



## STATEMENT OF WORK VIRTUAL VIDEO BOOTH VIDEOBOOTH.TV ADMINISTRATION PLATFORM TERMS AND CONDITIONS MARCH 24, 2022

1. Description of Services. The period of performance for this SOW begins on Monday May 9, 2022 and ends on Monday May 8, 2023.

VideoBooth Systems Limited ("VideoBooth" or "VB") will provide a responsive, web-based virtual video booth platform ("VBO") formatted to capture video recordings (aka responses to specific questions) from Customer employees. The VBO platform is accessible from any device (desktop PC/MAC, iOS & Android tablet, or smartphone) with an Internet connection and web browser. VBO can be integrated into an existing website (via iFrame), or as a stand-alone site.

Users are guided through their virtual journey via an easy-to-use interface that will be customized and branded to Customer requirements. If optioned, Users can also share their branded experience with colleagues via Email, Facebook, Twitter, LinkedIn, or direct download – all redeemed on a branded Microsite (with optional Video Gallery).

The VBO platform includes a suite of content branding capabilities, moderation feature, video-to-text transcription, plus set of real-time analytic tools to measure the program's usage.

The captured content will be hosted by the VB on a secure, password protected, cloud-based, content management dashboard ("VideoBooth.tv"), accessible to preassigned Customer administrators. From within the VideoBooth.tv environment, content can be viewed, filtered, tagged, and downloaded. If utilizing a redemption Microsite / Gallery - specific video clips can be chosen to be shown or hidden from the Gallery.

VB will provide Customer's content creators with Adobe Photoshop design templates for the necessary graphics elements – i.e.: virtual Video Booth & Microsite logos and backgrounds, email headers, social share icons, video intro/outro branded bumpers and question markers. VB will also provide Microsoft Word copy submission forms for the customized virtual video booth user interface content, emails, and social shares. VB will provide detailed file specifications for the above listed "Design Assets", along with reference samples. VB will also perform a Design Assets review (via Zoom or Customer preferred video teleconferencing platform prior to Customer initiating any design work or copywriting.

From the supplied Customer Design Assets, VB will program the virtual video booth, video bumpers/questions markers, emails, social shares, and redemption Microsite/Gallery.

Customer Project Manager: Lisa Campbell

VB Personnel: VideoBooth Inc: Dale Iannuzzi, VideoBooth Systems Ltd: Jon Stones

### 2. Fees

- Virtual Video Booth – Setup Cost: £1,150
- Virtual Video Booth Vanity Domain - Registration & Setup Cost: £75

VAT: £0.00

### 3. Production Schedule.

### **Pre-production: March 21 through April 26, 2022**

1. Project Overview conference call with VB to discuss and finalize virtual video booth user experience “flow”, bumpers/question markers, emails, social shares, and Microsite / Gallery requirements, along with execution timeline
2. VB to supply design templates, copy submission forms, file specifications, and reference samples for all the above (“Design Assets”)
3. Design Assets review call with VB via Zoom or Customer preferred video teleconferencing platform
4. Customer creates / brands the Design Assets and submit to VB
5. Customer provides VB with Vanity Domain
6. VB registers Vanity Domain
7. VB programs virtual video booth, emails, bumpers/question markers, social shares, and Microsite/Gallery elements

### **Testing Phase: April 27 through May 6, 2022**

1. VB hands over platform to Customer for initial testing on staging server
2. VB provided two rounds of copy, image, color changes
3. Customer – Round 1 change order submitted
4. VB completes Round 1 changes
5. Customer – Round 2 change order submitted (if necessary)
6. VB completes Round 2 changes (if necessary)
7. Customer provides VB with list of VideoBooth.tv content Administrators – First name, Last name, Email address, and mobile phone number
8. VB sets up designated Administrators with VideoBooth.tv access accounts
9. VB performs VideoBooth.tv operational demonstration and training sessions via Zoom or Customer preferred video teleconferencing platform with Customer designated Administrators
10. Customer official sign-off approval – platform ready to launch


### **Launch & Activation Phase: May 9, 2022 through May 8, 2023**

1. VB moves platform from staging server to live server
  2. Platform officially launches Monday May 9, 2022
  3. Platform subscription term runs from Monday May 9, 2022 through Monday May 8, 2023
  4. VB to maintain VBO platform and VideoBooth.tv throughout the Launch and Activation phase for content storage, viewing, tagging, downloading, and measuring as needed by Customer
  5. At the end of the subscription term, Customer will download all content and metadata off VideoBooth.tv
  6. Upon Customer confirming all content and metadata has been downloaded from VideoBooth.tv, the VB will erase all Customer content and metadata from the VideoBooth.tv server
4. Compensation. Total fees (including expenses) under this Statement of Work shall not exceed USD £1,225.00 GBP. All activities or Deliverables not listed or defined in this SOW are considered a change request. Change requests outside the scope of this SOW will be fulfilled under a separate Change Order (“Change Order”). No payment will be made without a Customer Purchase Order. Purchase Order shall be provided by Customer after execution of Statement of Work. Payment terms are net-60 days upon receipt of invoice.

This Statement of Work is entered into between VideoBooth Systems Limited and the Customer entity below ("Customer") and is subject to the VideoBooth.tv Administration Platform Terms and Conditions entered into between the parties described above (the "Agreement"). By signing below, the parties hereto, each acting under due and proper authority agree to make this Statement of Work a part of the Agreement between the parties.

**VideoBooth Systems Limited**

Signature:

  
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Name:

Jon Stones

Title:

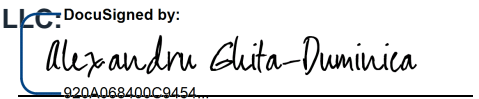
Director

Date:

March 25, 2022

**AppDynamics LLC**

Signature:

  
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Name:

Alexandru Ghita-Duminica

Title:

General Counsel

Date:

March 25, 2022