PICTURE MOSAICS®
www.picturemosaics.com

The Social & Interactive Mosaic Menu

Picture Mosaics is pleased to present the following menu of features and options available for our social and interactive mosaic platforms. The menu is arranged in categories that allow for easy selection of desired options and features.

Platform Selection:

ZIMP: BASE: $8,000 - $12,000
Zoomable Interactive Mosaic Platform
- Supports 900 to 5+ million photos or videos
- Full pan & zoom exploring
- Photos added to the mosaic periodically (e.g. daily)
- Advanced searchability
- Photo tour on search
- HTML5

Examples:
www.picturemosaics.com/online
www.falconsriseup.com/demo
www.sinatra100mosaic.com

RISM: BASE: $7,000 - $9,000
Real-time Interactive Streaming Mosaic Platform
- Supports 900 to 9,000 photos; 18,000+ with FIFO
- Hover & click exploring
- Photos added to the mosaic in real-time
- Advanced searchability
- Photo highlight on search
- HTML5

Examples:
www.picturemosaics.com/event/demo
www.picturemosaics.com/stream
www.picturemosaics.com/event

Submission Options:

1. Mobile/desktop device, Facebook, Instagram, YouTube, Vimeo, etc. $3,500+
- Users may select photo(s) and video(s) from their local PC, smartphone, social media albums, YouTube, Vimeo, and more
- Built-in forced aspect ratio cropping tool; cover image selection tool for video uploads
- Captured: name, email address, caption, T&C agreement, and additional custom fields

2. Facebook, Twitter, and Instagram Hashtag $2,000
- Users can submit Facebook, Twitter and Instagram photos/videos using a hashtag (i.e. #waycool)
- Captured: photo or profile photo, username and/or profile name, tweet or comment

3. Facebook Post and Snapchat $2,600+
- Participants can make their submission through Snapchat or a Facebook post or comment
- Captured: photo or profile photo, comment/caption, profile name (public profiles only)

4. Onsite/API Submissions   TBD
- For onsite events, photos can be acquired by photographer(s) or photobooth(s)
- Picture Mosaics can provide photography and photobooth solutions or client may use third party vendor
- Captured: additional user information can be captured (optional)

5. Submission API $500
- The client may use additional submission options and feeds by using our API (SMS text message, mobile app, third party vendor submission methods, etc.)
- API supports secure POST method and FTP; full support provided Picture Mosaics

Social Widget Options:

1. Enhanced Photo Sharing on Social Networks $500

- Photos within the mosaic can be branded, framed, or placed as an overlay on top of the mosaic and directly shared to any social network: Facebook, Twitter, Pinterest, Google+, etc.
- Photos can also be shared by copying a direct url using the </> button
- Photo can be Facebook "liked" in addition or in lieu of sharing

2. Voting with Facebook Like or Share $1,000

- If "liking" or "sharing" of photos is enabled, all likes/shares can be tallied as votes.
- Likes and Shares are tallied in real-time
- Most popular photos can be displayed in a "Most Popular" photo carousal
- Triggers a post on Facebook for that photo

3. Voting with Views or Vote Button $2,000

- Photos can be voted on by using the number of times a photo was viewed (i.e. clicked on) or using a "Vote for this photo" button

4. Add to Favorites $2,500

- Users can add photos to their "favorites" which allows them to save their favorite photos within the mosaic that they may want to see again
- Photos that are stored in Favorites can be displayed in a photo tour or brought up for the user to review and choose

Communication Options:

1. Email Notifications $500 - $800

- Two email notifications are possible: (1) Confirmation email (2) Approval email
- Confirmation email is sent once the photo(s) have been submitted (optional)
- Approval email is sent once the photo(s) have been added to the mosaic (optional)

2. Twitter and Instagram Notifications $1,000 - $2,000

- TweetBacks and Instagram PostBacks notify user when photo is added to the mosaic
- TweetBack will "@ mention" or direct message user with a custom tweet
- Instagram PostBack will "@ mention" user in a photo post

3. Comments and Chatter Feed $2,500

- Comments can be posted on individual photos
- Comments show in the photo's feed and in an auto-scrolling carousel (Chatter Feed)
- Original owner of the photo may be notified of the comment via email (optional)
- Comments may be moderated prior to going live (optional)

Visual Enhancements:

1. Pop-Out Animation
included: $0

- A dynamic animation randomly showcasing all of the photos in the mosaic in a "pop-in, pop-out" fashion
- Clicking on a "popped-out" photo will locate and/or tunnel to the photo in the mosaic
- Name, caption, or other metadata may appear on the bottom portion of a "popped-out" photo (optional)

2. Featured Photo Carousels
$1,500

- Carousel types: Most "liked" photos, most "shared" photos, most viewed photos, recently submitted photos, and Facebook friends
- Multiple photo carousels can exist via tab selection or be simultaneously displayed
- Clicking on a photo in the carousel will locate and/or tunnel to the photo(s) within the mosaic
- Photos within carousels can be sorted or randomly shuffled on each page load

3. Popular Keyword Cloud or Carousel
$1,000 - $1,500

- A dynamic cloud of carousel of popular keyword links may be displayed for quick browsing and exploration of the mosaic
- When a keyword is clicked, user is tunneled into a photo tour of all photos containing that keyword

Additional Experiences:

1. Facebook Integration
$1,000

- Mosaic activation can live completely within a Facebook tab or application
- Picture Mosaics will handle purchase and installation of SSL
- Fan-Gating for mosaic viewing and/or submission flow (optional)

2. Dedicated Mobile Experience
$2,000 - $2,500

- A dedicated iPhone and Android mobile interface will be made available for submitting photos and exploring the mosaic
- The experience will consist of a simplified mobile landing page with large buttons, simplified HTML5 mosaic viewer with gesture capability, mobile friendly submission flow, and other mobile friendly enhancements

3. PayPal Integration
$1,500

- Turn your mosaic activation into a fundraiser by requiring users to donate a specific amount ($5 to $100+) for each photo they wish to submit
- Single and/or multi-donation payment flows; user registration required for donation and upload
- Integration with PayPal transaction gateway
- Client responsible for setup and configuration of the PayPal account

4. Personalized Online "MosaicMe" Creation   Starting at $24,000

- Users have the option to create their own personalized mosaic using all photos submitted to the mosaic or anther library of images provided by the client.
- Alternatively, users may create a fully personalized mosaic using their own photos from any device or social profile
- Output options: shareable & zoomable mosaic, branded digital download, full resolution download, photo print (provided by Picture Mosaics)

Contests and Incentives:

1. Top Viewed, Voted, Liked, or Shared Contest   Social Widget Vote required: $0

- The top viewed/clicked/voted/liked/shared photo(s) can be awarded a prize or special honor each day, week, or month
- Incentivizes users to share their photos and the mosaic. Create a social sharing engine that can propel your campaign to viral status

2. Prize Locations (RISM only) $1,200 - $2,500

- 3 to 100+ prize locations can be placed within the mosaic
- Prize locations are designated by a specific icon
- If the user's photo lands on a prize location (based on the photo's colors and shapes), he or she will be designated a prize winner

3. Find the Photo Contest/Sweepstakes $2,500

- A Where's Waldo© like contest/sweepstakes may be enabled on a basis specified by client (daily, weekly, monthly, etc.)
- Users will have to find a specific photo within the mosaic based on a general description or photo posted on a social network (e.g. Facebook or Twitter)
- When the user finds the photo, a "found me" button is displayed; once clicked, the user will be guided through the 2 steps to be entered for a chance to win

4. Sweepstakes or Photo Contest   included: $0

- Sweepstake: At the end of the activation or periodically (daily, weekly, monthly, etc.), users can be selected at random to win a prize
- Photo Contest: At the end of the activation or periodically (daily, weekly, monthly, etc.), photos can be judged and a user selected to win a prize

Backend Tools and Support:

1. Photo Review and Moderation
included: $0

- Full access to photo search and moderation tools
- Easy to use moderation flow with built-in photo enhancements (brightness, contrast, rotation, cropping)
- Real-time or periodic moderation options available
- Smart phone compatible

2. Photo Removal Tool
included: $0

- After a photo is placed into the mosaic, the photo removal tool will allow an administrator to remove photos within the mosaic

3. Google Analytics and Databases
included: $0

- Google Analytics is tightly woven into both of our mosaic platforms
- Client will receive full access to Google Analytics account, which includes full tracking of all traffic, sharing, usage, clicks, etc.
- In addition to Google Analytics, the client will have access to all databases that drive the mosaic and user submission flow(s)

4. Support
TBD based on level of support. Typically $1,500 to $3,500

- Picture Mosaics can take on many tasks to create a full turn key solution:
  - Picture Mosaics can take on the task of page design and layout for the mosaic activation or simply provide templates for the client to create the look-and-feel of the mosaic page(s)
  - Picture Mosaics can take on the task of photo moderation
  - For ZIMP, Picture Mosaics can take on mosaic updates on a predetermined schedule (ie. everyday, every other day, etc)
  - For RISM, Picture Mosaics can monitor the activation 24/7, ensuring the mosaic is being optimally created and react to any issue in real-time

Discounting:

1. Discounts
$500 - $7,500+

- A discount can be applied. This may change depending on the project's scope, reach, and target market. The discount requires the allowance of Picture Mosaics to place a tiny logo or link below the mosaic viewer or footer of the page
- Additional discounting may be available for allowance of Picture Mosaics logo and/or link in one or both email notifications: (1) Confirmation email (2) Approval email