

Hands-On GREEN SCREEN MOVIE EFFECTS

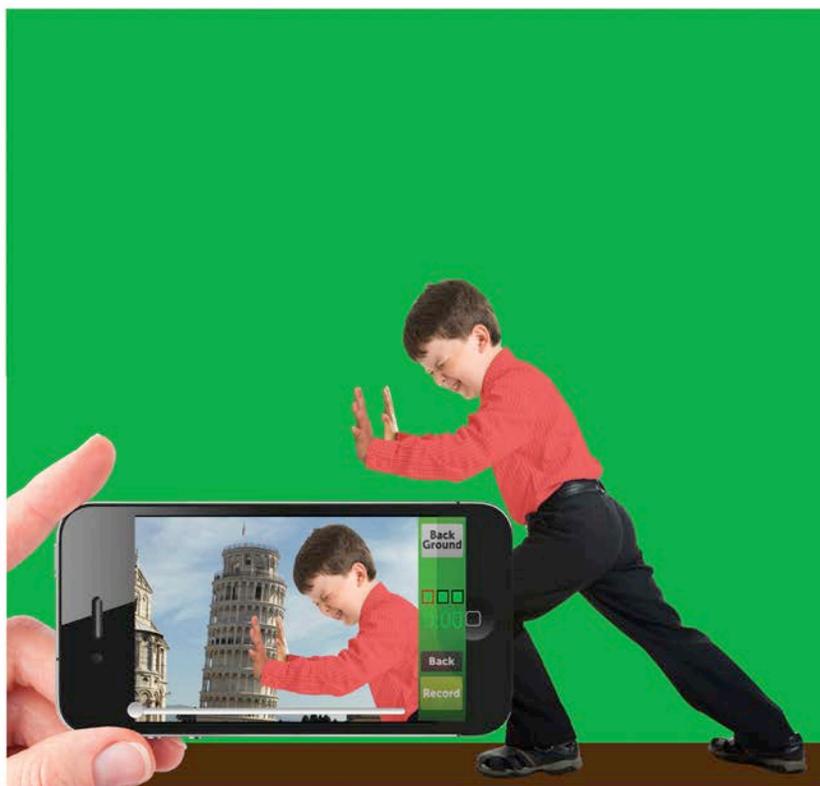
AN EXHIBIT AND MARKETING CAMPAIGN FOR YOUR MUSEUM

Imagine parents and kids making movies and viewing them right in your museum. They can with the Hands-On Green Screen Movie Effects Exhibit and Free App!

If you have a 10' x 10' area of wall-space in your museum, you can turn it into a hands-on movie making exhibit that generates positive word-of-mouth marketing and revenue. Here's how:

Visitors scan the QR code on your exhibit's placard to download YOUR MUSEUM'S SPONSORED App. They can also get the App from the iTunes App Store. In less than a minute kids star in a movie recorded right in your museum. The powerful App uses Chromakey or "green screen" technology to replace the green behind them with a background of their choosing. Plus they can get additional backgrounds as an in-App purchase. The visitor's movie is stored on their iPhone, iPod Touch or iPad 2 with your museum's logo embedded on the sponsor page as a reminder of where they had their fun. They can share their movie online and email it to their friends and family. Kids can learn about movie making, how green screen technology works, and the science behind Hollywood's biggest blockbusters. Best of all, they get to take something that they made home with them to share with friends and family, which promotes your museum in the process.

MAKE A MOVIE!



Kids can make movies with fun backgrounds right in your location!

When you first download the free App from iTunes, allow for Geolocation. This is how the App knows to load *your* version of the App sponsored by your museum or location. More on that later. Also, the App needs access to your “photos,” because this is where the movies you make are stored.

Here are some **Frequently Asked Questions:**

Is the exhibit free to our guests?

Yes. There is no charge to download and use your sponsored App, and there is no charge for the use of the exhibit.

If the App is free, how can it be sponsored by for our museum?

Our proprietary App uses geolocation to load your museum’s custom version of the App to any person in or around the town your museum is in. It will feature your logo, as seen on the Welcome Screen below.

How is this a marketing tool for us?

Because of our geolocator feature, any person who downloads the App in or around the town your museum is in, will receive your museum’s version of the App. This will drive guests to your museum because it will feature you museum’s logo on the Welcome Screen as shown at left below. The App will also feature a Sponsor Screen with a link to your museum’s website, as show at right below.



On what device does the App work?

The App works on iPhone, iPod Touch and iPad 2 devices.

What is the cost to us?

Our base exhibit package costs just \$149 (shipping included) and features:

- Customized Hands-On Green Screen Movie Effects App
- One gallon of custom Chromakey/Green Screen paint
- Wall placard
- Instruction manual

Our full exhibit package costs \$299 (shipping included) and features:

- Customized Hands-On Green Screen Movie Effects App
- One gallon of custom Chromakey/Green Screen paint
- Wall placard
- Background Track Lighting (Three lights, bulbs and track system)
- Foreground Track Lighting (Three lights, bulbs and track system)
- Instruction manual

Our **portable** exhibit costs \$1499 (shipping included) and features:

- Customized Hands-On Green Screen Movie Effects App
- 8 Foot QuickZip Booth with Hardcase
- Wall placard
- Background Lighting (LED lights)
- Instruction manual

Are there other options that don't require us to paint a wall?

Yes! We have portable exhibits that come in a collapsible, wheeled bag, weigh 45 lbs. and set up in 3-5 minutes. The full cost, including shipping to your location (Continental US only) is \$1499. Imagine taking a fun, movie-making green screen exhibit to outdoor and off-site events!

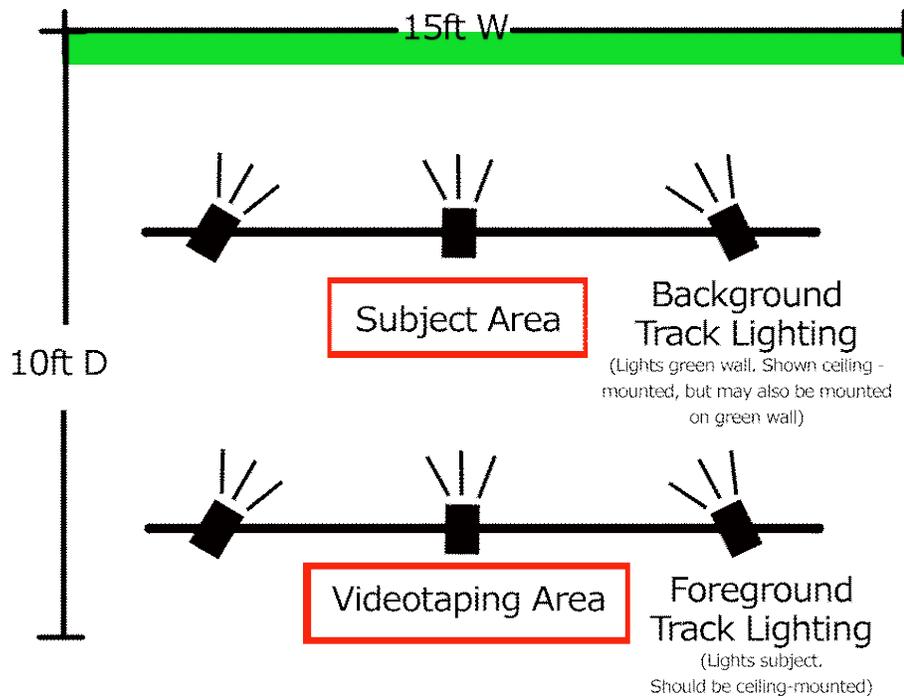
How can this exhibit be a source of revenue for us?

You may choose one of the options above to get started. In addition, you may choose to share any revenue generated from the in-App purchases of additional backgrounds for a one-time payment of \$500. The App comes with three science-related backgrounds which we replace from time to time. The in-App purchased backgrounds are \$0.99 each, \$0.30 of which is paid to iTunes. Of the 70 cents remaining, you will receive \$0.30 per background purchased. All monies owed to you on revenue sharing will be paid on a semiannual basis. This revenue share option may be purchased at the time of installation or at a later date.

What if there's no money in our budget for another exhibit?

The Hands-On Green Screen Movie Effects Exhibit is as much of a marketing tool as it is an exhibit. The cost can come from your marketing budget. With the revenue share option mentioned above, proceeds generated from background sales will help offset the cost of the exhibit, while promoting your museum in the process. Remember, the free

App remains on the user's phone or device long after they leave your museum or location and is a reminder to visit your museum or location again.



Red boxes are where the subject(s) featured in the movie should stand and where the videographer should stand.

Who installs the exhibit?

Museum personnel are responsible for installation of the exhibit. Installation consists of painting a smooth wall green and mounting some track lighting.

How much space is needed?

The minimum floor space required is 10ft W x 10ft D. However, the suggested floor space is 15ft W x 10ft D, where the width (W) is along the wall that will be painted green. The depth (D) is required for proper lighting as shown above.

Why do we need two sets of track lights?

We suggest lighting the back wall so that it has a uniform shade of green. The more consistent the color, the better the App will function and the better the movies made with the exhibit will be. Dark shadows on the green wall are problematic, so the subjects of the movie should not stand too close to the green wall. We suggest lighting the subject from above with track lighting that points downward on the subjects without casting shadows on the green wall.

We have plenty of light in our museum. Do we really need lights?

If you have plenty of ambient sunlight in your museum, you may be able to get away with just wall-mounted track lighting for the green wall. If you have really good ambient light, you may not need any extra lights. The better the ambient light is, the better the result will be.

Is there a way to test-run the App to see if it will work for our location before we commit?

Sure. The App is free to download from the iTunes App store. Since it will not be set up for your location yet, it will load our default sponsor, which is GWiz, the science museum in our hometown of Sarasota, Florida. Be sure to allow for geolocation. The App is calibrated to our specific green paint, but it will work with any high-quality, matte or flat green paint. Once you have a wall painted, give the App a run-through and experiment with lighting. We think you will be surprised by how easy it is to use and how much fun it can be!

What do we need to provide to get started?

We have a simple, one-page agreement that needs to be executed. We require a copy of your logo, a 20 word description of your museum for the App link page, and the URL to which you'd like your App to point.

What are your terms?

100% upon execution of our agreement. We promise delivery of your exhibit materials within 14 days of the receipt of your payment and signed agreement. Your location will be made live on day 15.

What other ideas do you have to take full advantage of this exhibit?

1. Imagine the possibilities of movie-making contests for kids with awards for the best weather newscast, best storm coverage or best dinosaur escape.
2. Promoting your new Hands-On Green Screen Exhibit is simple because making promotional videos is so easy.
3. Inexpensive props can be added by painting some foam board green or by adding other inexpensive green props. A properly colored green cape will become a cloak of invisibility when viewed with our App!
4. Consider mounting a video monitor near the exhibit with a collection of the best videos made by you or your patrons. It will drive traffic and create excitement.

Please call us with any questions not addressed in this manual. Here are some helpful links:

Our website: www.handsongreenscreen.com

To download our App, go to iTunes on your iPhone, iPod Touch or iPad 2 here:

<http://itunes.apple.com/us/app/hands-on-green-screen-movie/id532472058?mt=8>

Our tutorial video:

An actual movie made at GWiz, The Science Museum:

<https://vimeo.com/user12487280/review/47304563/18bf0b26fd>

For more information, contact:

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