

pixelbling

Overview for BELO Corp



BELO



www.pixelbling.com

User: kens

Password: pass12

Send Test Photos to: kens@pixelbling.com

* Firefox is the best browser to use with pixelbling.



Maximize User Generated Content (UGC)

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BELO

Access to viewer (UGC) photos instantly

- Easy to use web app. CG through the web.
- Quickly get content from YOUR viewers for On-Air
- Build a community of citizen journalists
- Crowd-sourced, real time News
- Maximize newsgathering resources
- Dedicated Secure Server

*The Smart Phone

Nearly half the U.S. Population use smart phones and that's over 130 million smart phones in use. The majority of the mobile phone imagery submitted to local News outlets are weather and event related. The beauty of phone photography is the speed & versatility. All this User Generated Content (UGC) can be accessed and compiled with your brand, On-Air and Online using Pixelbling while generating revenue.



Graphics Solution



CG through the WEB, With an easy to use Web App.

“Built For producers!” Pixelbling can also bridge the gap for those early morning shows and those weekend shows that are not fully staffed with an Artist while reducing your creative cost. CG through the web, easy to use web app. There is no complicated software to learn, nothing to download, and it's easy to use.



Producer Friendly: Producers can add text titles, body copy and images to their slides quickly.

Multimedia Options: Producers can screen, select and use Mobile Imagery when making decisions about what goes on the air. Quickly moving content received from viewers cell pics and the Internet to broadcast.

Edit Graphic tools: Producers can quickly edit any graphic in the Image Library.

Custom Branded Graphics: We create custom animated backgrounds for your TV stations which are automatically merged with Album play lists. This dramatically reduces turn-around time eliminating the need for Graphic Artists and CG Operators.

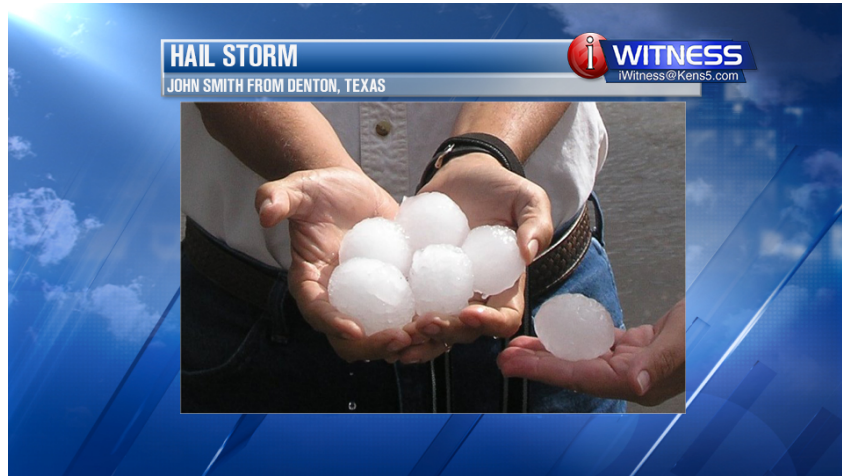
If you have other questions please send us an email at info@pixelbling.com

Engage Your Audience



Engage and grow your audience through local events. Brand specific channels like:

- Severe Weather
- Sporting Events
- Head Shot / Mug Shot
- Birthdays



*Custom background or template

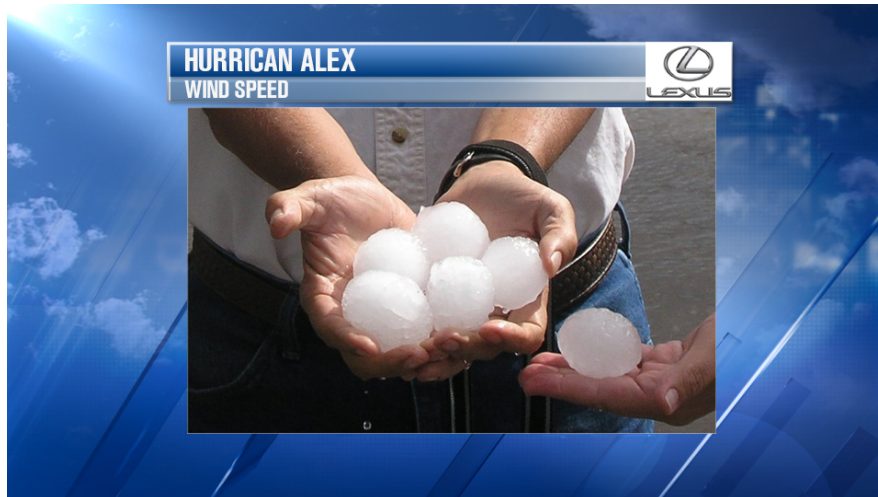
Pixelbling can customize a animated background template that reflects the style guide of your news station or business. We have seasoned professional graphic artist that understand News Formats. You can send us the backgrounds, or our designers can make one for you. Just send us your request at info@pixelbling.com or use the Submit Request page. It would also help if you could attach a jpeg or PSD example so that we can design according to your style guide or color palette.

Generate Revenue

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Generate revenue through sponsorship

- Promote weather brand
- Easy to tag any sponsored logo to a full screen
- Monetize content through advertising and sponsorships
- Sponsor multiple channels like Weather, Birthdays and Local events



Monetization Opportunities:

•Channel Sponsorship:

Channels can be sold separately or on a run of site basis. Ad sizes and graphics are totally customizable. Increase value for your advertisers by providing targeted demographics. Weather, News, Sports, Kids, Pets...or create a campaign specific channel.

•**Contest:** Sponsored Contests allow your sales team to create fun, interactive marketing packages that build client-customer relationships. Registration data can be tailored to build a valuable database of qualified leads. Rules and terms of service are determined by you and your clients.

Template Examples

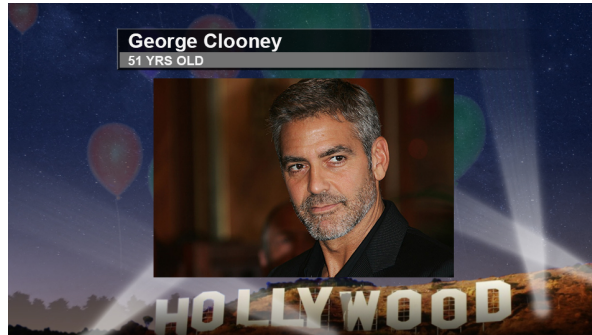


Pictured below are the 6 templates that come with the advanced package. We can also create custom templates with your on air style or anything that will fit your needs.

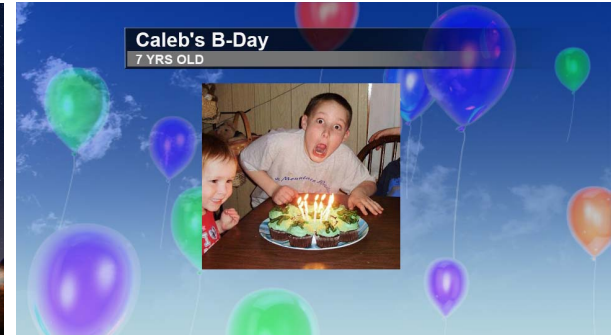
Weather



Celebrity Birthdays



Birthdays



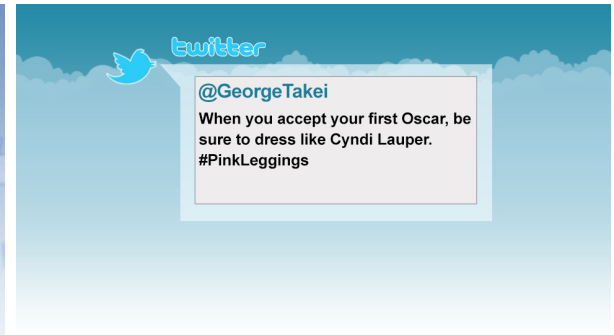
Mug shots



Facebook



Twitter



What are templates?

Templates are made to showcase a specific subject matter like *Weather, Head shots, Birthdays, Facebook, Twitter* and so on. They help the audience to understand what they are looking at. There have text fields for the producer to title and have animated moving backgrounds and transitions.

The Standard Plan has these 3 Templates: 1.Weather Background with Photo and text 2. Generic Background with Photo and text, and 3.Birthday Background with Photo and text. The 3 Transitions are 3D Cube, Slide and 3D Blinds.

The Advanced plan has these 6 Templates: 1.Weather Background with Photo and text, 2. Headshot Background with Photo and Text , 3.Birthday Background with Photo and text, 4.Celebrity Birthday Background with Photo and text, 5.Twitter Background with Text Only. 6.Facebook Background with Text Only. The 6 transitions are 3D Cube, Slide, Page Turn, 3DBars, Concentric, and 3D Blinds.

Dedicated Servers: Content and templates are stored on dedicated servers that are secure, redundant and backed up hourly.

What if I need a custom background or template?

Pixelblinking can customize a background animation or template that reflects the style guide of your news station or business. We have seasoned professional graphic artists that understand News Formats. You can send us the backgrounds, or our designers can make one for you. Just send us your request at info@pixelblinking.com or use the Submit Request page. It would also help if you could attach a jpeg or PSD so that we can design according to your style guide or color palette.

How do I set up my mailbox?

In order to receive your viewer pictures, Pixelblinking will need the mailbox information to connect to the designated email address. If you don't know this information, you can get it from your Technical Administrator who handles all of your email accounts.

Here is an example of what it might look like.

Mail Server: mail.youraddress.com (Your mail server address will be provided by your technical Administrator.)

Mailbox Username: yourname@yourcompany.com (This is the email address that viewers are sending photos to.)

Email Mailbox Password: This is the password used to access the email address.

Mailbox Port: Usually port 110 works, but your Technical Administrator will know for sure.

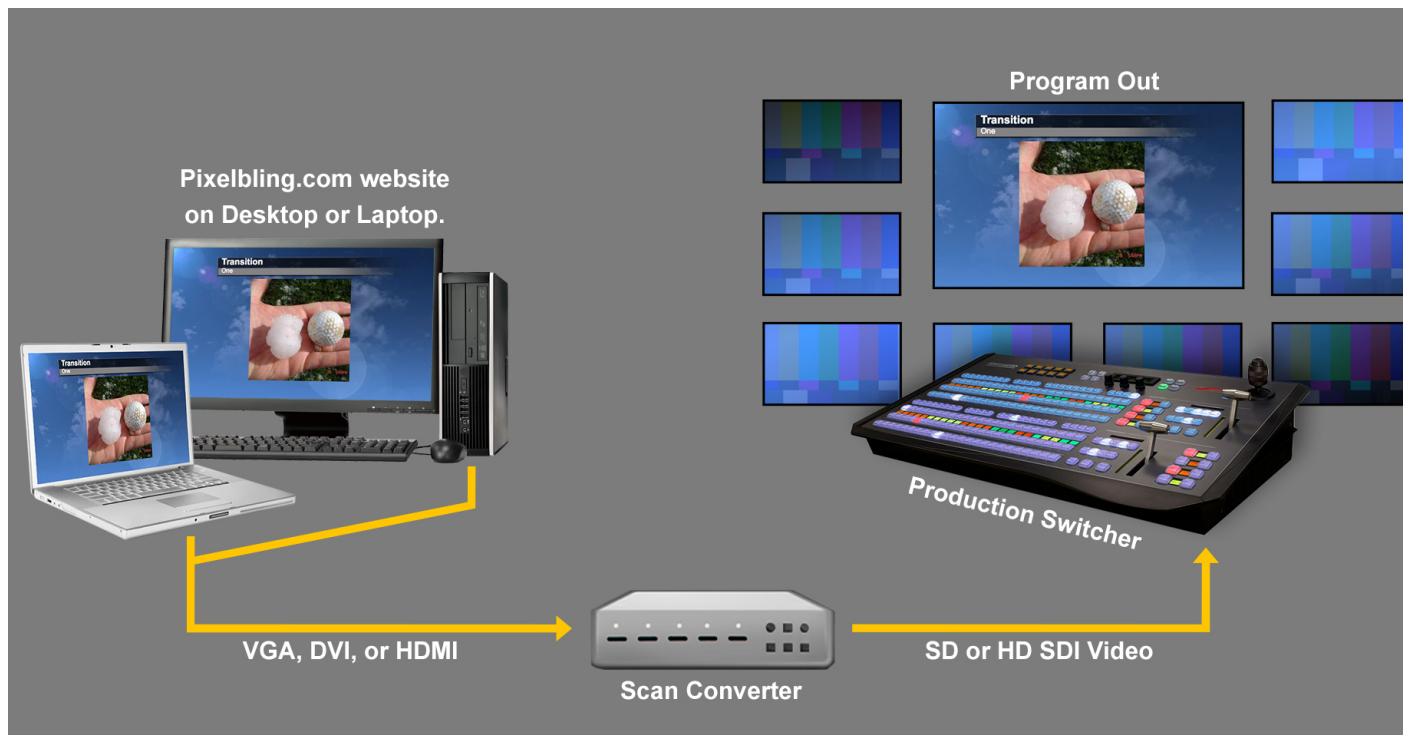
Should I use a Mac or a PC?

You can use either a Mac or a Windows platform desktop or laptop. For best results these are the minimum requirements we suggest when using Pixelblinking.

- Windows XP, 7, 8, Pentium 2.53 Ghz RAM: 4GB, Recommended Web Browser: Mozilla Firefox
- OSX 10.6, 10.7, 10.8, Pentium 2.53 Ghz, RAM 4 GB, Recommended Web Browser: Mozilla Firefox
- Display Monitor: Any wide screen: 19" 20" 22" 24" 27" and bigger. Scan Resolution: 1280 x 720, 1440 x 900, 1920 x 1080

What is a scan converter?

Most facilities are set up to view a PC desktop as a video source using a Scan Converter. There are many to choose from but you MUST KNOW which one will work best with your control room. If you currently do not have one speak with your Tech dept or we suggest your Tech dept contact us at info@pixelbling.com. However we currently use **BrightEye Mitto 3G/HD/SD Scan Converter**. The website is: <http://www.ensembledesigns.com> This schematic shows how to connect it. The PC is connected to a scan converter, the scan converter is connected to a production switcher.



If you have other questions please send us a email at robert@pixelbling.com or info@pixelbling.com and we will get back to you shortly. Thank you for choosing Pixelbling.