

pixelbling

FAQS SHEET

www.pixelbling.com

User: demo

Password: pass12

Send Test Photos to: demo@pixelbling.com

FAQS

What is Pixelbling?

Pixelbling is a Newsroom product that allows producers to quickly gather User Generated Content (UGC) from your viewers and then display it online and on-air. We understand that in this age of consolidating media and shrinking news staffs, getting local and breaking news is an increasing challenge. Our focus is on newsgathering Mobile Imagery and promoting your stations branding. Pixelbling provides a way for your audience to quickly and easily share mobile imagery of Weather, News and community events that are important to them. Your viewers become a resource as news gathers and UGC providers. In today's competitive television news environment, you can't win the big stories without the right tools. Pixelbling enables your audience to submit mobile imagery content from their mobile devices with ease while giving your station access to user submitted content in an online and on-air format in about 30 seconds. Stay ahead of the competition with immediate access to visual and compelling content with Pixelbling. We can help WIN your TV news rating war.

Benefits of using Pixelbling

Maximize User Generated Content (UGC): Grow and Engage your audience. Build a community of citizen journalists

Generate Revenue: Provide targeted demographics sponsorship for your advertisers. Weather, News, Sports, Kids, Pet etc. Or create a campaign specific channel.

Engage Your Audience: Pixelbling will help engage users and show their photos

Graphics Solution: Reduce your graphic creative cost. CG through the WEB, No expensive hardware or software to buy, run it straight through a web browser.

How to use Pixelbling

The best way to use Pixelbling is prompting your viewers send photos to the TV stations designated email address. Viewers take photos with their smart phones or cameras of important Weather and local events that the station can use on air for broadcast through the control room. User generated Content or UGC is a powerful way to engage and grow your audience. The photos are then compiled in Pixelbling into an Image Library as slides where you can review all the incoming content approve or delete. Our platform allows you to capture, moderate and publish user generated news. Pixelbling is a interactive website that is customizable for a producer to generate a graphic an encourage viewers, to participate in telling the story.

Maximize User Generated Content (UGC)

pixelbling

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

*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.



Generate Revenue



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.

Engage Your Audience



Engage and grow your audience through local events

- Severe Weather
- Birthdays
- Sporting Events
- Contests



*Custom background or template

Pixelbling can customize a animated background and 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 your 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 so that we can design according to your style guide or color palette.

Graphics Solution



CG through the WEB. No Graphic Artist needed.

Pixelbling can 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 using a *scan converter*. There is NO complicated software to download or to learn and it is very easy for producers to use.



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 and the Internet to On- Air is the primary benefit of Pixelbling.

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

Text Entry: Producers can add text titles and body copy to their slides quickly.

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

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.

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 7 Templates: 1.Weather Background with Photo and text, 2.Generic Background with Photo and text , 3.Birthday Background with Photo and text, 4.Celebrity Birthday Background with Photo and text, 5.Headshot Background with Photo and Text 6.Facebook Background with Text Only, and 7.Twitter Background with Text Only. The 6 transitions are 3D Cube, Slide, Page Turn, 3DBars, Concentric, and 3D Blinds.

What if I need a custom background or template?

Pixelbling can customize a background animation or 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 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, Pixelbling 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.

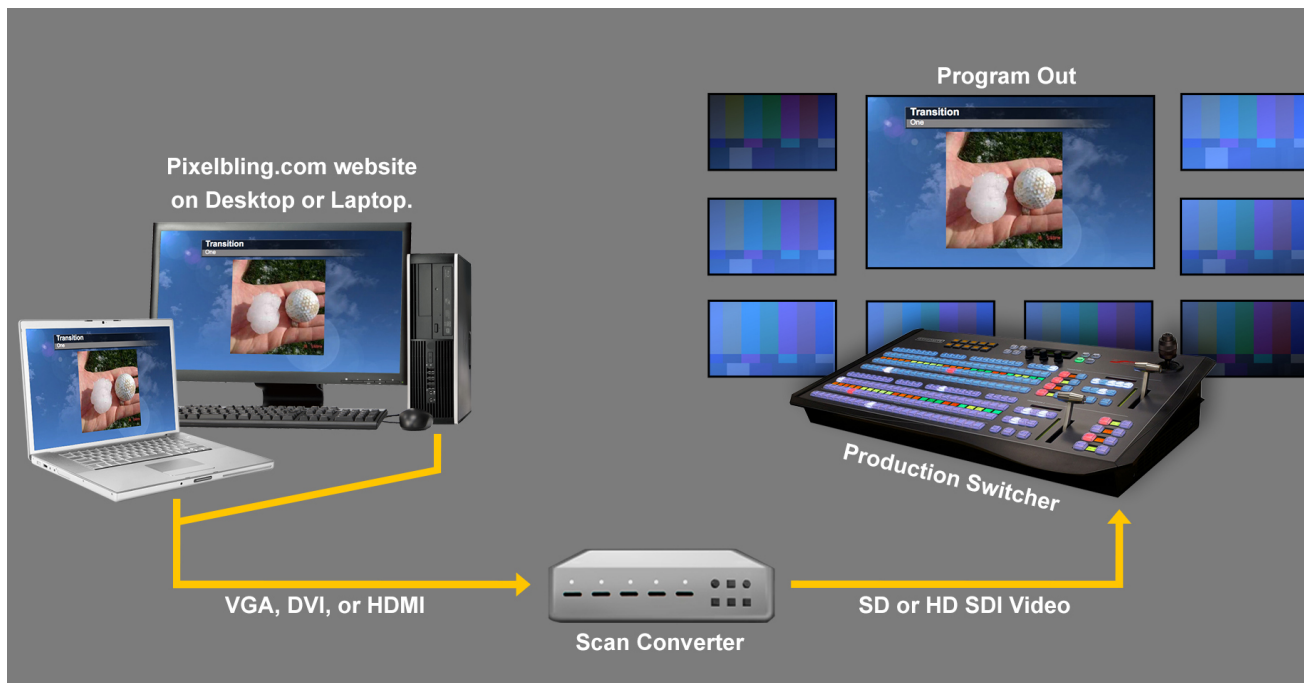
Should I use a Mac or a PC?

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 Pixelbling.

- 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 support@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 support@pixelbling.com or info@pixelbling.com and we will get back to you shortly. Thank you for choosing Pixelbling.