

**PRODUCT
INFORMATION
BOOK
2014**

User Generated Film – *Online Video is IT*

Audience: Users on all screens

A powerful new force in culture and commerce, users turn to online video for both information and entertainment, using multiple devices to watch videos whenever and wherever they want.

- Connection, Community, Creation & Curation:
- Connection: 50% talk to friends after watching a video and 38% share videos on additional social networks.
- Creation: 65% have uploaded a video they shot, and 25% upload videos every week.
- Community: 55% are connected to 100 or more people through social sites, while 15% are connected to 500 or more.
- Curation: 90% say they can't keep content they find online to themselves.

Participation: Engage with content

- Content on Youtube and other online video sites such as Vimeo achieved new heights in 2013. Subscribers now measure in the millions and virality of online videos that include authentic messages are storming the charts.

The days of television are numbered:

- The worldwide mobile video market comprised 429 million mobile users in 2011 and is projected to grow exponentially to 2.4 billion users by 2016.
- Google reported in 2012 they had over 800 million monthly users uploading over an hour of video per second.
- By 2016, close to 60% of professionally developed mobile video content will be delivered via mobile-optimised websites.

Expression: Social proof & validation

Don't try and get your audience to tell your story, instead have them include you in theirs!

Enriching the lives of your consumers:

- Provide a script that allows your consumers to express themselves through digital film.
- Users place more trust in the stories that ordinary users have to say about a brand, location or product than they do in traditional marketing approaches.
- Provide incentives such as competitions to incentivise users to engage and identify and celebrate awesomeness.

Mobflic – User Generated Film

Mobflic is a smartphone application that turns ordinary users into awesome storytellers. It uses a patented approach to help users shoot film through a simple and intuitive point and shoot capability.

The following Mobflic Product Book includes the following sections:

- SmartPhone Features
- Mobflic Process – How it works
- Digital Marketing – Measuring value
- Company Overview
- Price Schedule

SmartPhone – Product Information

Version 1.0

The Mobflic Smartphone Application will have the following features:

Selection of Stories:

- We call stories Mobscrippts as they provide a narrative flow.
- The narrative may be based on location such as a gallery, a theme such as romance or a style of story such as mystery.
- Mobflic users can select Mobscrippts that suit them. Mobflic may also push scrippts of relevance to users.

Point & Shoot:

- Mobscrippts may be prescriptive or loose, depending on the nature of the story.
- Users simply point and shoot, while the smartphone application provides guidance.
- Guidance includes timing for length of video, pointers, tips and sample footage.

Upload & Share:

- Once all the shots are taken, the Mobflic applications begins processing the film.
- The user is notified when the film is produced and they have the option of reshooting or editing further. Or they can share the film.
- Sharing can be done via a number of channels specified in the users profile.

Registration & Profile:

- Users may download the Mobflic smartphone application from the 'app-store'.
- They can register via a number of social networking sites such as Facebook or via email.
- They can configure their profile, including their username, photo, notification settings, publishing channels, etc.

Social Networking:

- Users can invite friends to Mobflic via their social networking channels, text or email.
- Mobflic is heavily geared towards social networking capabilities.
- The ability to share, like, comment and co-create are built into Mobflic.

Notifications:

- Users can select a number of notification options.
- Options will include a wide assortment of push notifications across a number of channels.
- Notifications will include Mobflic alerts such as when film is ready to view, social networking alerts such as when friends like, comment or interact and other alerts such as when friends post film.

Digital Marketing – Product Information

Version 1.0

The Mobflic Extranet will have the following features:

Adaptive Marketing:

- Mobflic Digital Marketing Dashboard and Extranet will integrate with a wide assortment of online video metrics providers.
- Metrics will be adapted according to client requirements. Some services may require subscription.
- Metrics are diverse and include views, brand-lift, sales impact, conversion, CTR, GRP etc.

Infographic Style Reporting

- Mobflic promotes digital marketing metrics that are simple, intuitive and informative.
- We avoid providing meaningless dashboards with lots of graphs and pie-charts unless they are part of a narrative.
- Infographic style narratives are tailored specifically to the individualised way our customers identify and celebrate marketing investment value & ROI.

Experts in the Field

- Mobflic is partnering with leaders in the space of digital marketing metrics.
- We are specifically teaming up with experts in the field of online video metrics.
- Our partners work for and produce reports for the top companies in the world including Youtube and others.

Example Metrics:

Engagement:

- Engagement is a measure of a Mobflic User Generated Film's (UGF) ability to evoke meaningful interaction with their audience.
- UGF that scores well in Engagement is successful at driving participation and advocacy.
- Mobflic utilises both in-house and 3rd party solutions for Engagement data.

Consistency:

- Consistency tracks publishing cadence from Mobflic users and performance characteristics from video to video.
- A channel's consistency score reflects its ability to deliver quality results with a high degree of predictability
- Mobflic utilises both in-house and 3rd party solutions for Consistency data.

Influence:

- Influence is a measure of a UGF reach beyond their primary viewers and takes into account a Mobflic user's social media graph as well as their ability to convert subscribers.
- Influence is a measure of a UGF ability to extend beyond its core viewers and drive action across a wider audience.
- Mobflic utilises both in-house and 3rd party solutions for Influence data

Mobflic Process – How it works

Version 1.0

The Mobflic Process works as follows:

Ideation & Pre-Production:

- Ideation concepts are produced in collaboration with Mobflic and your creative teams.
- These concepts are then translated into visual storyboards.
- Once the storyboards are agreed, planning kicks off, and schedules, locations and resources are considered.

Production & Post-Production:

- During production, our director shoots the film.
- The creation of film may include a number of shots/scenes, actors, props etc and, will be typically shot on location.
- The film then goes through post-production during which time specific Mobflic Film Features are added (see right).

Promotion & Distribution:

- Once the film is ready, Mobflic's patented approach uses magic and specialised geek skills to produce Mobscripts ready for download.
- Promotion may include a number of channels ranging from customers websites, email, text through to print.
- Users are provided with a link that directs them to their app-store of choice. If they already have the Mobflic application on their smartphone, they simply download the relevant Mobscrip.

Mobflic Film Features (Examples):

- **Titles & End Credits:** At the start and end of each Mobflic there may be static or dynamic brands that may link to websites or ticket boxes.
- **Advertising / Brands:** Advertising or brands (logos) may be included during the film.
- **Transitions:** Mobflic supports a number of transitions such as cross-fades
- **Special Effects:** There is a wide-assortment of special effects that may be employed. These will be discussed during the Ideation Stage and incorporated into the storyboard.
- **Music & Sound-Effects:** Music from various sources may be included in the film. A number of sound-effects may also be used.
- **Archival Footage / Photos:** Video and photos may also be included in the film inter-spliced with the users film.
- **Editing:** Mobflic automatically takes care of all editing including trimming of shots.
- **Colour Balancing:** Auto-correction of colour across various shots is included.
- **Filters:** Film filters such as grey-scale and film grain are also available and will be used according to the type of film produced. Options will be discussed during the Ideation Stage.
- **Actors & Props:** Some films may include actors and props – again this depends on the type of film produced.
- **Privacy & Curation:** Some customers may want to ensure all Mobflics are curated and only published on private channels.
- **Other Features:** Just ask!!

Company Overview – Our Team

Mobflic is a Canberra-based company established in 2014 by Kai Eris / Founder.

Our vision is a vibrant world of connected stories that bring creativity, happiness & inspiration to people's lives: At Mobflic our goal is to bring the art of storytelling through digital film to young and old.

Cost Schedule – Breakdown of Features

Price

The cost of a Mobscrip includes full set-up costs and running costs for the life of our campaign. This includes the following:

Smartphone Application Features

- Selection of one or more stories
- Point & Shoot
- Uploading & Sharing
- Registration & Profile
- Social Networking
- Notifications

Creation of Mobscrip

- Ideation & Pre-production
- Production & Post-production
- Distribution & Promotion

Digital Marketing Portal:

- Adaptive Marketing
- Visual Reports
- Access to Experts & Insight

The idea for Mobflic started in 2011 and was driven by a need to offer simple and intuitive point, shoot and click capabilities during times of devastation so that impacted users could create compelling stories (digital film) that would raise the awareness about their plight and motivate people to help. Since then our idea has evolved into a platform that can be used for a wide variety of users.

Contact Information:

Kai Eris / founder / CEO Mobflic Pty Ltd

 +61 478 751 234

 Kai@mobflic.com

