

# NBCU Studio

## Interactive Production Tool

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## Splash Screen

Cold starting an application on any mobile device usually takes a couple of seconds. During this time, user would need some kind of feedback to see that the application is loading. No better way to do this, than using a splash screen.

**Content:** Image of Universal Studio Front Gate with name of the application “NBCU Studio” on top. Circular ticker will indicate the user about the loading process.

**Load time:**

Scenario 1: Splash screen should show up till the content of the Home page is fully loaded in the background.

Scenario 2: App updates which have to be done at the start of the application (when internet is available) will happen during application load and during this update splash screen will stay. Once the application is loaded, splash screen fades out to show home page.

## Home Page

3D animated Globe (spinning on a specified speed) shows up with markers for three facilities at **Universal Studio, New York and Chicago** on a black background.

Globe will have backlight to enhance the 3D effect. At the start of animation, USA will be in full view along with all 3 markers. Globe will spin at a slow pace to enable user to click and navigate.

On tapping any one of the marker, globe stops spinning and user is taken to the respective facility landing page.

**Content:** Top of the page will have the app name “NBCU Studio – Interactive Production Tool”

Below the Globe there are 3 labels for each of the facilities, with text to indicate “**Please select a location**”. This is provided so that user doesn’t have to wait while the globe is spinning to navigate to a facility page.

Markers and the label will follow the colour code which will be used across the application



## Universal Studio Home Page

This page lists out all the services available at Universal Studio for Film Makers along with general contact information (Email and Phone).

<b>Working on the Lot</b>	Universal Studios has a number of conveniences and amenities to make working on the lot an efficient and enjoyable experience.
<b>Sound Stages</b>	Universal has 30 sound stages ranging in size from 6,800 square feet to over 30,000 square feet.
<b>Backlot</b>	With over 30 locations, the Universal Backlot is among the most extensive in the world and can meet a wide range of settings.
<b>Production Services</b>	Universal offers a variety of production services ranging from set lighting & grip to property and special effects are available for productions on or off lot.
<b>Post Production Media Services</b>	Universal Studios Post Production Media Services offer top talent and a variety of services from sound editorial & design to picture editorial and AVID rentals.
<b>Digital Services</b>	Universal Studios Digital Services provides 2K, HD & SD film transfers, scanning, tape-to-tape and tapeless (server based) color correction, pan and scan, editing, digital effects compositing, paintbox, graphics, dirt concealment, restoration, video duplication, conversions, video encoding and other video related services for internal and external customers.
<b>Special Events</b>	Universal's Studio Special Events Department provides an array of event locations and services creating an exciting and unique environment for any occasion.
<b>Commissary Menu</b>	Cafe provides breakfast & lunch. Room Service delivers to offices & productions. Choose from a list of pre-set menus or simply call for a custom menu.
<b>Virtual Tour</b>	New! Now you can scout the Universal Backlot from your desk. Click on the location you are interested in to see a full spherical view.

## NBC New York Home Page

This page lists out all the services available at NBC New York for Film Makers along with general contact information (Email and Phone).

Production Services: [marybeth.scalici@nbcuni.com](mailto:marybeth.scalici@nbcuni.com), 1-212-664-2013

<b>Production Services</b>	NBC New York features makeup and prosthetics, costume and property departments on site to assist with your production and special events needs
<b>Sound Stages</b>	NBC New York is the home of the Today Show, NBC Nightly News, MSNBC and Saturday Night Live. Has 9 sound stages ranging from 1,000 - 10,000 sqft.
<b>Post Production Media Services</b>	30 Rock has editing rooms equipped with a variety of hardware and software. ArtWorks, can accommodate any project including print, 3D and more.
<b>Special Events</b>	NBC New York has a variety of possibilities to accommodate your special event needs.

## NBC Chicago Home Page

This page lists out all the services available at NBC Chicago for Film Makers along with general contact information (Email and Phone).

<b>Production Services</b>	NBC Chicago offers a variety of production services ranging from set design and carpentry to paint shop and office services.
<b>Sound Stages</b>	At 10,234 sq. ft, Studio A fits single productions. At 4,087 sq ft., Studio B allows for more contained shoots and works well for talk show formats.

## Functionality Generic to all Facility Home Pages

**Phone** → will list out above services as text with Arrow to suggest navigation to respective pages.

**Tab** → will list out above services as Thumbnail with text and a short description (>=160 characters). Tapping on the Thumbnail will navigate to the respective pages.

**Back Button** → will navigate the app back to Home Page.

**Phone Icon** → tapping on them will open up the native phone app of the device (some tabs supports it now) and dial the #.

**Phone #** → this is shown only in tabs where we have more screen real estate and tapping on it, does the same as Phone icon.

**Email Icon** → tapping on them will open up the native email app with “TO” automatically filled-up.

**Email ID** → this is shown only in tabs where we have more screen real estate and tapping on it , does the same as email icon.

**Thumbnail** → Please refer visual design for the thumbnail images for each of the service.

**Page Image** → Image of universal studio front gate will be used for this page.

**Footer button** → Please refer footer button section for their functionality.

## Sound Stages – Universal Studio

Sound stage is a soundproof, hangar-like structure, building, or room, used for the production of theatrical filmmaking and television production, located on a secure movie studio property.

This page will list out all the stage s of the selected facility. User is presented with a slider which will allow filtering the stages by the desired area in Sq ft. By default the slider will be from 0 to 30000, showing up all the stages.

Each stage will have a map icon next to them. On tapping the Map icon, user will be shown a map which will draw the direction from current location to the selected stage.

On tapping any of the stage, a specification screen pops up with details about the stage. In the header of the pop up window, icon for email and SMS are available.

On tapping the email icon, native email app of the device will open up with the snapshot of the stage specification screen with popup having details about the stage.

On tapping the SMS icon, native messenger app of the device will open up with predefined specification of the stage.

**Close button** → on tapping the X button on the popup window for stage specification will close the window and go back to stage selection list page.

**Note:** When the popup is on, the footer button and the page behind is in disabled state.

Page uses a stage image for background.

Stage	Area (Sq ft)	Length (ft)	Width (ft)	Height (ft)	Pits/ Tanks	Silent AC/ Audience	Wireless Internet	Point Load
Stage 1	100	100	100	100	Yes	Yes	No	100
Stage 3	12,320	154	80	27-02	Yes	No	Yes	7000
Stage 4	10,626	154	69	27-10	Yes	No	Yes	7000
Stage 5	8,896	139	64	23-04	No	No	Yes	7000
Stage 6	8,757	139	63	19-10	Yes	No	Yes	7000
Stage 12	29,054	199	146	49-2	Yes	No	Yes	7000
Stage 16	11,520	144	80	28-08	Yes	No	Yes	7000
Stage 17	10,080	144	70	28-10	Yes	No	Yes	7000
Stage 18	10,656	144	74	29-01	Yes	No	Yes	7000
Stage 19	10,656	144	74	27-01	No	No	Yes	7000
Stage 20	10,656	144	74	27-01	No	No	Yes	
Stage 22	11,618	157	74	27-0	Yes	No	Yes	7000
Stage 23	11,932	157	76	28-01	Yes	No	Yes	7000
Stage 24	17,584	157	112	33-4	No	No	Yes	7000
Stage 25	17,584	157	112	33-4	No	No	Yes	
Stage 27	19,701	199	99	39-10	Yes	No	Yes	4000
Stage 28	13,916	142	98	43-11	Yes	No	Yes	2700
Stage 29	13,677	141	97	27-0	Yes	Yes	Yes	7000
Stage 31	13,677	141	97	27-0	Yes	Yes	Yes	7000
Stage 33	6,831	99	69	25-0	No	No	Yes	
Stage 34	6,831	99	69	25-0	No	No	Yes	
Stage 35	6,831	99	69	25-0	No	No	Yes	
Stage 37	14,000	140	100	30-0	Yes	Yes	Yes	7000
Stage 41	14,280	140	102	30-01	No	Yes	Yes	
Stage 42	14,280	140	102	30-0	No	Yes	Yes	
Stage 43	14,280	140	102	30-03	No	Yes	Yes	
Stage 44	14,280	140	102	30-0	Yes	Yes	Yes	7000
UVS1 (Universal Virtual Stage1)	6,800	80'	40'	24'	No		Yes	

## Sound Stages – Chicago

This page will list out all the stage s of NBC Chicago facility. Please note the specification of the stage will also be part of this page instead of pop up like in Universal Studio.

SMS icon → will appear next to each stage listed (in the header)

Map icon → will be hidden for this facility.

Stage	Area (Sq ft)	Length (ft)	Width (ft)	Height (ft)	Pits/ Tanks	Silent AC/Audience	Wireless Internet	Point Load
Studio B	4,087	75	54	18		No		
Studio A	10,234	86	119	31		Yes- seats 200 currently		

## Sound Stages – New York

This page will list out all the stage s of NBC New York facility. Please note the specification of the stage will also be part of this page instead of pop up like in Universal Studio.

SMS icon → will appear next to each stage listed (in the header)

Map icon → will be hidden for this facility.

Page uses a stage image for background.

Stage	Area (Sq ft)	Length (ft)	Width (ft)	Height (ft)	Pits/Tanks	Silent AC/Audience	Wireless Internet	Point Load
Stage 3B	4,060	79-10	50-8	16-06	No	Yes		
Stage 3K	4,170	68-1	64-1	13-04	No	No		
Stage 6A	5,425	109-6	45	17	No	Yes		
Stage 6B	5,480	126-1	50-6	15-08	No	Yes		
Stage 8G	4,875	96-11	49-8	17	No	Yes		
Stage 8H	10,000	131-6	76-2	23-08	No	Yes		

## Backlot

A backlot is an area behind or adjoining a movie studio, containing permanent exterior buildings for outdoor scenes in filmmaking or television productions, or space for temporary set construction.

This page lists out the backlot category in drop down (same order as shown in first row). On selection, corresponding list of backlot images are shown to user. Next to each of the backlot image header, map icon is available.

On tapping the map icon, direction is plotted from current location to the selected backlot.

On tapping the image in phone, image will zoom out. Note: This will not happen in tabs.

European / Spartacus	New York Area	Old West	Parks, Lakes, Woods	Practical	Residential	Specialty
Court of Miracles	Wall Street	Denver Street	Psycho Flats	New York Street	Jaws Lake/Cabot Cove	Jaws Lake/Cabot Cove
European Street	West Village	Mexican Street	Park Lake	Studio Restaurant	West Village	Commissary
Mediterranean Square	Modern New York Street	Western Street	Jaws Lake/Cabot Cove	Offices	Brownstone Street	747 Crash Site
Spartacus Square	London Square		Central Park		Cabin	Bates Motel
	Brownstone Street		Freeway Park		Chicken Ranch	Bridge
	New York Street		Hollywood Terrace		Colonial Street	Hollywood Terrace
	Courthouse Square		New Falls		Elm Street	Psycho House
	Theaters		Woods			Theaters

	New York Zone Map		Falls Lake			Underwater Tank
						Train Station
						Rooftops

## Commissary Menu

This page opens up the Menu page from Filmmakersdestination.com website inside the mobile app using webview.

URL → <http://universal.filmmakersdestination.com/home/working-on-the-lot/dining-services/commissary-weekly-specials/>

Done → On clicking the done button, Commissary Menu page is closed and returns back to the previous page from which Commissary Menu option was chosen.

Note: 1.This page will work only if internet connection is enabled.

2. If the user clicks on any of the hyperlink in the Menu page it opens up in device's default browser and will navigate away from the app.

## Virtual Tour

Lets user scout the Universal Backlot from their desk. By clicking anyone of the available backlots, full spherical view of that backlot can be seen.

This page opens up the virtual tour from Filmmakersdestination.com website inside the mobile app.

Done → On clicking the done button, virtual tour page is closed and returns back to the previous page from which virtual tour was chosen.

Note: 1.This page will work only if internet connection is enabled (**WIFI is ON**)

## Directory

This page lists out all the contact's detail across 3 facilities.

Facility tab → On clicking on each of the facility, corresponding contacts are filtered and shown.

+ (Add to Contacts) → Adds the contact detail to device's contacts and gives a message "Contact successfully added".

SMS → Is available next to each of the contacts. On tapping will open up with predefined text in the device's default messenger app.

Send → SMS option will not be available for Directory page from the Send button.



**Search:** Allows the user to search the entire directory of all 3 facilities in one shot by either using the contact name or category of service.

- When the search icon is clicked, a text field opens for entering the search criteria string.
- When the search icons is clicked again or return key in the device key pad is clicked, the directory is filtered by the search criteria entered.
- If no criterion is entered, a message is shown to the user that “Search criteria have to be more than 2 characters long”.
- To return back to directory list, directory icon in the footer when clicked will refresh the screen and the search text box will go away.

## About Us

Facility tab → on clicking on each of the facility, corresponding facility information is shown along with an image. Image will have the address of the location embedded.

Universal Studios	<p>Universal Timeline</p> <p>Universal’s rich entertainment legacy can be traced back to 1906, when 39 year-old German immigrant Carl Laemmle (pronounced LEM-lee) opened his first nickelodeon theater in Chicago. From exhibiting short silent movies in one theater, Laemmle later moved to movie distribution and production.</p> <p>On April 30, 1912, the Universal Film Manufacturing Company was incorporated in New York.</p> <p>On August 15, 1912, Universal officially expanded its operation to the West Coast when it leased a portion of the Providencia Ranch in the San Fernando Valley. On March 15, 1915 Carl Laemmle officially opened the gates of Universal City, the world’s first self-contained community dedicated to making movies.</p> <p>Although the studio officially opened in 1915, film production on the lot began in 1914. Damon and Pythias, co-starring William Worthington and Herbert Rowlinson, was the first picture completed at Universal City.</p> <p>Laemmle also began inviting visitors to Universal City to observe his movie making, establishing Universal’s long-standing tradition of welcoming guests to enjoy the behind-the-scenes magic.</p> <p>In 1936, Carl Laemmle retired from the movie industry, and sold Universal to Standard Capital Company. In 1950, Universal acquired 140 acres of land adjoining the southern boundary of the studio, increasing the overall size of Universal City to 400 acres.</p> <p>In December 1958, MCA, Inc. purchased the Universal City Studio lot. MCA’s Revue Television Productions relocated to Universal City, and Universal Pictures then leased back its property from MCA. This arrangement lasted three years, until MCA and Universal officially merged in 1962.</p> <p>In May 2004, NBCUniversal was formed through the combining of NBC and Vivendi Universal Entertainment. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBCUniversal became part of the Comcast family in January 2011.</p> <p>Today, Universal City continues to be one of the largest full-service production facilities. With 30 sound stages and a backlot that can replicate any location in the world, it is not only a filmmaker’s destination, but also the Entertainment Capital of Los Angeles.</p>
NBC Chicago	<p>Located conveniently in the heart of downtown, NBC Chicago offers two sound stages that are ideal for still shoot, television, independent feature and commercial productions for internal and third party clients. At 10,234 sq. ft, Studio A fits single productions and is large enough to be divided between productions. At 4,087 sq ft., Studio B allows for more</p>

	contained shoots and works well for talk show formats. The facility has well-appointed green rooms with make-up stations, an audience waiting room and production offices along with set design & carpentry, paint, electric and more
NBC New York	NBC New York offers world-class production and post production services and facilities available for feature films, television, independents, still photographers, commercials and new media productions as well as other related industries. Our facilities host cutting edge technologies and teams of highly skilled, creative talent who continue to earn a reputation unparalleled in the entertainment industry.

## Footer Button

Footer Buttons	Universal Studio	NBC Chicago	NBC New York
Facility Home	Navigates back to Universal Studio Landing page	Navigates back to NBC Chicago Landing page	Navigates back to NBC New York Landing page
Send	Shows popup with Email and SMS options	Shows popup with Email and SMS options	Shows popup with Email and SMS options
Send (Email)	Snapshot of the page is emailed	Snapshot of the page is emailed	Snapshot of the page is emailed
Send (SMS)	Predefined text for that page is messaged	Predefined text for that page is messaged	Predefined text for that page is messaged
Directory	Contact filtered by Universal Studio	Contact filtered by NBC Chicago	Contact filtered by NBC New York
Map	Refer Map section	NA	NA
Before you get here	Details the Production Insurance requirement and Driving on the lot instructions.	NA	NA
About Us	Displays the image of Universal Studio front gate and text	Displays the image of Chicago office and text	Displays the image of 30 Rock and text
Privacy Policy	General – Opens up the Privacy Policy page for NBCU Studio app from the filmmakersdestination.com website inside the app using webview.		
Website	General – Opens up the filmmakersdestination.com default page in device's default browser outside the app.		
Have an idea?	General – Opens up the device's email app with "TO: <a href="mailto:studio.operations2@nbcuni.com">studio.operations2@nbcuni.com</a> "		
More	General – Shows up if the device footer is not able to show all the buttons. For E.g. On tapping this button, additional button like About Us, Privacy Policy, Website and Suggestion Box are made visible in phones.		
Home	General – Will navigate back to Home page		

# Map

Map functionality is available for Universal Studios facility only. On clicking on Map button in the footer, Google map is used to show the location of the lot with Pins for various stages available.

Category → User is provided with Category button at the top which can be used to select a different category of locations which the user wants to see. On clicking the button, a slider will show up with various categories to choose from.

Refresh → If the user is navigating on the lot and would like to know the current location, Refresh button at the top can help. On clicking the Refresh button, Map will show the new location of the user.

Help → To understand what each of the buttons on the Map page does, a write up is shown to the user when the '?' icon is clicked.

Current Location → If the user wants to see his current location on the Map, by clicking the Current Location button it's highlighted with a blue dot on the Map.

Pins → Based on the selected category, Pins will be shown on the Map pointing to locations of that category. Clicking on each of these pins will pop up a get direction icon. On clicking on the get direction icon, user will be taken to a Route Map page which has the route map from user current location to the desired location.

Route Map → Displays the route from user current location to selected destination in the lot. This will also display the Get Direction List button, on clicking which user will be shown a pop up screen having the step by step direction to reach the destination.

X → On clicking this button, user is taken back to Map page.

A, B labels → Start location/ User current location is represented by A marker. B marker is the desired destination selected by user.

## General Characteristics of the Application

- Helvetica font will be used throughout the application.
- Phone # - will follow the std format 1.XXX.XXX.XXXX
- Email Signature – Please download the NBCU Studio app for free from <https://play.google.com/> or <https://itunes.apple.com/>
- SMS Message has a character limit of 160 characters
- Pages which need internet accesses are Virtual tour, Privacy policy, Website and Commissary Menu.
- In case of directory content updates, app update component will pick up the XML file placed on the server to make the updates on application load.

## Known Constraints

<i>iOS</i>	<i>Email Attachment is enabled only for IOS 6 and above.</i>
<i>iOS</i>	<i>Globe rotation and scrolling is not smooth in certain lower IOS versions.</i>
<i>Android</i>	<i>Privacy Policy/Virtual Tour/Commissary Menu opens in a separate browser instead of opening up inside the application for Android devices because it blocks the local DB in certain versions</i>
<i>Android</i>	<i>Virtual tour does not open with certain android browser build version.</i>
<i>Android</i>	<i>Only lower versions of Android support Privacy Policy/Virtual Tour/Commissary Menu opening up inside the application</i>
<i>Android</i>	<i>Maps – Markers deletion is not working properly in Nexus Build 4.1.1</i>

## Appendix A – Service / Directory Information

*Refer Directory.PDF*

## Appendix B – Map Latitude and Longitude Information

*Refer 2013.02.12 NBCU LATITUDES AND LONGITUDES.PDF*

## Appendix C – Backlot

*Refer Backlot.PDF*