

## **MRED MOBILE AND ELECTRONIC DISPLAY DEVICES POLICY**

**SECTION 38:1: DEFINITIONS** – As used in this Section and applied in these Rules and Regulations:

- a) Mobile Devices are defined as portable instruments capable of accessing the Internet, and include for example but are not limited to the following: smart phones, mobile phones, handheld devices, handheld computers, mobile Internet devices, PDAs (personal digital assistants) and Blackberrys.
- b) Electronic Display Devices are defined as instruments that exhibit information, and include for example but are not limited to the following: digital signage, electronic display boards, public facing monitors and electronic kiosks.

**SECTION 38.2: TRANSMISSION OF LISTING CONTENT** – Participants and their agents may transmit listing content according to the following guidelines:

- a) The VOW database may be published via Mobile Devices so long as said publication is done in accordance with the provisions of Section 37 of these Rules and Regulations; and specifically, may be published only to those with whom a Participant as defined in Section 37 has established a broker-consumer relationship by performing the steps required in Section 37.3 of these Rules and Regulations.
- b) The IDX database may be published via Mobile Devices and/or Electronic Display Devices so long as said publication is done in accordance with the provisions of Sections 32 through 35 (the “Broker Reciprocity” sections) of these Rules and Regulations.
- c) Despite what is stated in Section 38.2 (b), regarding IDX data published via Mobile Devices, there is no requirement to post logos or the MRED approved icon, and the following language shall suffice for MRED’s copyright notice: “this listing is part of the MRED data exchange program provided courtesy of [the listing office’s name].” This language will be delivered via text or voice as part of the data being delivered to the mobile device for each listing.