PICTURE MOSAICS™
www.picturemosaics.com

Zoomable Interactive Mosaic Platform (ZIMP) 5.0 Feature List   **V.11**

Notes:
Unless otherwise specified, all features are available in the Falcons 'Rise Up' or Sinatra mosaics:

Atlanta Falcons 'Rise Up' Mosaic
> Website: www.falconsriseup.com/demo.php
> Mobile: www.falconsriseup.com/mobile (iPhone and Android Chrome browser)

The Sinatra100 Mosaic
> Website: www.sinatra100mosaic.com
> Mobile: www.sinatra100mosaic.com/mobile (iPhone and Android Chrome browser)

Additional interactive examples can be found here: www.picturemosaics.com/online

ZIMP Features and Options

1. Cutting-edge color and shape analysis algorithms for optimal photo and video placement in the mosaic.

2. Searchability of any metadata such as keywords, email, photo id, etc.

3. Periodic updates: twice daily, daily, three times per week, weekly, etc.

4. Partial anamorphically-growing mosaic (optional): The photos and videos occupy only a certain region (or regions) and grow amoeba-like outward as new photos and videos are submitted (and approved by a moderator). For the non-mosaic parts, there are several options: The base non-mosaic image, a black and white version of the base image, a blueprint-like render, etc.
   Note: The option still exists for the mosaic to be entirely filled at all times (by repeating photos). As new photos and videos are submitted, duplicates will be removed and replaced.

5. State-of-the-art mosaic viewer: The mosaic viewer can take advantage of the full browser window with "on-the-fly" dynamic resizing depending on the user's browser window or allowed space within an iframe or parent window. Full iPad and iPhone support through our HTML5 mosaic viewer.

6. Dynamic sidebar or in-mosaic popup containing information and further interactivity regarding selected photo or video.

7. Dynamic photo and video PopOut animation: When the mosaic is zoomed out to its full view, a dynamic animation will run showcasing all of the submissions in the mosaic in a pop-out and pop-in fashion. There can be 1 to 30+ photos or videos on the screen at one time (i.e. popping out simultaneously) depending on the client's needs. Other configurations are possible. Clicking on any "popped out" photo or video will tunnel into the mosaic to that particular submission.

8. Photo tour mode: An auto-guided tour is created when more than one photo or video exists for a keyword or email search. External links can also trigger the photo tour mode.

9. Target location boxes: For all valid searches (or external direct links), a dynamic highlight box will be placed around all target photos or videos.

10. Dynamic tunneling effect on direct links and searches to take user from full view to photo or video of interest.

11. Enlarge photo: Once a user has searched for or selected a submission, he or she has the option to enlarge the photo or play the video at a higher resolution.

12. Rate, vote, or "like" a photo or video: This feature allows a user to rate (or vote for) a particular submission. Likewise, the user can "like" a particular photo or video. Ratings, votes, views, and "likes" are averaged and displayed. A "top photos/videos" bar can be implemented with this data.

13. Where's the Photo? contest: On a periodic basis (daily, weekly, etc.), a Where's Waldo©-like contest can be put in place. Users will have to find a specific photo or video based on a general description (typically posted on a Facebook page). For example, in the Meow Mosaic, a Facebook post called out to "find the

kitty with a gnome". Once found, a unique "found me" button is displayed and the user will be guided through two simple steps to be entered into the contest and be eligible to win the prize.

14. Post a comment button: This feature allows a user to post a comment regarding the currently selected photo or video (requires login). Owner of the photo is then notified that a comment was posted (optional).

15. Mosaic chatter feed with RSS support: A dynamic clickable list of all recent comments posted about photos or videos in the mosaic. Can be tied-in with Twitter or other feed/post sites.

16. Tag cloud or hot links: A dynamic, clickable, weighted 3D tag cloud associated with the most popular keywords. Clicking will trigger a search and/or photo tour. Likewise, simple hot links can trigger predefined photos tours within the mosaic.

17. Top photos/videos bar: a component to display submissions based on hits, rankings, views, number of comments, etc.

18. PayPal donation acceptance and integration: A front end can be added to the submission flow that requires users to donate prior to submitting a photo or video. This adds the "buy a brick" concept to the mosaic. Picture Mosaics will integrate the client's PayPal account with the frontend and backend of the donation flow. The client selects the donation amount per photo. All funds are directly deposited into the client's account. Alternative payment processors can be integrated at additional cost. Additional customer service will be required by the client.

19. Mosaic posters and merchandising options: The mosaic can be configured to allow purchasing of mosaic posters and other photo related merchandise right through the mosaic. Prints and Posters production can be handled at Picture Mosaics' onsite production studio or by an approved third party vendor. Additional photo merchandise options can be made available through third party vendors such as Zazzle.com. Typically these vendors can offer upwards of a 35% kickback for each purchase.
Example: eHarmony Mosaic, Mario Mosaic

20. Social linking and networking (Facebook and Twitter) from within the mosaic to share the mosaic as a whole or a particular photo. [see Facebook/Twitter Integration Options below]

21. Email notifications: Confirmation/approval emails sent to users, including optional direct tunneling links (see description above) to his or her photos or videos within the mosaic.

22. CMS (content management system) compatible with alternate/optional login support.

23. Supports all major browsers including Android Mobile OS.

24. Full iPad and iPhone support through our new html5 mosaic viewer.

25. Fully dedicated mobile interface for iPhone and Android Chrome browsers.

Facebook, Twitter, & Instagram Integration Options

1. Full Facebook integration: Using Facebook Connect or having the mosaic as Facebook application, the mosaic will be able to become "linked" with all of the available sharing and communication features of Facebook.

2. Friend Finder: If the user has any Facebook friends with photos or videos in the mosaic, they can be displayed as hotlinks to take the user on a tour of all submissions from that friend.

3. Share this photo: when exploring the mosaic, a user can share a selected photo or video with a direct link to its place within the mosaic. Sharing via Facebook, Twitter, email, and other social networking or photo sharing sites. Sharing the mosaic as a whole is also possible.

4. Dynamic tunneling effect on direct links (from Facebook sharing, Twitter sharing, email notification/sharing) searches to take user from full view to photo or video of interest (also part of basic features).

5. Photo and video comments can be posted to your Facebook wall/news feed in addition to being posted within the mosaic.

6. Facebook "Like" a particular photo or video. "Likes" are shared on a user's wall with a link tunneling them directly to that submission. "Likes" can also be used as votes, which we can track. This allows for unique contest opportunities with social and viral elements automatically built in.

7. Twitter hashtag: a tweet containing a specific hashtag can be used to submit a profile photo or Twitter photo/video to the mosaic. The username and text portion of the tweet can be used as part of the submission.
   Example: Falcons Rise Up Mosaic, Dunkin' Donuts WAYD Mosaic

8. Instagram hashtag: an Instagram post containing a specific hashtag can be used to submit a photo or video to the mosaic. The username and text portion of the post can be used as part of the submission.
   Example: Falcons Rise Up Mosaic

9. Facebook Comment plug-in: a post can trigger a profile photo submission. The username and text portion of the post can be used as part of the submission.
   Example: Dunkin' Donuts WAYD Mosaic

Photo & Video Submission: Basic Features and Options

1. Advanced upload submission with online cropping tool and optional Facebook connectivity for easy album and photo selection. Still-frame cropping tool available for video submissions.

2. Facebook Connect for optional user login.
   Example: Fenway Park 100th Anniversary Mosaic

3. Additional information capture: photo or video caption, stories, targeted questions, tags, etc.

4. Straightforward multi-photo and video upload flow with optional upload limit feature.

5. Full Mobile MMS photo submission support.
   Example: AT&T Cotton Bowl Mosaic

6. Donation system (optional): During the time of upload, users can be required to make a donation via PayPal; a great option for fundraising campaigns.
   Example: Mario Mosaic, Dale Jr. Mosaic, Magee Mosaic

7. Optional anti-spam captcha (fuzzy text) for verification of human users.

8. Administrator photo moderation: The task of reviewing photos and videos for content prior to analysis and insertion into the mosaic. Picture Mosaics can take on the task of photo moderation based on guidelines set by the client.

9. Story and caption blacklist: For user-submitted stories and captions, a list of unapproved words/phrases can be used to keep submissions from making their way into the mosaic.

10. Email notifications sent to users with confirmation/approval HTML message. Optional direct tunneling links (see description above) to his or her photos within the mosaic.

Alternate Photo & Video Submission Using Hashtags or Direct Facebook Posts

1. Twitter hashtag: a tweet containing a specific hashtag can be used to submit a profile photo or Twitter photo/video to the mosaic. The username and text portion of the tweet can be used as part of the submission.
   Example: Falcons Rise Up Mosaic, Dunkin' Donuts WAYD Mosaic

2. Instagram hashtag: an Instagram post containing a specific hashtag can be used to submit a photo or video to the mosaic. The username and text portion of the post can be used as part of the submission.
   Example: Falcons Rise Up Mosaic

3. Facebook Comment plug-in: a post can trigger a profile photo submission. The username and text portion of the post can be used as part of the submission.
   Example: Dunkin' Donuts WAYD Mosaic

Sneak peak at what's in development for ZIMP 6.0
(Launch date: TBD)

1. Dedicated iPhone/iPad and Andriod mobile apps to directly submit photos and explore the mosaic.

2. Photo geo-tracking integration.

3. More socially viral interactive features and widgets!

See live examples of interactive and social mosaics here:
www.picturemosaics.com/online
www.picturemosaics.com/event