

LEFT FIELD LABS

// STATEMENT OF WORK

PROJECT: Galaxy
CLIENT: Google
DATE: April 27, 2012
CONTACT: Emma Cunningham
213-284-5596

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01 SUMMARY

Design, animation, and development of the official website for Universal Picture's Duplicity; including splash page, teaser site, full experiential/EPK site, and Home Entertainment re-purpose. - Design and Development to include the following: - 3 rounds of comps/revisions - 2 Directions for 1st round comps; each with 1 homepage and 1 sub-page - 2 Directions for 1st round comps; each with 1 homepage and 1 sub-page - Client to select 1 direction after review of 1st round comps which full site comps will be based upon - 4 rounds of revisions on full site comps - Animation - Development - QA/Testing - Final File Delivery/File Posting To Dev Site - Home Entertainment Page Repurpose Upon client approval of site design, Neoganda will begin animation and development of the homepage, which will act as the teaser site while animation and development continues on the full site. Pending delivery of assets and content, the teaser's main content will be the film's synopsis and the trailer. Additional content TBD and must be agreed upon prior to start of design. ***Please note, the addition of any site features, viral components, or other miscellaneous items not included in this statement of work will incur extra cost which will be priced out accordingly and presented for approval prior to start of work.

02 OVERVIEW

1. TEASER SITE Includes:

1 static main page image

Video player for trailer, total of 2 trailers included with Clearspring functionality Photo Gallery

Film synopsis, if available

Footer MPAA, Film Ratings, Parental Guide links Universal logo - other logo(s) TBD Ratings, terms links

Copyright Billing block 2. MAIN SITE A. SITE CONCEPT

Celebrating the movie's fast-paced intrigue and close-up view of corporate espionage, the site will focus on the leads' internal drama and the unique relationship tension between the spy couple. B. SPLASH PAGE Includes:

Client

Date

Agency

Date

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510 Victoria Ave, Venice CA 90291
www.leftfieldlabs.com