RAYV

MOBILE APPLICATIONS CUSTOMIZATION GUIDELINES

VERSION 1.0

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INTRODUCTION

The following document describes the customization and branding options available for RayV partners that would like to use RayV's account in Apple's App Store and Google's Android Market to distribute their own mobile applications for iOS (iPhone/iPad) and Android based on RayV technology.

In order to customize these mobile applications, our partners are required to provide RayV with graphic elements and textual items which meet the exact technical requirements of Apple and Google, as described in this document.

RayV will then customize the Mobile Player applications that will be distributed through the Apple App Store and Google Android Market under RayV as the application publisher, however, the application name, description and branding (logos, images, and channel list) will be of the partner's choice.

Notes: Apart from the channel list, at this stage, the branding customization options are limited to the application name, description, search categories, splash screen and applications icon only. Applications that do not comply with the graphic and information requirements that will be described herein cannot be uploaded to the App Store and the Android Market.

APPLICATION PUBLISHING PROCESS

The process below describes the steps our partners need to follow in order to create a branded iOS/Android application based on RayV technology and using the RayV account as the publishing point:

1. Partner provides RayV with an approved list of channels for the mobile applications (bitrates as will be specified by RayV Professional Services dept.)

2. Partner provides RayV with all the graphic elements and the application metadata information exactly as specified in this document. Please refer to chapter 2 and chapter 3 in this document for more information.

3. RayV integrates the graphic elements and metadata to generate the partner's branded applications.

4. RayV publishes the applications in Apple's App Store and Google's Android Market under its publisher accounts. The application publisher as seen by the end users shall remain RayV. The branding and the application names can be the partner's choice. The RayV logo and the name RayV TV will NOT appear on the partner's branded applications.

Figure 1: App Store – publisher example

Only the Publisher as seen by the end-users shall remain 'Seller: RayV inc.' (App Store) or 'RAYV' (Android Market), as shown in the examples to the left.
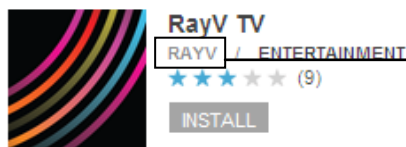
All the other elements (application name, logo, and category) in these examples are customizable as per the partner's preference as described further in this document.

Figure 2: Android Market – publisher example

5. The management of applications updates will be done by RayV.

6. Usage statistics will be shared with the partner upon request.

Note: *If the partner chooses to use their own published accounts in Apple's App Store and Google's Android Market – this process will be superfluous and the partner will have full control on application design and publishing.*

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GRAPHIC ELEMENTS REQUIREMENTS

The following sections describe the detailed specifications of the graphic elements that are required for the customization and branding of the RayV mobile applications.

IOS APPLICATIONS

ICONS FOR IPHONE/IPAD APPLICATIONS

The following is a list of partner logos that are required in various sizes for the App Store page and the applications themselves. Partners may choose to use a different branding for their applications instead of using their own logo.

Apple's official iTunes Connect Developer Guide may be found here: https://itunesconnect.apple.com/docs/iTunesConnect_DeveloperGuide.pdf (see page 11).

All the logos need to be provided as 72dpi/ppi .png files, <u>without transparency background</u> and according to the exact naming convention specified for each element:

1. Icon.png – 57x57px – application icon for iPhone.
    114 x 114px (high resolution) for iPhone 4 (optional).

2. Icon-72.png – 72x72px – application icon for iPad.

3. iTunesArtwork.png – 512x512px – logo for the App Store
    (as seen on the previous page).

Note: an application that auto-generates all iOS icons can be found here:

http://itunes.apple.com/us/app/ideveloper-icon-generator/id412805758?mt=12

CHANNEL LOGOS FOR IPHONE/IPAD APPLICATIONS

For each channel, a channel logo is required. The channel logos need to be 72dpi/ppi .png files, <u>without transparency background</u>.

The channel logos should be supplied in 2 sizes:

1. 73x50px - for iPhone.

2. 195x140px - for iPad.

SPLASH SCREENS FOR IPHONE/IPAD APPLICATIONS

The application splash screens need to be 72dpi/ppi .png files, <u>without transparency background</u> in the following 2 sizes, and according to the exact naming convention specified for each element:

1. Default.png – 320x480px – for the iPhone.
   480x960px for iPhone 4 (optional).

2. Default-iPad.png – 768x1004px – for the iPad.
   1024x748px for landscape (optional).

ANDROID APPLICATIONS

ICONS FOR ANDROID APPLICATIONS

The following is a list of partner logos that are required in various sizes for the Android Market page and the applications themselves. Partners may choose to use a different branding for their applications instead of using their own logo.

Official android guidelines may be found here:
http://developer.android.com/guide/practices/ui_guidelines/icon_design.html

All the logos need to be provided as 72dpi/ppi .png files, <u>without transparency background</u> as follows:

1. 36x36px

2. 48x48px

3. 72x72px

CHANNEL LOGOS FOR ANDROID APPLICATIONS

The same logos as supplied for the iOS can be used (see previous page).

SPLASH SCREENS FOR ANDROID APPLICATIONS

The application splash screens need to be 72dpi/ppi .png files, <u>without transparency background</u> in the following 3 sizes:

3. 392x653px

4. 480x800px

5. 1024x600px

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APPLICATION INFORMATION REQUIREMENTS

This information needs to be provided to RayV as it will be viewed by end-users in the App Store or Android Market.

APPLICATION METADATA

RATING

For each content description, choose the level of occurrence (frequency) of the categories specified in the table below, which best describes your application. Rating levels available are:

Figure 3: Rating Table

NAME AND DESCRIPTION

Provide the application branded name and a detailed description of the application. The same name for Android Market and App Store can be used.

The application name must not exceed 12 characters.

Note: Apple rejects applications with the words "demo", "trial", "beta", or "test" in the application name.

CATEGORIES

- **Primary Category** - the one category that best describes your app.
- **Secondary Category** - a second category that describes your app that will be used for browsing and searching in the 'stores'.

KEYWORDS

Provide one or more keywords that describe your applications. Keywords are used to help customers search the App Store and Android Market effectively. Your applications will be searchable by app name, company name, and keywords.

SUPPORT INFO

- **Technical Support URL** – provide a URL referring to a Web page on which end-users can find support information like FAQ.
- **Support E-mail Address** – provide an e-mail address to contact a support representative.

APPENDIX RESOURCE CHECKLIST

Size WxH(px)	Device	File Name and Format	Usage
57x57	iPhone	Icon.png	Device application icon
114x114	iPhone 4	Icon.png	Device application icon
72x72	iPad	Icon-72.png	Device application icon
512x512	App Store	iTunesArtwork.png	App Store logo
73x50	iPhone, Android	Your_channel.png	Channel logo for smartphones
195x140	iPad, Android	Your_channel_ipad.png	Channel logo for tablets
320x480	iPhone	Default.png	Splash screen portrait
480x960	iPhone 4	Default.png	Splash screen portrait
768x1004	iPad	Default-iPad.png	Splash screen portrait
1024x748	iPad	Default-iPad.png	Splash screen landscape
36x36	Android	Logo_android_36.png	Device application icon
48x48	Android	Logo_android_48.png	Device application icon
72x72	Android	Logo_android_72.png	Device application icon
392x653	Android	Splash_android_port.png	Splash screen portrait
480x800	Android	Splash_android_land.png	Splash screen landscape
1024x600	Android	Splash_android_tab_land.png	Splash screen landscape