

WORK ORDER

Date: Monday, October 5th, 2015

Client Name: Seven Media Inc

Estimated Start Date: Monday, October 12th, 2015

Estimated Working Days for Completion: 50 business days

Price: \$22,000.00 USD

Goal

The goal of this project is the creation of a mobile application (iOS and Android / Tablet and Phone) showcasing several of the clients sales decks in a creative manner (Burns Effect, Video Experiences, Isometric Menu/Navigation) to better serve potential customers in visualizing the client's products and services.

The application will bring life to the client's current decks and company information. The application shall incorporate an Augmented Reality experience and information to demonstrate the ability to bring immediate digital engagement to product displays and packaging.

Optionally there will be a CMS that allows the client to update the sell sheets and decks. The CMS will be secure and allow for the user to login/logout, recover their password, update sell sheets, update sales decks.

Technologies

All source code shall be saved to a code repository. Upon completion of the project or mutual termination of this agreement the repository and source code shall be turned over to the client along with full rights thereto. All source shall be stored at [Bit bucket](#) during development.

Software:

- Unity3D
- Z-Brush
- Illustrator
- 3D Studio Max
- Eclipse IDE
- XCode
- GIT Version Control

Programming Languages:

- C#
- Objective_C
- Java
- JavaScript

Cost/Time

Estimated Time: 2 - 2.5 Months

CMS 1 - 2 Months

Cost: \$22,000.00 USD

CMS \$12,000.00 USD

Features:

The following features have been identified in order to complete the aforementioned project goal:

Rich Navigation

The mobile application shall make use of a 3D workplace to bring the client's sales decks and materials 'to life.' The application shall make use of isometric information panels, 2D and 3D transitions, video cut-scenes, 3D rendering and Augmented Reality. (See attached Deck, Exhibit A)

- Live backgrounds
- Sound Effects
- Video cut-scenes
- 2D and 3D navigation

App Home

The main screen of the application. This houses the icons for quick navigation to the different sections of the application.

Design

Innovative and creative way to display key staff members, biographical information, business information. Studio pictures and video showcasing innovative and creative work.

- Possible 3D views
- Isometric information panels
- Possible 3D model of member

Our Work

Creative ways of displaying products and services. Show existing samples, new ideas, and new demos.

- Carousel Selector
- Possible 3D of past products
- Isometric Information Panels
- Email PDF Versions of Decks

Our Facilities

Take a tour of the plant and see how the displays and packaging is made.

Interactive Product/Service selector

- Carousel

- Video Cuts

Digital Interaction / Augmented Reality

Demonstrate how we can bring digital interaction to product displays and packaging.

Social Demographics/Sharing. The application shall demonstrate an Image Recognition and a Beacon to launch experiences.

- Facebook, Twitter, LinkedIn, Etc
- Immediate Interaction
- know that your customer is holding your product right now, what call to action do you want to deliver?
- Video / 3D Rendering
- Location Verification
- Instant feedback
- Coupons, Feedback, Make use of that 5 seconds they are looking at your product
- Facial Recognition
- 3D AR Gaming
- Contests
- Lottery (good discount)

Stock Dye Library

Linked PDF viewer using client provided PDF. This model will eventually be used for an interactive builder allowing users to customize their packaging and displays through the application.

Phase 2 (not in scope of this work order)

Content Management System

The content management allows the CMS user to upload new sell sheets and sales decks for the application to display and email to application users. The CMS shall perform the following

- Login
- Logout
- Recover Password
- Secure transactions
- API
- Mobile Login
- Mobile Update
- Offline Cache

Risks

The following risks have been identified:

- We will need to discuss basic navigation expectations, or we can offer design direction
- Client shall provide an iOS developer account to which we can build (and keep device

- UDID's under the clients control)
- We will rely heavily on the client for providing:
 - Member Profile information
 - Video cuts/clips of the factory, studio, etc
 - Images for deck and for AR target (display images)
 - Portfolio Imagery and copy (text)

Deliverables

The following deliverables have been identified:

Wireframes (~3 Weeks)

Creation of wireframes showing application flow, design placement, initial designs, and innovative suggestions.

Full Application flow and basic design concepts

Alternative flows and designs where applicable

Several Mockups showing potential design

Design (2-3 Weeks)

Completion of Design document showing full design across the wireframes

Complete Design Document

Approved Design applied throughout application flow

Delivered in Layered PSD or Layered Vector

Development (3-4 Weeks)

Completion of iOS and Android builds.

- Android
- Phone
- Tablet
- iOS
- iPhone
- iPad

Out of Scope Tasks

- 1) Unit tests for code, or system test cases.
- 2) Server management other than that required to review the third party applications.
- 3) Any other work that does not directly lead to the ability to provide one of the deliverables listed in the deliverables section of this document.

Legal

Warranty. For fixed bid projects Cast Digital shall grant to Client a ninety (90) day limited warranty beginning upon the completion of the Project. Said limited warranty shall provide general support and maintenance to correct any code bugs or errors. The support and maintenance provided pursuant to this limited warranty shall specifically not include software maintenance resulting from possible code changes by Client following delivery of the source code, nor shall it include design changes, structural or logical changes or other basic maintenance or material modifications to the original Project.

Furthermore, in the event that the Client terminates this Agreement or fails to make any payment within thirty (30) days of its due date, Cast Digital may, at its sole discretion, terminate the limited warranty.

Relationship. Client agrees that the relationship created by this Agreement is that of an independent contractor, and nothing in this Agreement shall be construed to create a joint venture, partnership, or employer-employee relationship between the parties or any of their respective employees or agents.

The work to be performed pursuant to this Agreement and the Memorandum shall be completed by Cast Digital's employees, agents or third party contractors as may be determined at the sole discretion of Cast Digital. Specifically, the parties acknowledge and agree that Cast Digital may, at its sole discretion, use subcontractors to perform all or any part of the services Cast Digital has agreed to provide herein. Accordingly, Cast Digital, its employees, agents, officers and directors, shall not be entitled to receive any benefits that may be ordinarily extended to Client's employees, and are not authorized to make any representation, contract or commitment on behalf of Client, unless specifically authorized to do so in writing by Client or in this Agreement. The parties agree and understand that neither has the authority to bind the other in any contractual arrangement with any third party, unless otherwise authorized in writing by said other party.

Release of Liability. Except as otherwise contained in this Work Order, or in the case of willful misconduct or gross negligence, Cast Digital shall not under any circumstances or for any reason be liable to Client for breach of warranty, lost profits, or any other claim or demand. The express limit of any liability of Cast Digital resulting from any claim of Client shall be no more than the total compensation paid to Cast Digital pursuant to the terms of this Work Order. In no event shall Cast Digital be liable for any damages, incidental, consequential, or otherwise, incurred by Client where Client has been provided written advisement of the possibility that such damages may occur, and instructed Cast Digital to continue performance.

Solicitation of Employees. Client agrees that during the term of this Work Order, and for a period of twelve (12) months following its termination, including any extension of services by mutual Work Order as addressed herein, Client shall not recruit, hire, assist others in recruiting

or hiring, discuss employment or consultation with, or refer to others concerning employment or consultation, of any person who is an employee of or contractor for Cast Digital, or any employee of or contractor of any current or prospective customer of Cast Digital who becomes known to Client as a result of this Work Order.

Cast Digital agrees that during the term of this Work Order, and for a period of twelve (12) months following its termination, including any extension of services by mutual Work Order as addressed herein, Cast Digital shall not recruit, hire, assist others in recruiting or hiring, discuss employment or consultation with, or refer to others concerning employment or consultation, of any person who is an employee of Client.

Commencement. Cast Digital agrees to commence the completion of the Project no later than the estimated start date above, provided Client has submitted the agreed retainer. The parties recognize that only an estimate of the time needed to complete the Project under ideal conditions can be given, and while Cast Digital will make every effort to complete the Project on time or within a reasonable time thereafter, the actual completion date may vary. Failure to meet the projected timeframes shall not give rise to liability. Confidential Information. Cast Digital shall hold all Confidential Information in trust for the benefit of Client, and, except as may be authorized by Client in writing, Cast Digital shall not reveal to any person such confidential Information except to authorize employees and trusted representatives who have interest in the Project. At the time of the termination of the Project, either as stated in the Work Order or this Work Order, Cast Digital shall return to the Client all written or descriptive matter, including but not limited to drawings, blue-prints, descriptions, or other papers or documents which are the property of the Client and which contain any such confidential information, provided, however, that Cast Digital may retain one copy of the work performed, screenshots of work performed for engaging new clients, authorization to state that the Cast Digital worked on the Project, and descriptive matter created pursuant to the Project, which the Cast Digital shall hold in confidence, unless otherwise specified in writing by the Client.

The restrictions on Cast Digital referred to herein, to the extent that such restrictions relate to Cast Digital's work under this Work Order and the Work Order (as distinguished from the Client's past, present, and future research, development and business activities), shall be and remain in full force and effect for a period of one (1) year from the date of Cast Digital's completion of the Project.

Notwithstanding the foregoing, the restrictions shall be null and void and of no effect if the Client, prior to completion of the Project, terminates this Work Order pursuant to the terms contained herein, or is in breach of this Work Order and fails to cure such breach within fourteen (14) days following written notice thereof by Cast Digital.

"Confidential Information" shall mean all documentation, drawings, models, and reports disclosed to Cast Digital by the Client relating to the Client's past, present, and future research, development and business activities, and all documentation, drawings, models, and reports from Cast Digital's work under this Work Order, except the substance and contents of any such

materials known to the Client's public domain, as (a) is acquired by judicial action, (b) is or becomes part of the public domain, (c) is known to Cast Digital prior to its disclosure to Cast Digital by the Client, (d) is subsequently rightfully obtained by Cast Digital from a third party, (e) is disclosed by Client to a third party without similar restriction, or (f) is developed independently by Cast Digital without breach of this Work Order.

Venue. This Agreement shall be governed by the laws of the State of Washington, and Client expressly submits to jurisdiction therein by process served by mail on Client at its specified address. Venue for any dispute resolution proceedings shall be Spokane County, Washington.