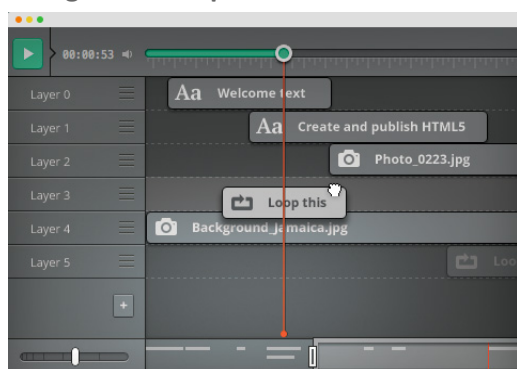




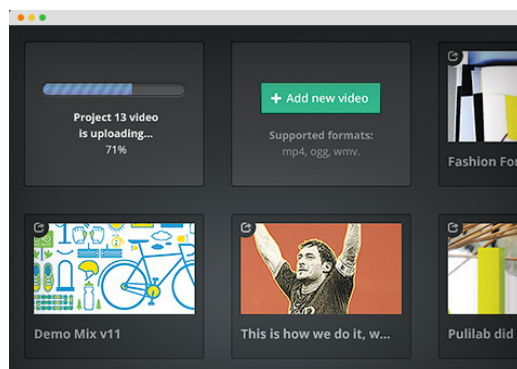
Vidzor Technical Specification

Platform Overview

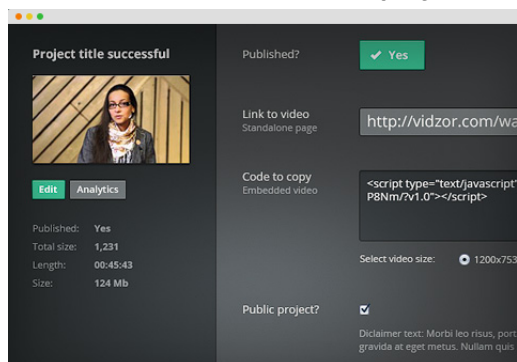
Editor: Drag-and-drop canvas where interactive elements can be added and configured on top of the videos.



Library: Videos are uploaded and automatically transcoded to be playable on all modern browsers.



Publisher: Provides both full URL and embedded Iframe code for all projects.



Analytics: Dashboard with overview, data export and API.



Player / Embed Code Output:

- HTML5: Our generated code is HTML5 compliant, designed to be used on all modern browsers and mobile devices. We provide a unique URL and an embeddable iframe code for owned & operated sites.
- Fullscreen capable video player. SD, HD and Full HD possibility.

Applications

Applications (apps): are the functional parts inside Vidzor which provide the actual interactivity. All apps are created in pure Javascript and HTML5, enabled for full task functionality. The app-portfolio will continuously evolve over time.

Our current app pipeline includes:

- Video-Linking: Create split-storyboards and branch out into a different storyline.
- Form Data Collection: Setup a form with customized input-fields, dropdowns and checkboxes in the editor. Data is collected real-time when user plays the video. All data can be downloaded by the user account holder.
- Social: Possibility to “Tweet”, “Like” and “Pin”.
- Vote: Setup a vote inside a video, gather user-preferences and download the data.
- Text: Simple text placement app.
- Image: Simple image placement app.

Application Settings:

All apps can be customized and have specific features.

Require Action: Stops the video from continuing forward, unless an interactive action is performed.

App Styling : Each app can be styled with borders, colors, backgrounds and fonts

3rd Party Platform Integration: Export directly to external sources (like Salesforce). We can easily support other 3rd-party integrations.

Formats & Size

- Input Video Format supported:
'video/3gpp', 'video/x-ms-asf', 'application/x-troff-msvideo', 'video/avi', 'video/msvideo', 'video/x-msvideo', 'video/divx', 'video/x-flv', 'video/x-matroska', 'video/x-matroska-3d', 'video/quicktime', 'video/x-quicktime', 'video/mpg', 'video/x-mpg', 'video/mpeg2', 'application/x-pn-mpg', 'video/x-mpeg', 'video/x-mpeg2a', 'video/mp4', 'application/mp4', 'video/mpeg', 'video/x-m4v', 'application/mxf', 'video/ogg', 'application/ogg', 'video/dvd', 'video/webm'
- Input Video Size supported: From Full HD and down.
- Input Codec supported: We use Amazon elastic transcode and currently support all codecs wrapped in .MP4 and .M4V.
http://aws.amazon.com/elastictranscoder/faqs/#What_input_formats_do_you_support
- Output - Codec / Bitrate / Frame rate: We transcode all videos into the max size of the video. SD, HD and Full HD. Bit-Rate Avg. 2200kbps at 30 Frames/second, and wrap it in H.264 and vp8 codecs, automatically supporting all HTML5 compatible browsers.
- Image Format: PNG, JPG and GIFs are accepted.

Browser and Mobile Compatibility

For the best viewing experience, we recommend the latest official Chrome release.

Following browsers are supported:

- **Win7 + Win8**
 - Chrome (latest 4 versions)
 - Firefox (latest 4 versions)
 - Internet Explorer 9
 - Internet Explorer 10
- **Mac OSX (Snowleopard, Lion and Mountain Lion)**
 - Chrome (latest 4 versions)
 - Firefox (latest 4 versions)
 - Safari 6
- **Linux**
 - Chrome (latest 4 versions)
 - Firefox (latest 4 versions)
- **iOS / iPad**
- **Android**
 - Selected devices

Hosting / CDN

- Amazon web services (cloudfront + Elastic transcoding)
- DigitalOcean