ButtonNet

To narrator candidate:

1. <u>Timing</u>: We will edit your audio to fit the timing of the finished product. You need not time anything.
2. <u>Style</u>: We seek a sortof intimate style, like you are in a study, showing this to someone you are comfortable with. There is room for some gentle levity. Other notes contained in the script.
3. <u>Other videos</u>: This may be one of a series (see list). The local server (pictured below) can be attached to an HDTV for projection and taken outdoors, expedition-style.
4. <u>Price</u>: We are not super price sensitive but we would like to get these videos done consistently and economically.
5. <u>Live view</u>: The first shot shows the narrator at a desk with a PC, the "live view". It is not required. Can you do this?
6. <u>Fit for you</u>: Why would this be good for you or vice versa?

Why do we want to do a live view?

Part of the value of ButtonNet is not just what is can do on a screen but the fact that it can be done on many different kinds of screens: Computer, smart phone, tablet, HDTV panel. This requires that we occasionally step back from "screen view" to a "live view" so that the viewer can see the actual device we are displaying on.

Rough list of planned videos

a) Usage – source, private and shared media, and captions
b) Sharing – multiple platforms (PC, Mac, phone and tablet)
c) HDTV – connecting and presenting
d) Albums – Pretty pretty albums
e) Canon camera intro   (completed)
f) Disconnected – running without any Internat at all
g) No Power – running off a batter pack
h) Set up – unpacking and installing ButtonNet

This script is for Usage (a). It is the core video – ButtonNet 101, if you like. Our intent is that there be a 10-minute version and a 6-minute version.

More information:

Our website is at www.button.network. Our target buyer is owners of small resort hotels, many of them outside the U.S.

Draft Usage video *(Work In Progress)* may be seen at www.button.network/usage-wip.mp4

Video Script (a) - source, private and shared media, and captions

Scene

Video will be a mix of "live view", and two other sources:

- "Screen view" – the computer screen
- "Diagram view" – showing the network setup

Script

A

Enter live view with spokesman and computer screen in view. Camera moves toward narrator from 225°. Narrator is turned toward the camera in an open, friendly stance. You see the computer on the left and the narrator on the right.

Narrator turns toward the screen; the camera closes in to look at the screen too. This transitions to a screen view of the ButtonNet app in a browser.

25s

Great sharing

"ButtonNet was built to help folks relive great experiences in photos and videos. Sharing is an integral part of that. Helping you share – that's what we do.

"The ButtonNet experience is similar for all browser-enabled devices whether it is a smart phone, a tablet, a Mac or a PC. Today I am using a Windows computer running Edge."

Many devices

B

It shows the landing page with the three panels.

The "Trinity"

BN Prime Benefit

"Everything is in the three panels you see: Shared Media, Private Media and Source Media.

"We will start with a short tour of Shared Media. so you can see how fast and easy it is to view shared images and videos.

"Later, we will share our own content, with a visit to Source Media and Private Media."

25s

These segments are gated by the audio. Not much happening on the screen.

Important: Section A calls for a live view of the narrator with a computer. That is not essential.

C

Screen view still shows the landing page with the three panels.

The icons for the two servers are circled in bright yellow.

BN differentiation

"Before we embark, let me point out one other critical thing about ButtonNet.

"You see this browser page is talking to two servers. One is right here in the building; we call it the local server. The other one is a cloud server.

"All of us are used to visiting pages with a cloud server. The local server is unique to ButtonNet. It is responsible for the impressive speed and responsiveness you will see."

BN Prime Benefit

30s

Note to video: The actual screen capture is simply sitting on the home page for about ten seconds. It can be sped/slowed – and the emphasis can be added – in post-processing.

D The user clicks on Shared Media and the scrapbook list comes up.

Scrapbooks

"Shared media are organized into Scrapbooks. Any user can create a scrapbook and contribute to it.

Possibly this is accompanied by a brief, gentle highlighting of the middle column.

"In the middle column you see the scrapbook title and the user name of the person who created it.

The user clicks one of the scrapbooks in the list.

Let's take a closer look at this one, titled <u>Costa Rica, December 2008</u>."

20s

Note to video: Pick a largish scrapbook so we scroll it.
(next page)

E

Scrapbooks

The user scrolls down the scrapbook and then back to the top.

"This scrapbook is stored on the local server, so it loads without delay. It is over twenty items but it already loaded."

The user clicks to show one image, expands it and then closes it. The user clicks one video, plays a few seconds and then closes it.

"We can immediately view images in high rez and play videos."

Eventually, the user exits the selected scrapbook, returning to the scrapbook list.

> Note to narrator: This section is gated by video. There will be periods of silence.

30s

F

(At this point, we are seeing the scrapbook list.)

"Let's pause for a sec so I can re-emphasize something. These scrapbooks and their contents are <u>not</u> stored on my computer.

"Costa Rica '08 was a shared scrapbook, viewable by anyone connected to this WiFi network."

Local Speed

At 'this', bright boxes appear around the "local server" icons for the scrapbooks that have them.

"<u>This</u> indicator shows which scrapbooks are coming from a local server. Those are delivered at 'local speed'. Local speed is blazingly fast. We love it.

"Some <u>other scrapbooks</u> are stored on a cloud server. Those are delivered at normal Internet speed."

At 'other scrapbooks', bright boxes appear around the "cloud server" icons for the scrapbooks that have them.

"At this point, a diagram may help illustrate . . ."

30s

To <u>network diagram view</u>.

Our target use model

The network diagram shows vid/pic icons flowing in and out of the local server to a phone, a pad and a computer.

"ButtonNet puts a web server right in the building with you.

"The result is fast sharing for people under the same roof, no matter where that roof is. You might be on a remote beach, a ski resort or a safari house.

"Almost all of the traffic stays in the building, so your backhaul Internet speed is not important.

"Scrapbooks, videos, pictures may all be shared grouped and captions at "local speed", the same performance you are seeing right here."

Note to narrator: The supporting video clip is about 35 seconds long.

40s

H

To screen view.

The user clicks the 'home' icon and returns to the home page.

"Back to our main program. Let's share some content of our own.

"That starts with the Source Media panel.

"Our travels will take you through the Source, Private and Shared Media Panels, so you can see how they work together."

The "Trinity"

The user clicks the Source Media panel.

"You may select multiple files at once.

This must be a first entry, so the hints appear.

"The selection action creates a list of candidates you may upload to the local server. This is handy for viewing larger images or playing videos before you commit to uploading them.

The user clicks Select and selects four to six media files.

"The next steps are gonna happen fast, so watch close."

40s

I

As the user closes the file dialog, the images start to appear.

The user opens one image and hits upload.

> Note to video: I was able to start one image and one video started. (The sugar cane juice clip.) I timed it carefully so we were back at the Source media before the first one completed.

When the first image finishes uploading, the screen will split, showing the private media panel on the left.

"These media files are still on my computer, so they arrive immediately.

"I can examine each one and then decide whether to upload it."

20s

J

PAUSE BARS ON

The screen is paused with one image uploaded.

On the left is the Private Media panel, with the hint: "Your uploaded files appear here. No one else can see them"

The "Trinity"

"Whoops! Lots of stuff moving.

"When the first file uploaded, ButtonNet split the screen to show your Private Media alongside the Source Media. It does that automatically so you can see where your files are going.

"We don't need to watch the progress of the upload. Just preview media files, upload the one's we want and let ButtonNet do the rest.

Let's keep doing that."

PAUSE BARS OFF

25s

> Note to video: The Private Area should have one or two images, obvious of Yosemite (and labeled accordingly) before this video starts.

K

The user opens a video in Source Media and starts to play it.

The user closes the video without uploading it.

The user opens one more image, views it big and hits upload.

(In total, three or four images and one video should have been uploaded.)

30s

> Note to video: Upload one video and preview a different one.

"You can preview both images and videos before deciding to upload them. It's super fast and convenient."

L

PAUSE BARS ON

The screen is paused with the images mostly uploaded. The video panel is visible, with the "grooming" indicator being shown.

Grooming videos

"As you can see, images move around like lightning. Videos upload pretty fast too.

"Except . . .

"For videos, were perform one additional step: grooming. Grooming is only done on intake and assures that all videos have a consistent format and optimal compression.

Grooming does take a few minutes but we can do other things in the meantime. Let's press forward."

30s   PAUSE BARS OFF

Things unfreeze; some images may complete uploading. The video will continue its "grooming".

M

The user enters a caption or two.

Captions

20s

N

At "see the", a bright yellow box appears around the Shared Media selector.

Navigating between panels

The user clicks the Shared Media selector is clicked and the panels slide.

30s

(Now the Scrapbook list is on the left and the Private panel is on the right.)

"ButtonNet is all about reliving an experience. We support fast/easy captioning of all media files.

You can add short and long captions to each media item. It keeps memories fresh and adds a spark of personality."

"We have some new media in our private area, slightly personalized; let's share some of it."

"That will take us to the Shared Media panel, which we already visited. Remember the scrapbooks?

"Last time, we went directly from the home page. Now, we are gonna take a different route.

"See the Shared Media selector at top left? Mechanisms like that allow us to slide around between Shared, Private and Source Media."

"Like this."

O

"So you see, navigating around ButtonNet is a simple function of sliding between these panels."

The user clicks Source Media and the panels slide.   "Back to source media"

The user clicks Shared Media and the panels slide.   "Now look at shared media."

The user clicks Source Media and the panels slide.   "Source media"

The user clicks Shared Media and the panels slide.   " . . . and shared media again"

Note to narrator: A little humor (very little).

(Now the Scrapbook list is on the left and the Private panel is on the right. Just like before.)   "OK, that was a little silly, but you see the point. Let's get back to sharing."

15s

P

Moving Media Tiles

"From here, moving things around, changing captions, et cetera is absurdly easy.

The user grabs a video tile and slides it out of the private area into an unopened Scrapbook.

"To move a media tile, simply grab it and slide it to its new home."

The user clicks to open the scrapbook. It only has a few media items, so the viewer can immediately see the video is there.   "I just moved the video into that Scrapbook."

20s

Q

The user slides the video tile from the scrapbook back to the Private Area.

"That was to show you the mechanism. I don't really want it there. Let's bring it back to my Private Area."

The user slides two images, one by one into the Yosemite Scrapbook.

"Remember that I started with a couple Yosemite pictures in my Private Area? Those were destined for different scrapbook. Let's put them there."

25s

User-created scrapbook

R

The user creates a new scrapbook and names it YYYYYYYYY.

"The new media items, the one's we uploaded together, will go into a new scrapbook. I will create that now."

The user enters clicks to enter the newly created scrapbook. YYYYYYYYY is on the left and Private Media is on the right.

Moving Media Tiles

The user slides the uploaded media items into YYYYYYYYY.

"Moving the media items in is as easy as you would expect."

(One or two of the images in the new scrapbook have a caption showing.)

Captions

"Note that the captions moved with the media items. Captions are actually embedded in the media and travel with it."

The user then exits the scrapbook.

45s

S

(Now the Scrapbook list is on the left and the Private panel is on the right. The newly created scrapbook is at the top of the list.)

40s

"At this point, I have uploaded some media and put it in a new scrapbook, which is on a local server here in the building.

"Other people in the building may enjoy what I have shared, and they may also contribute their own material."

"Much much more may be done from here but we will save those things for another video."

"Our case is that if people sharing a roof also want to share media of their days' experiences, ButtonNet is the best choice."