



Scene7 eCatalog

Put Your Printed Marketing Materials Online

Grow conversion rates up to 100%

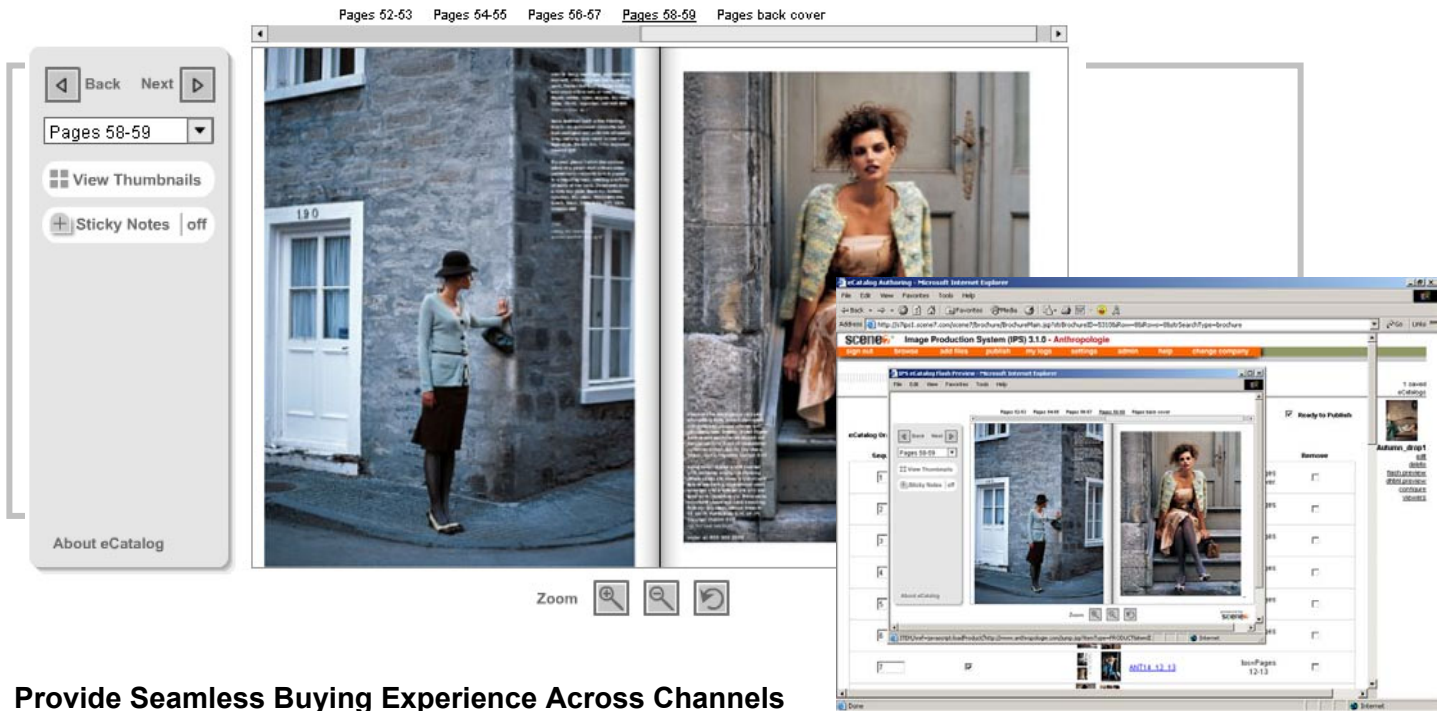
Scene7 offers the only end-to-end eCatalog solution to easily and cost-effectively create an enhanced web version of your existing printed marketing materials – driving your multi-channel sales.

Companies are quickly realizing the synergies between Web and catalog/circular shoppers – two-channel customers are spending far more. Now with eCatalog, you can leverage your investment in printed marketing assets, expand your reach to a broader online viewership and deliver a consistent cross-channel buying experience.

The result – your customers have more shopping choices and you increase multi-channel customer spending. Customers using Scene7's eCatalog solution have grown conversion rates up to 2x.

Increase multi-channel revenues and enhance your customers' buying experience

Automate catalog management, generation, and publishing



Provide Seamless Buying Experience Across Channels

- **Increase multi-channel revenues by delivering a consistent cross-channel branding experience** – increasing multi-channel spending, giving customers a spectrum of buying options.
- **Direct sales to your lowest cost channel** – Make your web as recognizable as your printed materials; give your customers a familiar buying format.
- **Drive more buyers into local stores with online circulars** – increasing overall transaction value.
- **Achieve greater reach and exposure for your print materials** – leverage existing print marketing for new promotional campaigns; make your marketing dollar go farther.
- **Easily deploy interactive print to your website with a full spectrum of implementation options** – from outsourced “On Demand” to packaged software, only Scene7 can provide you the critical flexibility you need today and in the future.

Publish your direct marketing materials on your website

- Catalogs
- Circulars
- Brochures
- Flyers
- ROP
- Advertisements
- Print collateral

Choose the Implementation Option Right For You

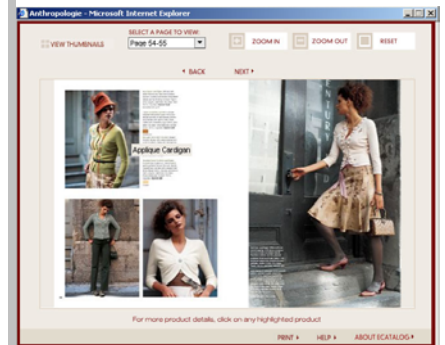
Scene7 is the only vendor with a variety of eCatalog deployment options. With any option you choose, your eCatalogs can quickly and easily go live, enabling you to experience immediate benefits.

- **Full Service.** A fully outsourced, hosted offering, let Scene7 do all the publishing and hosting for you. You simply provide your print artwork to Scene7 in standard PDF or Quark format – and we create, publish and host your interactive eCatalog. In partnership with IBM and Akamai, Scene7's hosting environment is world-class for reliability, scalability and robustness.
- **Self-service.** Utilizing Scene7's hosted network, you directly access our hosted Image Production System to load, prepare and publish your print materials to Scene7's network – giving you the flexibility to operate on your own. In partnership with IBM and Akamai, Scene7 Infinite Imaging Network assures the highest in scalability and performance.
- **License eCatalog Publishing Software.** License our software for your in-house implementations.

eCatalog Viewer Features

Scene7's customizable eCatalog viewer comes with many unique features including: free form zoom, dynamic panning, labeled table of contents, more help with rollover tool tips, annotated sticky notes, email to a friend, Flash and DHTML formats, rollover product descriptions and the ability to configure and customize the look and feel of your viewer.

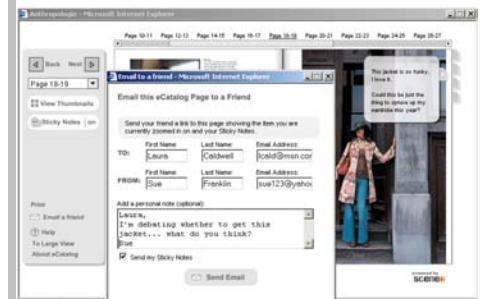
- **Standard Flash-based and DHTML viewing** – Automatic streaming to the client's browser based on page requests - no special plug-ins required
- **Performance optimized** – Served by Scene7's proprietary image servers that deliver only what's requested and use server-side caching
- **Viewer configuration** – Select from over 80 customization settings to specify how your Flash or DHTML viewer will appear and behave, e.g., image view, image maps, all button controls, branding etc.
- **Custom branded viewer using 'skins'** – Completely change the look and feel of your custom eCatalog viewer, e.g., relocate and change the look of all buttons, logos, backgrounds, etc.
- **Standard and Large Views** – Adjust size of entire viewer to match high and low bandwidth speeds and screen settings
- **Easy navigation** – Simulates a true reading experience. Customers flip through digital pages one at a time, or jump anywhere in your catalog via a scroll bar.
- **Table of contents** – Customers can instantly jump to pages or sections of interest labeled with your custom headings.
- **Page viewing options** – Thumbnails show more products at once; double page view is more book-like and familiar.
- **Zoom and pan** – Scene7's best-in-class Image Server technology provides enhanced page viewing – 'free form' zoom and dynamically pan to any fine detail.
- **Magnifying glass** – Examine product features in hyper-detail with a 'free-form' magnifying glass
- **Instant product details** – As the customer rolls the mouse over a product image, a pop-up window provides a full description of the product.
- **Click for product details and purchase** – Customers click images to show product information pages; images are linked to your e-commerce or marketing site with image maps or "hot spots".
- **Sticky notes** – Allows customers to mark specific pages or write sticky notes to friends anywhere in the catalog, and save personal annotations and bookmarks for future viewing.
- **Tell us what you think button** – To allow live polling from your customers on their impressions and feedback on your digital print pieces.
- **Flash version detector** – Automatic detection of Flash version, and offer to download if version is not compatible
- **Email to a friend** – Customers can email an annotated and book marked eCatalog to share with friends and family.



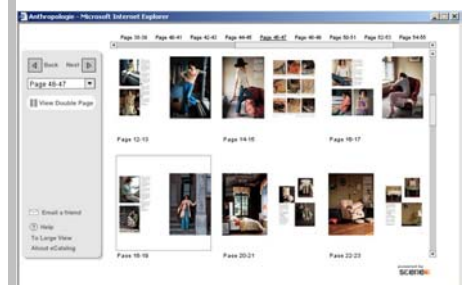
Customized Viewers



Zoom



Email a Friend with Sticky Notes



Thumbnail View

- **Print** – Ability to print out catalog page spreads for hardcopy reference.
- **Instant help** – With rollover tool tips that can be turned on or off, and popup help when you need it.
- **Custom features** – Incorporate additional custom options to tie your eCatalog to other elements of your website, including mini popup product pages, product set merchandising, nearest store locator, links to shopping cart, wish list, and checkout, request a print catalog, dynamic inventory updates, data-base driven weekly circulars, and more.
- **Optional Scene7 e-merchandising features** – Provides full-spectrum dynamic imaging for your catalog and website, with unique features such as image zoom and spin to feature critical product details, texture rendering of any pattern, texture or color from a single source file, networking editing to dynamically size, format, crop, mask, sharpen and color correct images, image layering and templating to composite images, graphics and text to enhance visual merchandising.

Forrester reports web retailers find these tactics effective or very effective:

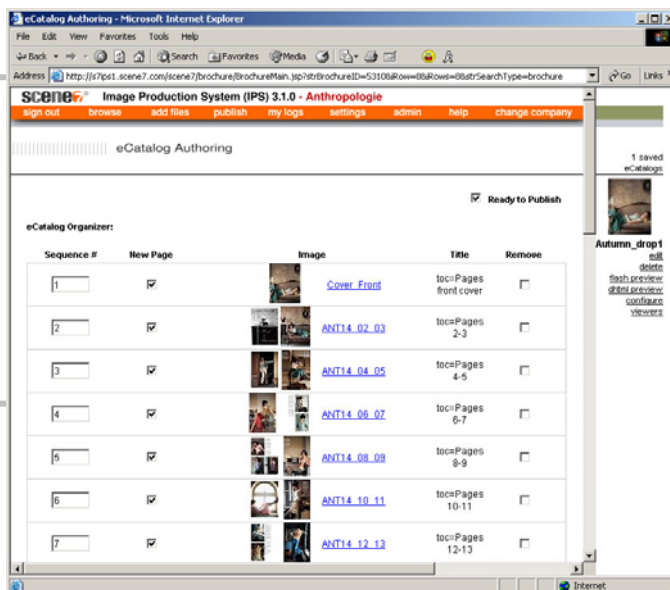
- Website catalog – 100%
- Circulars online – 95%

eCatalog can give you these results literally overnight.

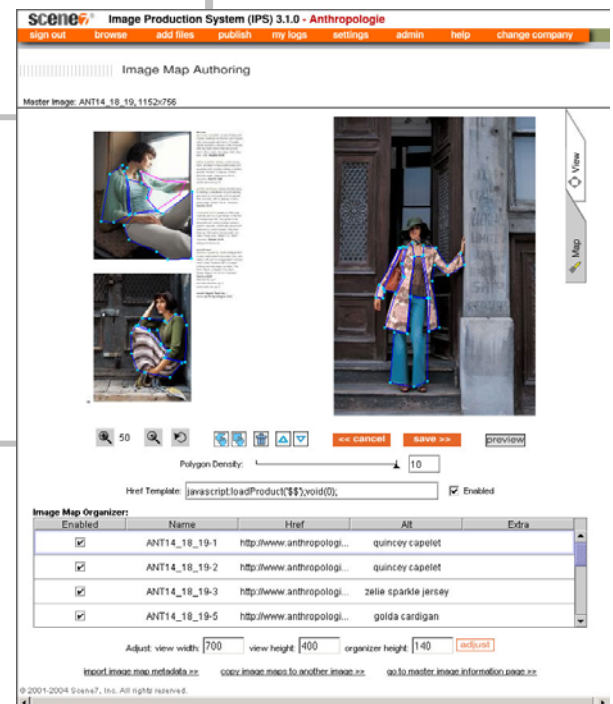
eCatalog Publishing Features

If you choose to either license or utilize our “Self-service” eCatalog offering, Scene7 is the only eCatalog provider to have “productized” the eCatalog publishing process by creating it’s proprietary Image Production System (IPS), a simple, secure browser-based management system, to streamline the ‘back office’ efforts associated with managing, authoring (creating) and publishing catalog pages. With IPS eCatalog Publishing, you can easily and cost-effectively create an enhanced web version of your existing printed direct marketing materials in just minutes.

IPS eCatalog Publishing provides a simple, step-by-step process to load your print catalog, then publish it to your website. IPS will guide you through the publishing process with visual instructions at each step.



Sequence



Add Product Links & Text

Easily Publish Printed Materials On Your Own

- Step 1:** Upload your catalog pages into IPS – starting with original source digital files, IPS automatically assembles your web catalog.
- Step 2:** “Author” your catalog pages – reorder pages if necessary, crop as needed, map product areas, define “rollover text” and create links from these product “hot spots” to your product pages on your website and customize your viewer
- Step 3:** Preview and publish your catalog directly to your website.

eCatalog Publishing Features

- **Source files** – IPS supports image files, e.g., JPEG, TIFF, etc., PDF files, postscript or EPS files (both vector and raster). You can export the entire catalog as a PDF from the application in which the pages were created, or alternatively, export each page in a separate flat graphical file.
- **Color management** – IPS supports all standard color profiles or you can load your own custom profiles. You control the conversion from one color space into another.
- **Fonts** – IPS supports a standard set of fonts to render your catalog, as well as your own TrueType and Type 1 fonts, for rendering your pages.
- **Rendering resolution** – IPS allows you to set the rendering resolution, typically ranges from 72 - 200 PPI (pixels per inch).
- **Automatic cropping** – On upload, you can optionally set cropping rectangles to automatically remove pre-press trim marks, registration targets and color bars present in the pages to be rendered.
- **Automatic assembly** – For PDF files, IPS automatically separates each page, converts them into individual PTIF files, and creates a default web catalog with pages in the same order as the source file.
- **Page sequencing** – You can quickly add, delete or reposition pages in the catalog – simply by dragging-and-dropping thumbnail images of your pages.
- **Page perfection** – Optionally, you can set crop rectangles for individual pages, and preview them.
- **Linking to product pages** – Using a sophisticated yet simple point and click tool, you create image maps or “hot spots” for each product on the page, hyperlinked to a product page on your website for purchase, or a pop-up page with product details. Image maps can be complex shapes or simple rectangles, overlapping each other
- **Rollover product descriptions** – For “rollover” pop up descriptions, you can set the product text to display, e.g., product name, descriptive copy, price, etc.
- **Page naming** – Optionally enter a name for each page or section of your catalog.
- **Viewer configuration** – Select from over 80 customization settings to specify how your Flash or DHTML viewer will appear and behave, e.g., image view, image maps, all button controls, branding etc.
- **Customize “look and feel” of Flash viewer using Flash skins** – Upload, configure, preview and publish custom branded viewer, rearrange and change look of buttons, logos, backgrounds, etc.
- **Preview** – At any time, you can preview your entire catalog to see exactly how it will appear on your website using Scene7’s Macromedia Flash-based eCatalog viewer.
- **Publish to your website** – When you are satisfied with your catalog, you can name and save your catalog, and then simply click the publish button.

eCatalog Reporting

Scene7 now provides online access to reporting for analyzing rich media usage. For full and self-service offerings, optional Coremetrics reporting includes a browser-based interactive reporting interface providing easy-to-understand reports on usage - traffic, visitors and sessions, pages and files, navigation, referrals, domains and users, browsers and platform, and more. Scene7’s solution is extensible to support all major third-party web analytic solutions, such as CoreMetrics, Omniture, WebTrends OnDemand, Fireclick and HitBox, to track e-commerce results - revenue, transactions, product performance, etc. For the Scene7 license offering, an interface is provided to easily tie into existing analytics solutions.

Supported Platforms

For details, visit Scene7’s website:

http://www.scene7.com/solutions/system_requirements/index.asp

About Scene7

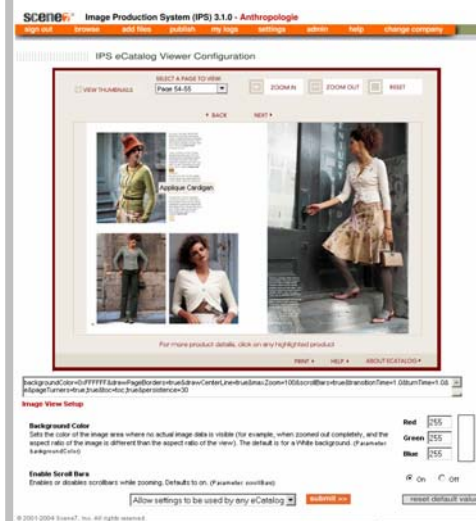
Scene7 provides the leading rich media platform to grow revenues and enhance visual communications via the web, email, displays and print, while automating media production and delivery. Scene7’s integrated platform for production, management and delivery of rich media enables five key business solutions: Dynamic Imaging (dynamic zoom, sizing, art, color swatching, spin, templates), eCatalogs, Dynamic Customization, eVideos and Dynamic Asset Management. More than 250 leading companies, in industries ranging from retail to hi-tech, have selected Scene7 products, including Macy’s, Scripps Networks, Home and Garden Television, Microsoft, Office Depot, Levi Strauss & Co., Kinko’s, La-Z-Boy and QVC. Scene7 has been selected as a partner of key technology leaders including IBM, Microsoft, Coremetrics and Akamai. Scene7, a holding of QVC/Liberty Media, Moore Capital and Rhodes Partners, is based in Novato, California. For more information visit www.scene7.com.

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Forrester reports:

- 73% of online customers have flipped through eCatalogs
- 30% find them valuable
- 65% of online catalog shoppers had purchased online in the past three months

2004 is the year for multi-channel retailers to put their printed sales materials online.



Configure & Preview

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