

## BlipSnips® for Facebook - Feature Matrix



### Overview:

BlipSnips® for Facebook makes video social. It allows you to record from your iPhone or iPod Touch moments in video that matter to you and share them with your friends on Facebook. Only BlipSnips offers moment-specific captioning and Facebook friend tagging, with no limits on video length or number of Facebook friend shares.

While on the move with your iPhone or iPod Touch, you can easily capture video, mark your favorite moments and add captions that punctuate those moments. Even better, add another layer of social to your video by tagging people within the video as they appear from a list of your Facebook friends, and then quickly uploading the whole finished product to Facebook for your friends to enjoy and comment on!

### Feature Matrix:

| iPhone App Feature                | Benefit   |
|-----------------------------------|---|
| Gesture-based UX                  | <ul style="list-style-type: none"> <li>Simple to use touch/gesture based user interface designed to 'fly' through creating, tagging and uploading a BlipSnipped video.</li> </ul> |
| Friend Tagging                    | <ul style="list-style-type: none"> <li>Tag Facebook friends as they appear at specific moments of the video captured on your BlipSnips for Facebook iPhone app.</li> </ul>        |
| Moment by Moment Captioning       | <ul style="list-style-type: none"> <li>Add text commentary at specific moments of your video to better describe your favorite moments.</li> </ul>                                 |
| Direct Video Upload               | <ul style="list-style-type: none"> <li>Use WiFi or 3G to stream your videos to Facebook storage and viewed and shared through the BlipSnips for Facebook player.</li> </ul>       |
| Video Upload Queue                | <ul style="list-style-type: none"> <li>Manage multiple simultaneous videos being uploaded while they seek the best possible connection to perform a successful upload.</li> </ul> |
| My BlipSnips                      | <ul style="list-style-type: none"> <li>Manage all of your saved and uploaded videos for further editing.</li> </ul>   |
| Overlay Tutorial                  | <ul style="list-style-type: none"> <li>Re-apply a visual tutorial for the product's UX at any time to understand all of the functions and features.</li> </ul>                    |
| Quality Control                   | <ul style="list-style-type: none"> <li>Opt for High, Medium and Low upload and playback quality settings depending upon your connection strength or HD requirements.</li> </ul>   |
| Available on iPhone or iPod Touch | <ul style="list-style-type: none"> <li>Available for any iOS 4.x compatible iPhone or iPod Touch.</li> </ul>  |
| No Friend Distribution Limits     | <ul style="list-style-type: none"> <li>Tag and share your BlipSnipped videos with a limitless network of Facebook friends.</li> </ul>   |

Share your moments.



| Facebook Video App Feature         | Benefit   |
|------------------------------------|---|
| Simple to use BlipSnip Creation UX | <ul style="list-style-type: none"><li>• Curate and caption video moments in a simple to use interface.</li><li>• Consistent Facebook-like user interface to provide similarity in core functions (e.g., friend tagging)</li><li>• Moment by Moment Captioning with the click of a mouse.</li></ul>  |
| Next Generation Video Viewing      | <ul style="list-style-type: none"><li>• Experience videos in a demonstrably more progressive way by skipping ahead to the 'moments' your friends have created for you to understand their feelings about each and every one.</li><li>• Discover who of your friends appears at specific moments.</li><li>• 'Like' a single...or many...moments within a video and share them with your friends.</li></ul> |
| Complete Facebook Video Management | <ul style="list-style-type: none"><li>• Use BlipSnips for Facebook to organize all of your Facebook videos uploaded from your desktop or the BlipSnips for Facebook iPhone application.</li></ul>   |
| Heterogeneous Video Support        | <ul style="list-style-type: none"><li>• Experience and share your favorite Facebook and YouTube videos in a consistent and progressive way.</li></ul>   |
| Favorite Videos Library            | <ul style="list-style-type: none"><li>• Store and manage all of your favorite BlipSnipped videos from you and your friends in one simple to manage area.</li></ul>  |
| Friend's Video Discovery Library   | <ul style="list-style-type: none"><li>• View and share the videos created by your other friends using BlipSnips.</li></ul>  |

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