

Mashup

Gallery **8**

Contest

5

9

00:07

10

2

3

Timeline

7

13

11

12

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15

16

17

18

4

6

Video

FX

Text

Audio

Photos

Sounds

Vocals

1

2

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## Annotations

- GogoMash is a lightweight non-linear A/V editor – designed for branded microsites to use as a video mash up tool.
- The front end is a Flash application that can be easily branded and embedded in a website.
- Editor can be fully skinned with images.
- All source assets are supplied by the site and approved as brand-appropriate.
- Uses web-standard video dimensions: 320x240.
- Users drag assets to timeline to mix them together.
- Users can mix video, audio, text, images, and stock effects.
- Editor includes a user submitted gallery and has an option for a contest or sweepstakes.
- Timeline and volume controls.
- Saving a mashup submits it to the gallery. Registration required.
- Users can include brand-appropriate video and adjust cue points.
- Images can be included in video track.
- Edit feature exposes interface that allows users to adjust video properties: color levels, brightness, contrast etc.
- Basic video overlay effects: e.g. night-vision or sepia tone. Users can adjust effect intensity.
- Text can be overlaid onto video. Users can contribute text. All text can be viewed with gogomash administrative interface. Option for client to approve text before mash up it goes public.
- Basic text properties (font, color, placement) can be adjusted.
- Two channels of audio can be mixed together. Audio waveforms displayed inline.
- Users can edit basic audio properties on each clip: volume, pan.

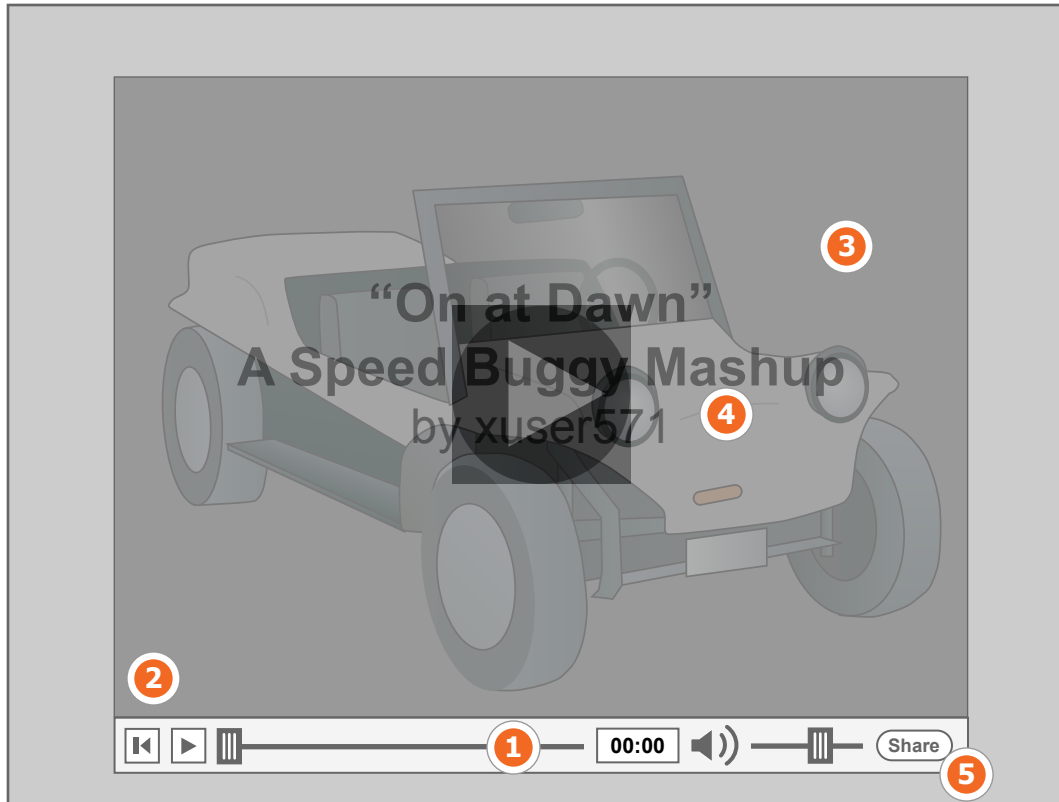
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Page 1

## Annotations

- 1 Users save their compiled mashups to the gallery.
- 2 Users can drive traffic to their mashup via email or link.
- 3 Users can use and embed code to place their mashup in social media.
- 4 Saved clips can be sorted by date or popularity. If contest provided, the winning mashups can be shown as well.
- 5 Users can comment on videos. Registration required.



### Annotations

- 1 When users embed – it is played using the gogomash videoplayer using intuitive controls.
- 2 Player has option to show pre-roll or post-roll ads. Overlay ads also possible. Ads may require custom integration work.
- 3 Player can also show client branding in mark overlayed on video.
- 4 Overlays user name and title – fostering brand advocacy
- 5 Viewers can spread widget virally.



### Annotations

- 1 Interface overlayed over video for light-touch interaction.
- 2 End of play encourages users social network to further interact: spreading the mash up, making their own, leaving comments, or ratings.
- 3 Shows total views and ratings.

1

Your IGN Account will work here:

Username

Password 3

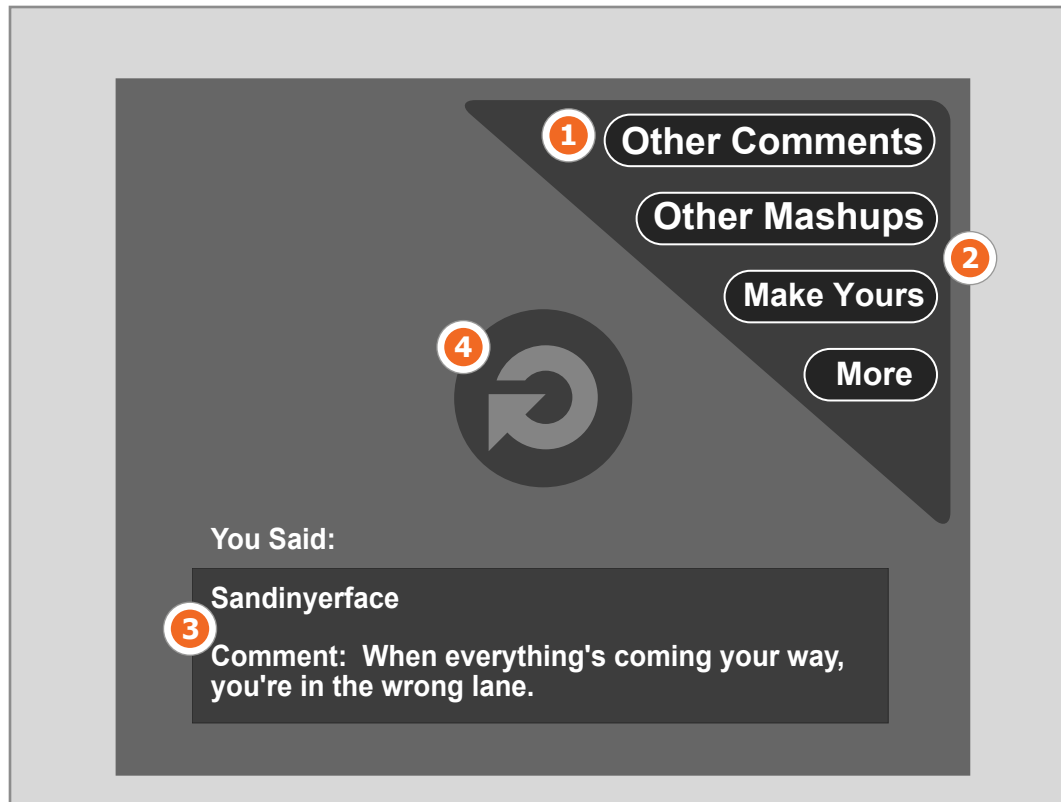
[Register @ Buggy.com](#)

Comment: 2

Cancel Submit

### Annotations

- 1 Interface overlayed over video for light-touch interaction.
- 2 Users can comment in the player. Comments go back to the microsite.
- 3 Some development required to authenticate with account from parent site.



### Annotations

- 1 Interface overlayed over video for light-touch interaction.
- 2 Drive users to microsite.
- 3 Show comments inline.
- 4 Click to replay.