an administrator backend. Our sites backend is:

www.admaginationstudios.com/administrator/index.php

Log in:

Username / tafraz33

Password / trombone79aLI

HikaShop: Topic, course and module administration with secure access, suggestion engine, payment portal and tracking.



HikaShop is an ecommerce solution that adapts well to CTMS due to its powerful "shopping cart" features. It organizes all topics into courses and corresponding modules while tracking payment, user accounts, security, downloads, notifications, newsletters and integrating a PayPal payment portal. It also has a suggestion engine and popular topics module which helps with pre-requisites functions and push

marketing.

Features:

- Modules / Courses / Topic structure tree
- It has its own function menu. Currently it is nested in left-top position on every page. Uppermost left module
- Secure multi-level account creation and access (This is for rental and subscription levels) all login and account creation is done using the "BM Slide Login" module.
- Topic suggestion engine. The "see other topics students viewed in addition to this one"
- Most popular topics
- Recently posted topics.
- Private accounts. Each logged in user has complete control of their own account
- One-time or re-accruing payments and invoice tracking (topic or subscription levels)
- PayPal payment portal
- Standard "shopping cart" type user interface
- eNewsletter automated push component.
- Automated email and text notifications for users
- User grouping feature allows users with similar interests to collaborate
- ...and much more

Administration:

HikaShop is accessible through the normal Joomla site admin backend

Admin / Components / HikaShop / Dashboard

Categories are module

-----Courses are sub-categories

-----Topics are in courses sub-categories

All other functions and features are module based and load from HikaShop modules under "modules manager"



Click Desk® On-line chat feature



Our CSA's (Curriculum Service Advisors) are the first tier of student / faculty support through on-line chat rooms. They handle any study path questions, basic "site use" technical support and account access changes or questions.

If there is any topic content questions or instructional explanations, the First Tier CSA's would escalate the chat up to a senior advisor and then it might be escalated up to an AC (Adjunct Contributor) or sometimes it can actually reach the specific AC who moderated the topic.

Features:

- Easy to use pop up at the bottom of each topic and module page
- Instant indication whether or not there is a CSA online
- Audio notifications
- Send log function for saving the entire chat to your email inbox
- Simple file sharing from within the app
- Help links that are topic specific in each dashboard
- Use friendly GUI
- Moderator dashboard allows for several chats to be engaged at once
- Easy to add escalated senior advisors and AC's
- Google Translator app
- Lead generator and GUI analytics.
- Many automated reports and user tracking with automated email follow-up

Admin:

Using Google Chrome:

Bookmark Bar / Admag 2013 / TCTMS Operation Links / Agent Log in

Each agent will have their own log in. Right now the app has a single agent license. More can be added by upgrading our account.

Pre-launch chat hours will be 10A-2P MST

Current Agent login:

tom@admaginationstudios.com / trombone79aLI



Kunena Forums



One of the most valuable site / user tools is the user forums. It not only connects the user to the moderator, but it connects user(s) to user(s). Many software companies use the forum format to help track trending issues about new releases, using it as an addition to normal R&D.

We use it as a great way to engage our mentors (AC's) with students. This creates a level playing field of commenting and reactive support. Our students use it as a way they can meet other students studying the same topic or topics and also to hook up and project share.

Features:

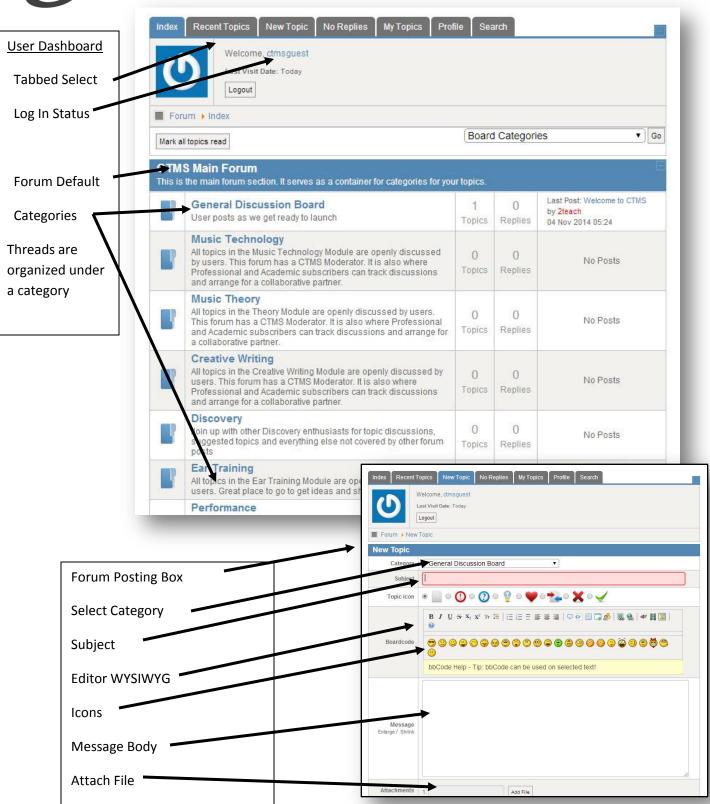
- Unlimited posts in unlimited subject fields
- Moderated by CSA's, AC's, senior developers, staff and other senior users
- Customized access levels for users to registered all the way up to moderator and super users
- Translation by Google translator
- User blocking for language and of topic posts
- Intuitive subject tree
- Administrator dashboard with analytics and geographic positioning
- Google maps
- Automated posting emails (opt in / opt out)
- Manages its own included plug ins or 3rd party plug ins.
- All forum posts can be exported for archiving.
- Standard forum controls: Index, Search, Recent, New, My Topics, Profile
- Has its own account creator / log in or can be linked to the main log in

Administrator:

This is a Joomla Component. Access to the admin dashboard is:

- Log into Joomla administrator backend (should be a super admin level)
- Go to:

Components	
Kunena	
Dashboard (d	or direct enter a section)





TeamViewer Real Time Screen Collaboration



TeamViewer is one of the most powerful, collaborative, FREE local applications that rivals Go To Meeting, Log Me In and other costly subscription providers.

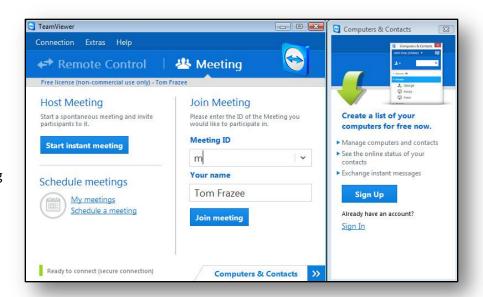
- Unlimited Sharing / Number of users
- Moderator Dashboard
- Switch Views
- VOI Protocol (Voice Over Internet)
- Video Conferencing
- File Sharing.
- Light Weight Applications
- Send Me Log
- Translator App
- Instant Real Time Message App
- Advance Scheduler
- Email Notifications
- Instant Add-A-User
- Perfect for Live Webinars
- Screen Capture recording along with voice (If using the VOI App)

Administration:

 ${\bf Download\ Team Viewer\ Program\ \underline{Here}}$

TeamViewer Admin Screen Shot:

Note: As admin, your create the meeting
When a meeting invite is sent, the user
Will be prompted to install very small
Free app. No advertising!



JoomlaLMS / SCORM Compliant Learning Management System



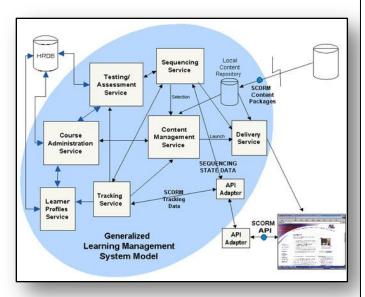
SCORM (Sharable Content Object Reference Model) is the standard of online education. It is not a specific software package, but a protocol used by serious online education providers to make sure their system conforms to rigorous standards.

"Sharable Content Object" indicates that SCORM is all about creating units of online training material that can be shared across systems. SCORM defines how to create "sharable content objects" or "SCOs" that can be reused in different systems and contexts.

CTMS Includes Tin Can API support.

SCORM is evolving, and so is our academic system. The Tin Can API is the next generation of SCORM, and our LMS includes support for it.

See exactly how our LMS functions and read whitepapers about how JoomlaLMS compares to other recognized SCORM compliant systems. We offer the same power for a fraction of the cost!



As you look at the flow chart to the left, understand that this is to show the structure as it compares to ALL SCORM compliant systems. As an end user, you won't work in this environment. The admin area an academic administrator seat has is a "GUI front end to the backend".

As an Admin you get:

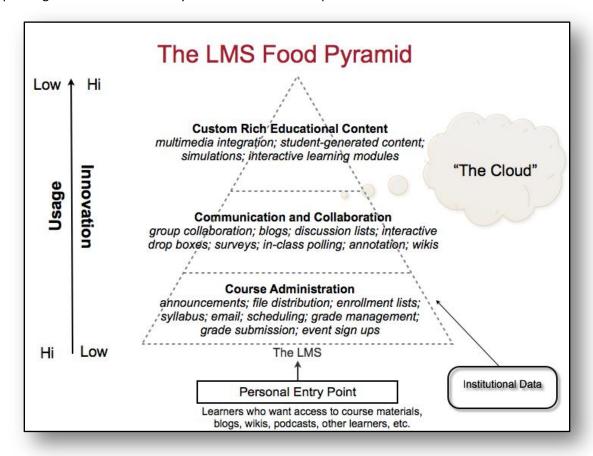
- Course / Topic custom selection with which you can create a syllabus for any group or individual student(s)
- Quiz design with server correction and grading
- Track all logged in hours
- Create reports from any data
- Set up notifications for you, the students, the parents and school administrators or owners
- Schedule course / topic publishing dates
- Create your own content (media, presentations, documents, quiz content) using embedded software
- Add / delete user seats
- Create sub-admin collaborators
- Screen share with any student users



As a Student User you get:

- Assigned topics / courses
- On-line worksheets and presentations
- Full CTMS topic access
- Learned inventory tracking
- Collaborative work environment
- Real-time project sharing (Using our TeamViewer screen share app)
- File upload / download
- Chat room support
- User forums
- CTMS LMS Features and Whitepaper Links:
- <u>CLICK HERE</u> to view an overview of all features offered in the CTMS LMS system. We encourage current LMS administrators to compare!
- CLICK HERE to view a 3rd party review of our system, JoomlaLMS

A very simple diagram of the workflow system of a SCORM Compliant LMS:



Camtasia: Mixed Media Dashboard Editor / Content Creator:

The heart of CTMS topic viewer is the ability to create interactive topic presentations. Camtasia 8.4 does this very well! The feature rich editor allows for:

- Embedded Videos
- Screen Capture Videos
- Instructor Presentations
- Software Demonstrations
- Call outs
- Links
- File Uploader
- Document Downloader
- HD / HTML5 export to server
- Green Screen Editing
- Advanced Timeline Editing

Animate Content

Captivate viewers with animated content that helps guide them through your videos. Easily make callouts fly across your screen, an image bounce up and down, text scroll, and more.

Visual Effects

Call attention to important details with TechSmith's SmartFocus (or cover up sensitive information with the video blur tool), use Clip Speed to make your videos the perfect length, or use our screen drawing tools to telestrate your videos.

Mobile Video

TechSmith Fuse, our free mobile app, makes it easy for you to get photos and videos from your mobile device straight to Camtasia for editing.

Administration:

This is a local program that is part of the CTMS Educational Production Studio. This same software suite is in use by the top Fortune 500 companies as well as training sites like www.lynda.com









JS File Uploader Plug In / Inline Source Code:

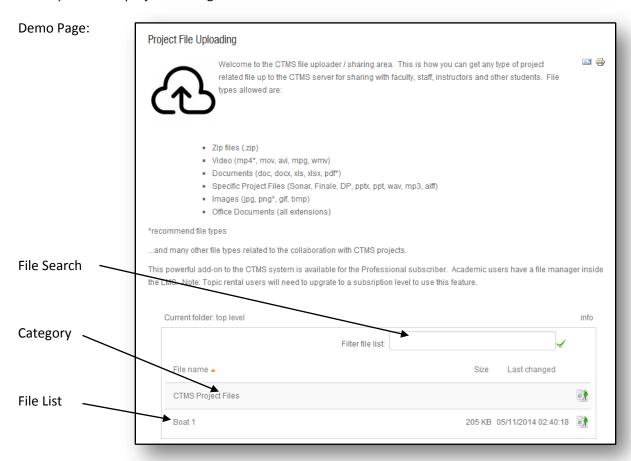


CTMS has developed a file Uploader app that can be embedded into any article or component. This allows for instant / no need to search upload access of almost any type of file. CTMS servers are set to allow files up to 1 gig!

File types include:

- Any type of software project extension (including source files)
- Zip
- Mp4, mov, flv, mpeg, mp3, wav, wmv, avi
- Office Documents (Word, PowerPoint, Excel)
- PDF's
- Text files
- HTML, PHP, CSS

This is perfect for project sharing or live tutorials.

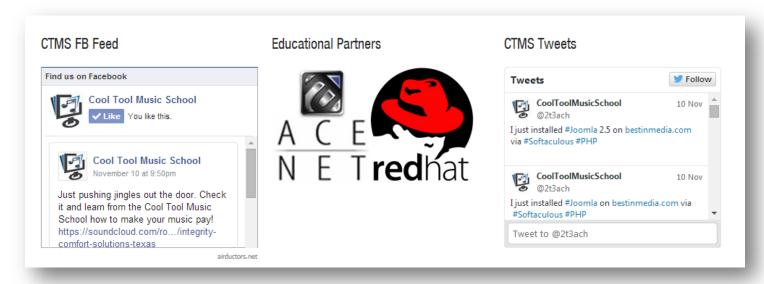


6

CTMS Administrator Reference Guide

Social Media and Endorsed Suppliers Area:

Every page on the CTMS site has a feed from our FB Page, Our Twitter page and a great "click on" resource of Affiliate suppliers from where any registered student or teacher can get great deals on the tools we use, teach on and you'll need to enhance you new music skill set. We also feature like and comment boxes at the bottom of each article on the site.



Our FB Page is: Slogan: "The Future of Music Education...Today!"

Cool Tool Music School

Admin Log in is:

tom@admaginationstudios.com / trombone79aLI

Our Twitter Page is: Slogan November 2014: "CTMS...music education on-line with no compromise"

www.twitter.com/2t3ach

Admin Log in is:

tom.frazee1954@gmail.com / trombone79a



Terminology:

AC	Adjunct Contributor (contracted educators)
Article	Joomla based body content
Bandwidth	The amount of data that can stream down-line
Canvas	The main tutorial area of the MMD
Cart	An area for adding items to purchase
Chat Room	Live support app
CMS	Content Management System
Collaborative	In the case of CTMS, the ability to real-time info-share
Component (Joomla)	A complete application added to the site function
Courses	The logical topic container
CSA	Curriculum Service Advisor
FAQ	Frequently Asked Questions
Forums	Interactive Bulletin Board
HTML	Hyper Text Markup Language
ISP	Internet Service Provider
Issuu	On-line multipage PDF viewer
Joomla	CMS Server side script
Links Bar	The area of the MMD that contains topic related links
LMS	Learning Management System
Master Class	A single, live or pre-recorded class by a noted artist
Mixed Media Dashboard	Topic tutorial video with Link Bar and Service Bar
MMD	Mixed Media Dashboard
Module (Joomla)	Specific function widget place in a web page
Modules	7 areas of study
Payment Portal	How CTMS processes on-line payments
Rental	Topic access for a single use / 24 hour period
RFI	Request For Information. Form on the site for information
SCORM	Sharable Content Object Reference Model
Screen Share	Allowing anyone to moderate an on-line webinar from
	their computer screen
Server	A hosting provider's located web based computer
Service Bar	The footer bar in every topic MMD for available services
Subscription	Complete access subscription billed monthly
Topics	The basic tutorial subject
Webinar	On line instruction segment
Wiki	Term for information found on Wikipedia