OHOMUSE

WEBSITE AND APP INITIAL FUNCTIONALITIES DECEMBER 2011

| FEATURE & TECHNOLOGY | REQUIREMENTS |
|---|---|
| **Browser / device compatibility** | Website must be fully compatible with latest versions of major browsers such as Internet Explorer, Firefox, Opera, Safari and Chrome and have satisfactory degree of usability on iOS and Android platforms |
| **Software Licences** | Use of Open Source Software is preferable and if other solutions are proposed, the licensing implications and costs must be agreed before any usage |
| **SohoMuse Website**<br>HTML5<br> | SohoMuse signups, user profiles, individual databases, media and files will be stored on the website with its front end providing access to all functions and options<br><br>The website will act as a hub, cloud and server and also a sync with SohoMuse app<br><br>Any changes made via the app will be updated on the website profile and vice versa<br><br>All large uploads (videos, audio, etc) will be handled via the website<br><br>App syncing will be conducted in real-time provided the user has internet connection |
| **SohoMuse App**<br>HTML5<br> | SohoMuse user profiles, individual databases and files will be stored on the website, while the iOS and Android apps will act in seamless conjuction providing full access to all functions via touch screen interfacess<br><br>The app will provide access and interface to user profile on the site<br><br>Changes via the apps will be implemented on the site in real-time through referencing and sync<br><br>The apps themselves will not store large files or media locally and file management (attachments, videos, audio, tagging, search, forwarding, attaching, etc) will be handled by linking and referencing the files stored on the website<br><br>Small uploads (images, text, PDFs) can be conducted from within the apps |

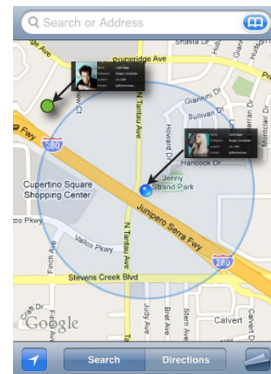| FEATURE & TECHNOLOGY | REQUIREMENTS |
|---|---|
| **Text, Voice and Video Chat**<br>    Skype and proprietary scripts<br><br> | Text-based chat between users<br><br>Voice chat between users<br><br>Skype video-chat between two users<br><br><br>**Enhanced communication functionality to be developed in subsequent stages:**<br>Send files/links during the chat<br>Group chat between more than two users<br>Group Voice chat between more than two users<br>Ability to create Skype accounts for user in case they don't have one<br>Tagged folders will be automatically assigned according to persons involvement |
| **Location Services**<br>    Google Maps APIs<br>    Subject to user permissions<br><br> | Upon entering location details such as post/ ZIP code, City, Country, other users in the vicinity will be pointed on the map (depending on their permissions setting)<br><br>When a user enters any other information such as company name, profession, etc, all users with matching information within the locality will be pointed on the map (depending on their permissions setting)<br><br><br>**Enhanced location functionality to be developed in subsequent stages:**<br>Automatic detection of SohoMuse users in specific vicinity<br>Automatic proximity alerts |

| FEATURE & TECHNOLOGY | REQUIREMENTS |
|---|---|
| **Business Card Exchange**<br>Attachment, Network, Bluetooth<br> | SohoMuse users will be able to send their business card to other SohoMuse users and once accepted, the sender's details will be automatically added to the recepient's contacts<br><br>Profile area in the app and within the website will feature preset format for business card which can be sent from one device to another by dragging across or sending<br><br>Users will be able to customise backgrounds and change their picture within a standard layout<br><br>Initial implementation needs to be a fully formatted business card with images and text, cards will include auto and manual location tagging, also category and project tagging<br><br>Accepted SohoMuse business cards will be automatically updated across user's entire network whenever their details, links or images are changed without any further action from the owner |
| **Content Aggregation**<br>Various APIs<br> | Users will be able to chose to aggregate content from various web applications into their SohoMuse profile<br><br>Initially, only selected web applications will be implemented for content aggregation with more services to be added later on |
| **Automated Notifications**<br>Email<br>SMS<br>SohoMuse App | Automated notifications will be sent according to different events – these may include sending and receiving SohoMuse invitations, business cards, chat or calls, as well as calendar events and reminders<br><br>Sohomuse notifications iwill reside n predefined area accompanied by proprietary sound byte announcing arrival to a recipient once the senders message and attachments are uploaded |
| **Privacy Settings** | Users will be able to choose their privacy settings to permit or restrict others from viewing their profile or appearing in search results, with options to specify the profile aspects they want to make private, users will also be able to view other profiles containing all information permitted to be displayed |

| FEATURE & TECHNOLOGY | REQUIREMENTS |
| --- | --- |
| **Registering for SohoMuse**<br>  Validation process to be confirmed | New users will be able to register for SohoMuse and create their accounts provided they meet the set of criteria yet to be confirmed – these may include credit card details, professional bodies/ associations memberships, confirmed PayPal IDs, member refferals or other means of confirming age and status of potential users<br><br>Valid and confirmed email addresses will be required for registration |
| **Adding users** | Users will be able to add other users to their contact/friend/project lists within SohoMuse members network<br><br>Request notifications can be sent to existing SohoMuse users as well as invitations to those interested in registering<br><br>Once an invitation is accepted (by accepting requests or by pre-registering and subsequently accepting an invitation) the recipient will be added to sender's list<br><br>Users will be able to tag and categorise other members and file their details within corresponding lists/ groups/ projects/ industries |
| **Additional facilities** | Implementation of facial recognition software<br><br>Implementation of voice recognition technologies<br><br>Automatic location tagging for files, contacts, projects and investors<br><br>Functional linking and embedding of external content ie YouTube, Facebook, Flicker into SohoMuse profile with ability for subsequent tagging and individual selection for linking, sending, referncing and forwarding |

| APP FUNCTIONALITY | REQUIREMENTS |
|---|---|
| **File management** | File management (uploading, moving, deleting, tagging, project-linking, colour-coding, sorting, etc) will be performed directly on the website via apps interface |
| | App file management through referencing and syncing will only be applied at times the users have internet connection – attachments, files, sending, tagging, categorising and receiving will be handled by referencing files stored within the user's profile on the website |
| | Various levels of subscription will determine storage allocation for users |
| | Copy and paste for links, emails, telephone numbers and text will need to be implemented from the onset |
| | Multiselection option when selecting files for send on to single user or groups |
| | Syncing facility for taking photos/ movies and uploading later to the website |
| | File tagging can be implemented anytime (whether when creating a file, editing or viewing it) |
| | Automatic viewing of content in SohoMuse apps by linking instead of transfer (ie pic, video loads/streams immediately on receipt) with all content being pulled in real time by the recipient (optional choice of download if required will be available) |
| **Additional member communication** | Users will also be able to post short text-based messages/ comments/ reminders on members' profiles/ walls (as on Facebook or Orkut) |
| | Users will be able to invite each other to participate in projects or suggest and recommend projects they deem interesting |
| | Various levels of subscription will determine projects allocation – premium members could have private and public project areas and corresponding levels of communication |

DETAILED APP FUNCTIONALITIES

**SohoMuse mobile apps** will be identical in both Android and iOS iterations and are likely to be made available in two versions:

**Free** viewer only
with limited communication options and without file/ tagging/ project management

**Paid** version
for revenue generation with full functionality as described later in this document

The concept of SohoMuse mobile app is conceived around speed and ease of use – apart from the initial login window, five main areas are accessed by swiping the screen up, down, left and right

Additionally, each screen will feature a set of buttons on top for accessing related functions

The app will utilize touch-screen interfaces to full extent as well as other current technologies such as camera, GPS, location tagging, orientation sensors, WiFi and  Bluetooth

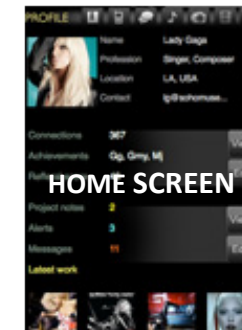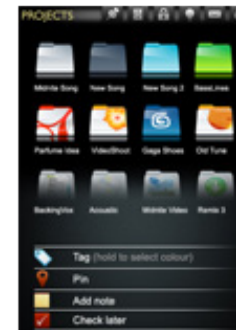Default view will be in portrait mode with landscape mode used only for full -screen media display

The app will be fully HTML5 compliant and compatible with latest devices and browsers

SohoMuse app will rely heavily on intelligent database implementation, efficient tagging and cross-referencing

PORTFOLIO SCREEN

PROJECTS SCREEN

HOME SCREEN
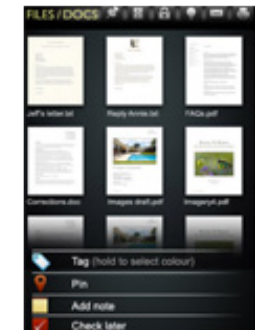
FILES/ DOCS SCREEN
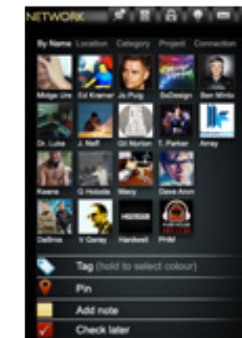
NETWORK SCREEN

**SohoMuse mobile app
LOGIN SCREEN**

Standard username/password login screen with SohoMuse logo button

Options for forgotten password and remembering login details will be implemented

SohoMuse app will comply with all system protocols, allowing for multitasking, resource sharing, app switching and background processing

Login:

Password:

Click SohoMuse icon for your profile
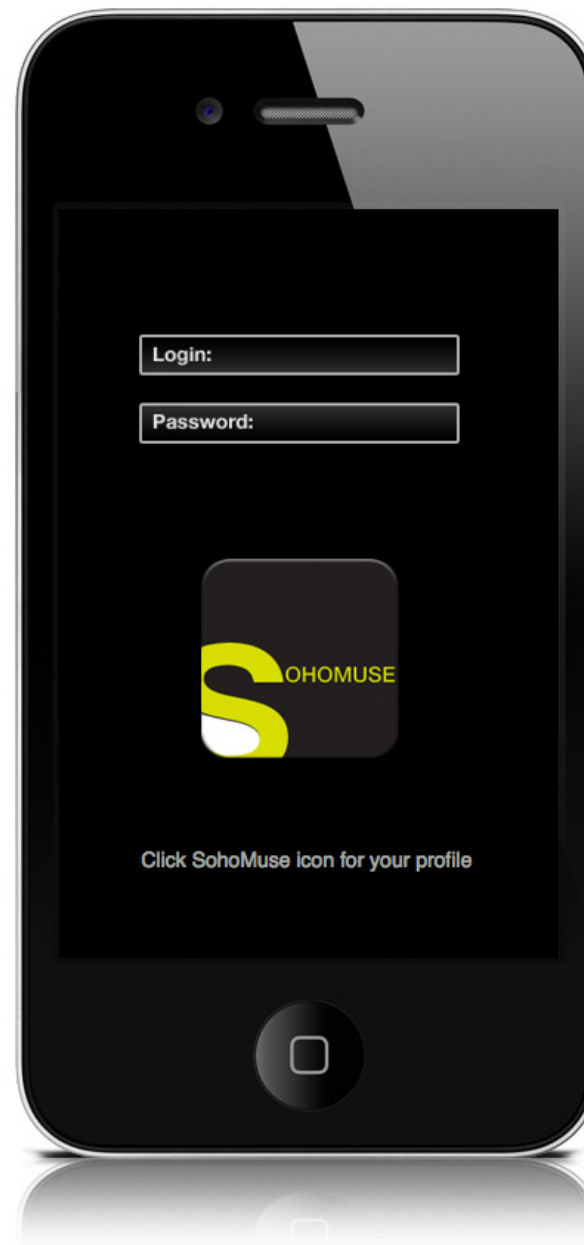
**SohoMuse mobile app**
**PROFILE MAIN**

Initial profile screen appears after a successful login

PROFILE title marks the page next to a line of icons on the very top of the screen

Holding PROFILE title or the icon strip initiates popup column with larger icons for easier access

Top of the screen displays user's contact card

The card can be emailed, sent over the SohoMuse network or (hardware permitting) dragged over to other user's phone

Quick overview of most important statistics resides in the middle of the screen with options to view or access expanded page of network and project data

Scrollable thumbnail gallery of latest projects takes the lower strip of the screen

**Search** is present at the foot of most screens, giving quick access to user's files, contacts and media

**Landscape mode**
Rotating a device fills the screen with project thumbnails, which reverts to default view in portrait mode
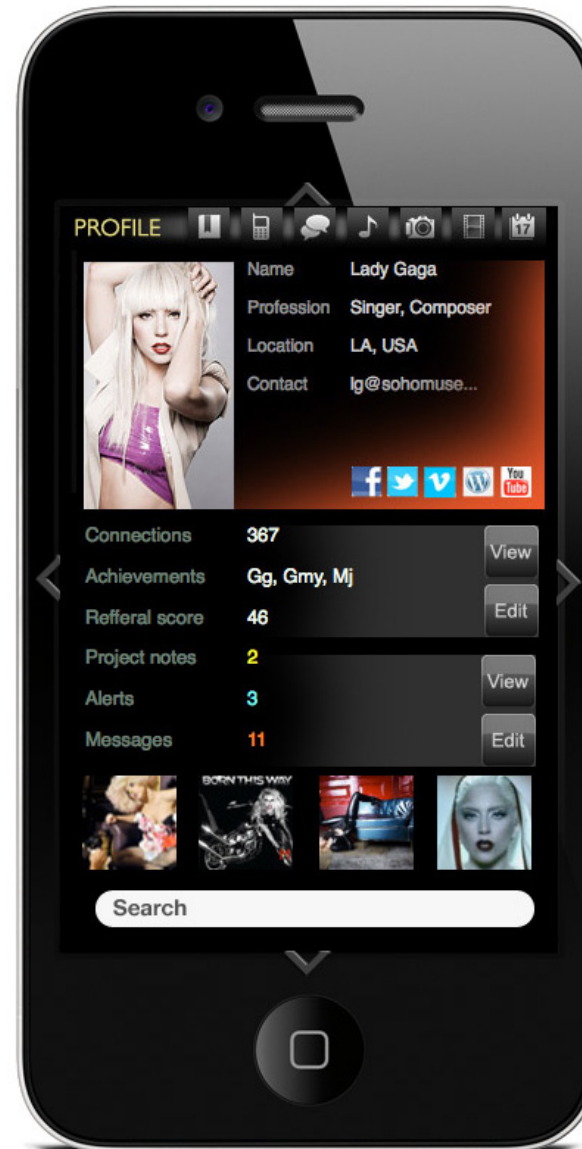
**SohoMuse mobile app**
**PROFILE BIO**

Tapping the **first** top bar icon or user's picture reveals full biography with scrollable text area

Edit button allows changes to text and contact details as well as for selecting user's photograph and background in contact card area

In edit mode, users can add, remove or hide icons linked to their external network profiles

Main profile screen is accessed by tapping the home icon, pinching any screen or shaking the device

**Search** is present at the foot of most screens, giving quick access to user's files, contacts and media
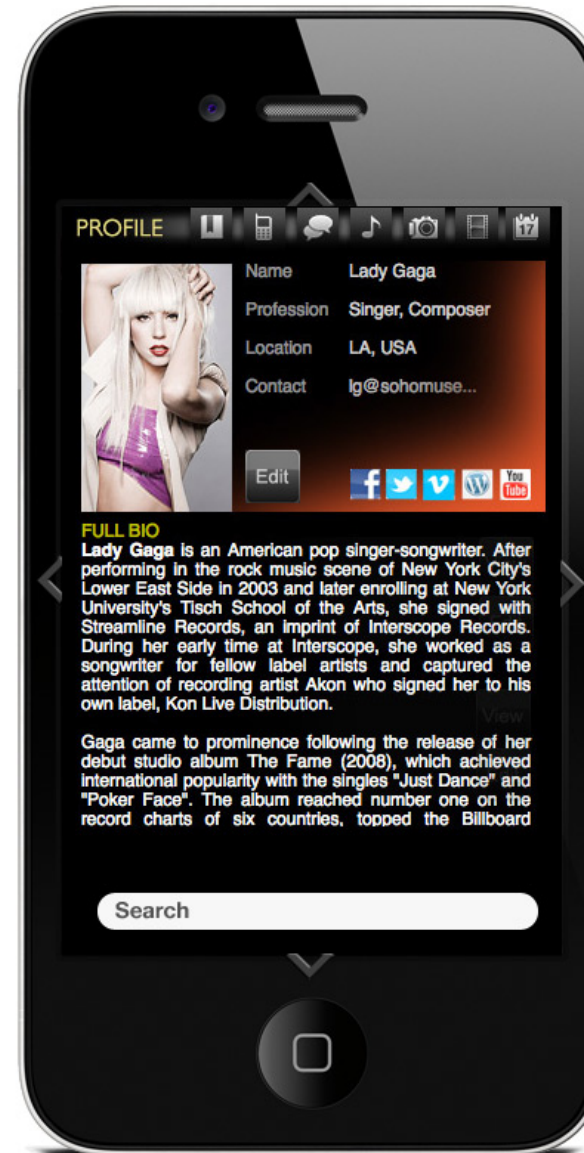
**Landscape mode**
Rotating a device has no effect in this page

PROFILE

| Name | Lady Gaga |
| Profession | Singer, Composer |
| Location | LA, USA |
| Contact | lg@sohomuse... |

Edit

**FULL BIO**
**Lady Gaga** is an American pop singer-songwriter. After performing in the rock music scene of New York City's Lower East Side in 2003 and later enrolling at New York University's Tisch School of the Arts, she signed with Streamline Records, an imprint of Interscope Records. During her early time at Interscope, she worked as a songwriter for fellow label artists and captured the attention of recording artist Akon who signed her to his own label, Kon Live Distribution.

Gaga came to prominence following the release of her debut studio album The Fame (2008), which achieved international popularity with the singles "Just Dance" and "Poker Face". The album reached number one on the record charts of six countries, topped the Billboard

Search

**SohoMuse mobile app**
**VOICE and VIDEO CHAT**

Tapping the **second** top bar icon starts a voice or video chat – we expect to incorporate Skype service and utilise existing Skype IDs of SohoMuse members

Provision will be made for a signup via SohoMuse app for users without Skype account

Main profile screen is accessed by tapping the home icon, pinching any screen or shaking the device

**Search** area in this mode performs search of user's SohoMuse contacts with Skype details on their card

**Landscape mode**
Rotating a device expands the video chat to full screen, reverting to default view in portrait mode

PROFILE

Name            Steven Tyler
Profession      Singer, Composer
Location        LA, USA
Contact         steventy@sohom...

skype™

Voice Call        Video Call

Steven Tyler

**SohoMuse mobile app**
**TEXT CHAT**

Tapping the **third** top bar icon starts a text chat with another SohoMuse member

Text-based chat will provide functional web links, email addresses and telephone numbers so that users can click on them from within the chat window and appropriate application will open

Main profile screen is accessed by tapping the home icon, pinching any screen or shaking the device

**Search** area in this mode querries user's existing SohoMuse contacts

**Landscape mode**
Rotating a device expands the chat to full screen, reverting to default view in portrait mode

## SohoMuse mobile app
## AUDIO FILE PLAYER

Tapping the **fourth** top bar icon starts audio media player

If tagged, media files display extensive information such as project icons, file titles, colour codes, versioning, date, file types and individual length

Currently playing file is highlighted and displays its waveform, current time position, remaining time and playhead position

Standard command bar allows skipping, play, pause, next, previous and loop controls

SohoMuse audio player is expected to support all major audio file formats such as MP3, AAC, WAV, MP4 and AIFF

Main profile screen is accessed by tapping the home icon, pinching any screen or shaking the device

**Search** area in this mode searches user's audio fles whether local on the device itself or remote on their SohoMuse profile if connected to the internet

**Landscape mode**
Rotating a device expands the currently plaing file and all of its information to full screen, reverting to default view in portrait mode



PROFILE

NewSong (remix by Jarri)
with Nancy, Skate, Jordan
linked project: NewSong

NewSong2 (basemix)
with Jordan
linked project: NewSong

Acoustic
with me
linked project: Acoustic

Midnite (initial ideas)
with Trace, Germaine
linked project: Midnite

1:54                    -1:36

Search

**SohoMuse mobile app**
**PHOTO VIEWER**

Tapping the **fifth** top bar icon starts the photo viewer

If tagged, images display extensive information such as linked projects, image titles, descriptions, colour codes, versioning, dates, file types, location and pixel size

Currently viewed image is highlighted and displayed enlarged wit its details below

Scrolable bar above the current image displays thumbnail images, projects or folders

SohoMuse app photo viewer is expected to support all major image formats such as JPG, GIF, PNG and PDF

Main profile screen is accessed by tapping the home icon, pinching any screen or shaking the device

**Search** area in this mode searches user's image fles whether local on the device itself or remote on their SohoMuse profile if connected to the internet

**Landscape mode**
Rotating a device expands the currently viewed picture on full screen, where the image can be gesture-zoomed in and out, reverting to default view in portrait mode
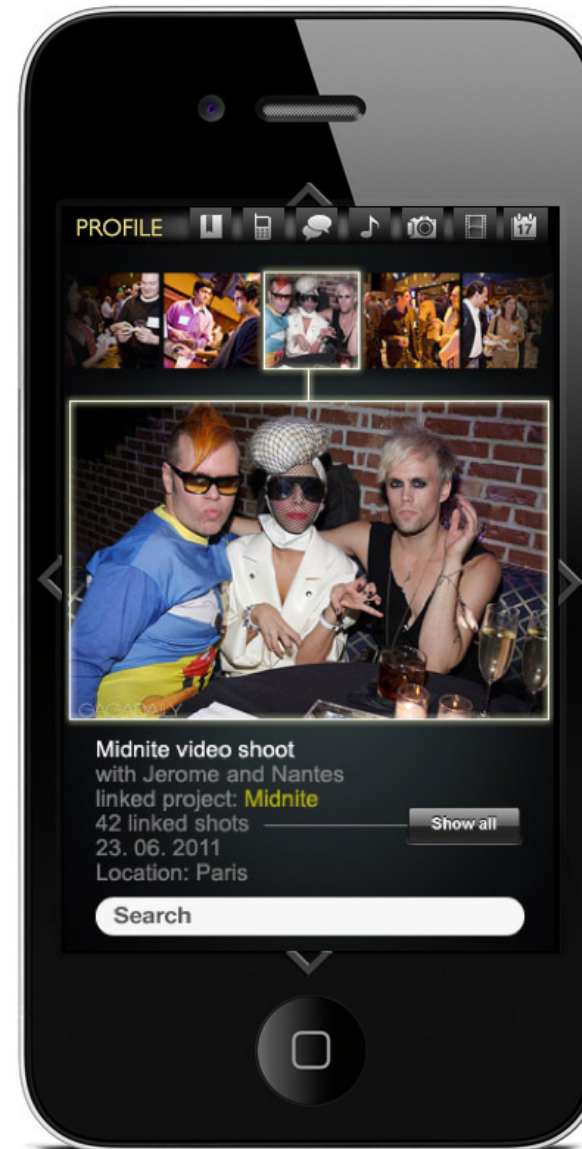
**SohoMuse mobile app**
**VIDEO PLAYER**

Tapping the **sixth** top bar icon starts the video player

If tagged, video files display extensive information such as linked projects, file titles, descriptions, colour codes, versioning, dates, file types, location and video size

Currently viewed video is highlighted and displayed enlarged wit its details below

Scrolable bar above the current video displays thumbnails, projects or folders

Standard command bar overlays the video on touch and fades away after few seconds, providing access to skipping, play, pause, next, previous and volume controls

SohoMuse video player is expected to support all major video formats such as MPG, MP4, QT, AVI, MOV,

Main profile screen is accessed by tapping the home icon, pinching any screen or shaking the device

**Search** area in this mode searches user's video fles whether local on the device itself or remote on their SohoMuse profile if connected to the internet

**Landscape mode**
Rotating a device expands the current video to full screen while maintaining the behaviour of overlaying command
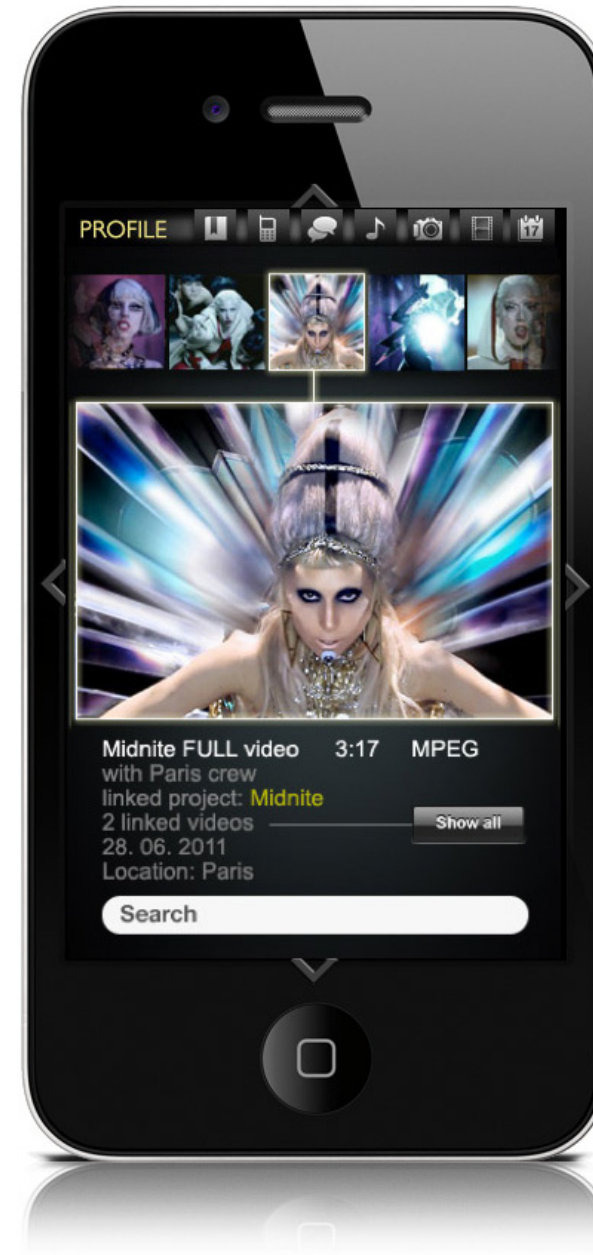
**SohoMuse mobile app**
**CALENDAR**

Tapping the **seventh** top bar icon starts the user's calendar

Calendar is likely to be an important aspect of SohoMuse app and additional thoughts will be required before it is fully finalised

The calendar will need to have standard feature such as day/ week/ month/ year selections as well as user configurable alerts and alarms, color coding for projects, timelines and notes

Ability to send schedule to member or groups will also be required along with seamles syncing between the app and site calendars

Main profile screen is accessed by tapping the home icon, pinching any screen or shaking the device

**Search** area in this mode searches user's entire SohoMuse profile if connected to the internet or only local files and contacts if not connected

**Landscape mode**
Rotating a device expands the current calendar view, reverting to default view in portrait mode

**SohoMuse mobile app**
**NETWORK**

Two-finger down-swiping invokes NETWORK screen with subset icon strip to additional features

Networking will be the major feature of SohoMuse app and additional thoughts will be required before it is fully finalised

Networking will have standard feature such as tagging, filing, security, locking, notes, alerts and alarms, color coding, planning, timelines and notifications, viscinity and location alerts, etc

Ability to forward networking schedules, contacts and details to member or groups will also be required along with seamles syncing between the app and site network functionalities

**Search** area in this mode searches user's local contacts and projects if not connected to the internet or entire SohoMuse profile if connected

**Landscape mode**
Rotating a device expands the current profile view, reverting to default view in portrait mode

**SohoMuse mobile app**
**PROJECTS**

Two-finger up-swiping executes PROJECTS screen with subset icon strip to additional features

Projects will be one of the key features of SohoMuse app and further conceptualisation will be required before it is fully finalised

Projects will have standard feature such as tagging, filing, security, locking, notes, alerts and alarms, color coding, planning, timelines and notifications, viscinity and location alerts

Ability to forward project schedules, contacts and details to member or groups will also be required along with seamles syncing between the app and site functionalities

**Search** area in this mode searches user's entire SohoMuse profile if connected to the internet or only local files and contacts if not connected

**Landscape mode**
Rotating a device expands the current calendar view, reverting to default view in portrait mode

**SohoMuse mobile app**
**FILES DOCS**

Two-finger left-swiping calls up FILES & DOCUMENTS management screen and its subset icon strip of additional features while constantly synchronising references between the app and the website

File information must include colour-coding, project and location tagging, descriptions and keywords as well as preview icons whenever possible

Multiselection is performed by holding a file, so that multiples can be tagged, coded, referenced, forwarded and sent to SohoMuse users or groups

**Search** area in this mode searches user's entire SohoMuse profile if connected to the internet or only local files and contacts if not connected

**Landscape mode**
Rotating a device expands the selected document/ file view providing instant scrollable preview for standard files, reverting to default view in portrait mode
*Instant preview example: when viewing a folder in OS X 10.6 or later, select any file then press space bar for quick preview without opening an application, then use up/down arrows to preview other files within the folder – this works with text, images, HTML, Office documents, PDFs, audio and video files*
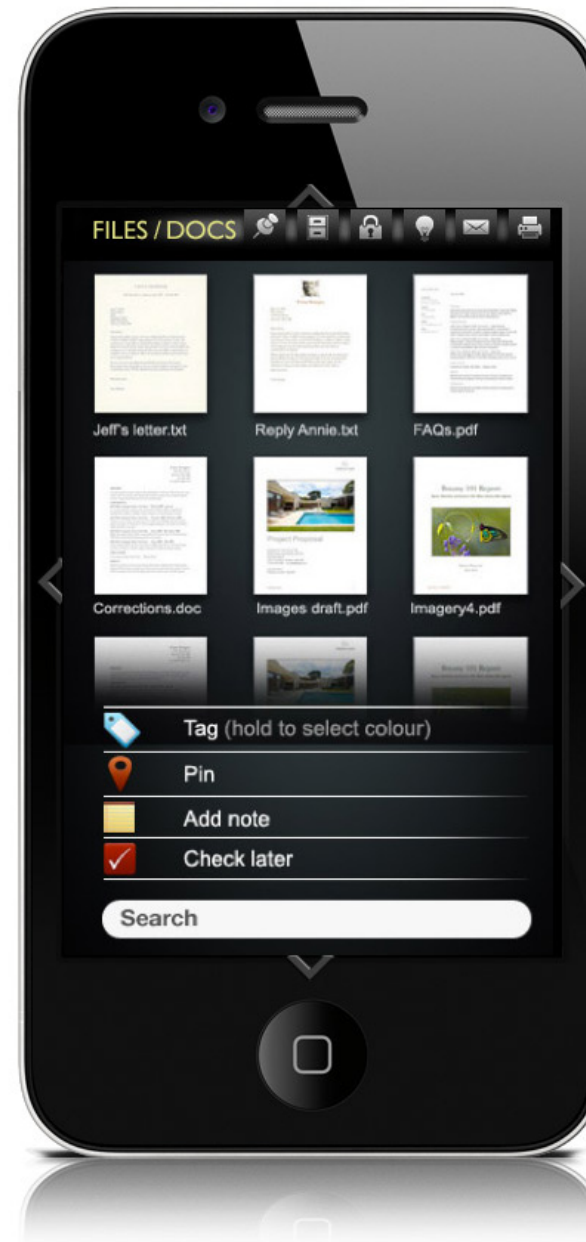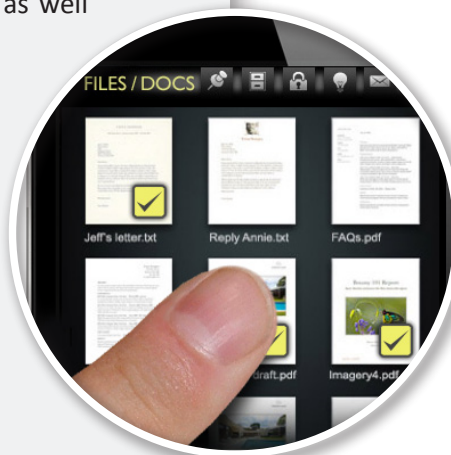
**SohoMuse mobile app**
**PORTFOLIO**

Two-finger right starts the PORTFOLIO screen with subset
icon strip for accessing additional features

PORTFOLIO will be an important feature of SohoMuse
app and additional input is expected before final
approval

Portfolio screen will have standard feature such as
tagging, project-linking, selecting, filing, security, locking,
notes, alerts and alarms, color coding, and notifications

Ability to forward portfolios to member or groups will also
be required along with seamles syncing of changes and
additions between the app and the site

**Search** area in this mode searches user's entire SohoMuse
profile if connected to the internet or only local files and
contacts if not connected

**Landscape mode**
Rotating a device expands the selected porfolio view,
reverting to default view in portrait mode

# APPENDICES

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