

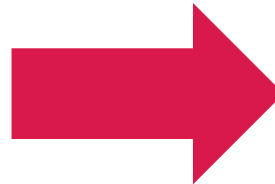
A mobile app for transmedia storytelling

Conducttr Mobile



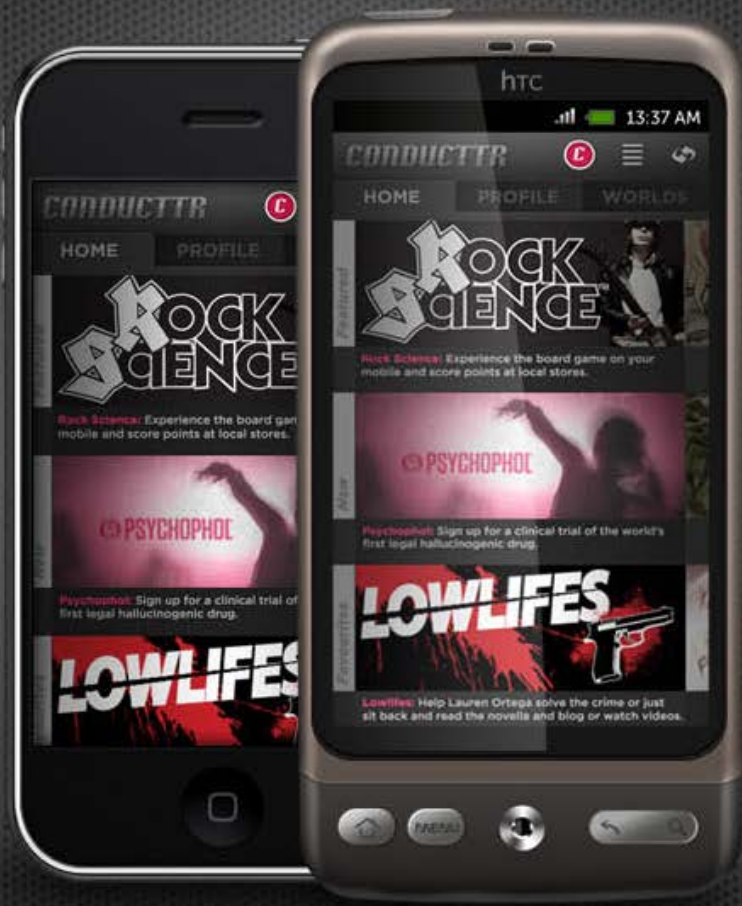
CONDUCTTR

In the cloud → In your palm



www.conducttr.com

Welcome to our Worlds



CONDUCTTR

PERVASIVE ENTERTAINMENT PLATFORM

Welcome to our Worlds

Conducttr is a portal to a new kind of entertainment.

Download the app to discover a universe of entertainment that joins the real world with the digital world.

Immerse yourself in rich interactive storyworlds that blur reality with fiction.



Our transmedia storytelling mobile app is your portal

Benefits & Features

- A faster, cheaper way to launch transmedia projects
 - no cost of custom-app development
 - immediately available when scripted with Conducttr
 - allows audience to manage their own data
- Discovery
 - available to a growing community that wants transmedia stories
- Retention & Engagement
 - consistent way to present and explain a wide range of experiences
 - show audience its progress through the story
 - reward audience with points and badges
 - leaderboards
 - forum

Write Once, Run Anywhere

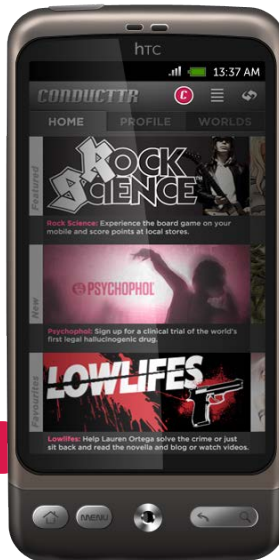
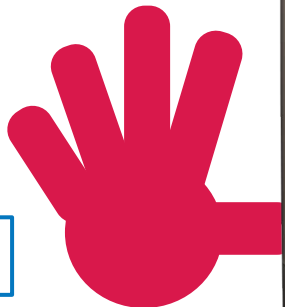
CONDUCTTR
PERVERSIVE ENTERTAINMENT PLATFORM



Your Story/Experience

Native cross-platform experience written without code to run from the cloud on social networks (and on other sites such as tablet apps, social games, consoles, forums etc. via Conducttr API with coding)

www.conducttr.com



Audience



Invite the world into your World

The screenshot shows a mobile app interface for 'CONDUCTTR'. At the top, there's a navigation bar with a red 'C' icon, a menu icon, and a refresh icon. Below that, the title 'LOWLIFES' is displayed with a back arrow icon. The main content area features a large graphic with the word 'LOWLIFES' in white, a handgun, and the text 'click to play trailer'. Below the graphic are three buttons: 'Share', 'Favourite', and 'PLAY NOW'. A paragraph of text describes the story: 'Larry Hayes is a San Francisco cop with a drug addiction. His ex-wife has hired a private eye to spy on him and she's keeping a blog. Audiences can read, watch or play in any order and help private eye, Lauren Ortega, get her next job.' Below the text is a section for 'Duration' and 'Starts' information, including a clock icon and the text '3 - 6 weeks', 'Starts 31 AUG 2012', and 'Ends no end date'. At the bottom, there's a 'Platforms' section with icons for a book, a globe, an '@' symbol, a bird (Twitter), and a location pin.




← Trailer or Website

← Description

← Date & time information

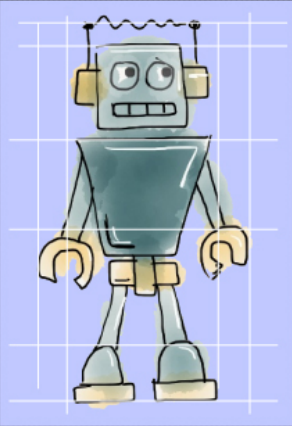
← The platforms the World lives on

XP, Progress & Achievements

CONDUCTTR   

HOME PROFILE **WORLDS**

RobDaPanda
XP 12005










Ranking

Forum


Dashboard


Achievements





CONDUCTTR   

HOME PROFILE **WORLDS**

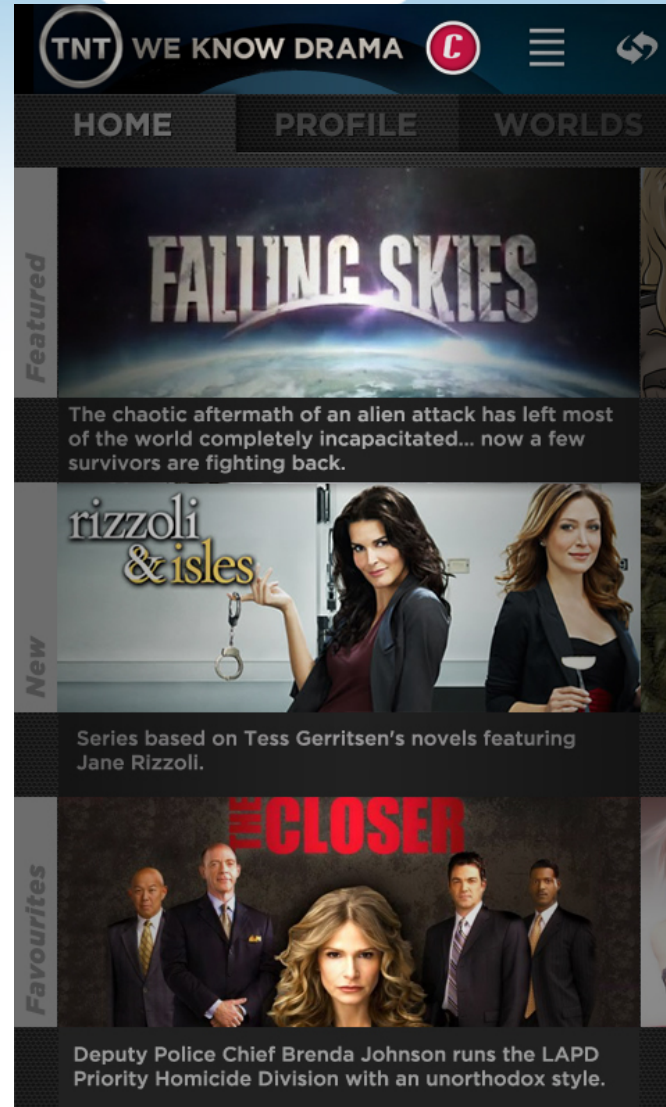
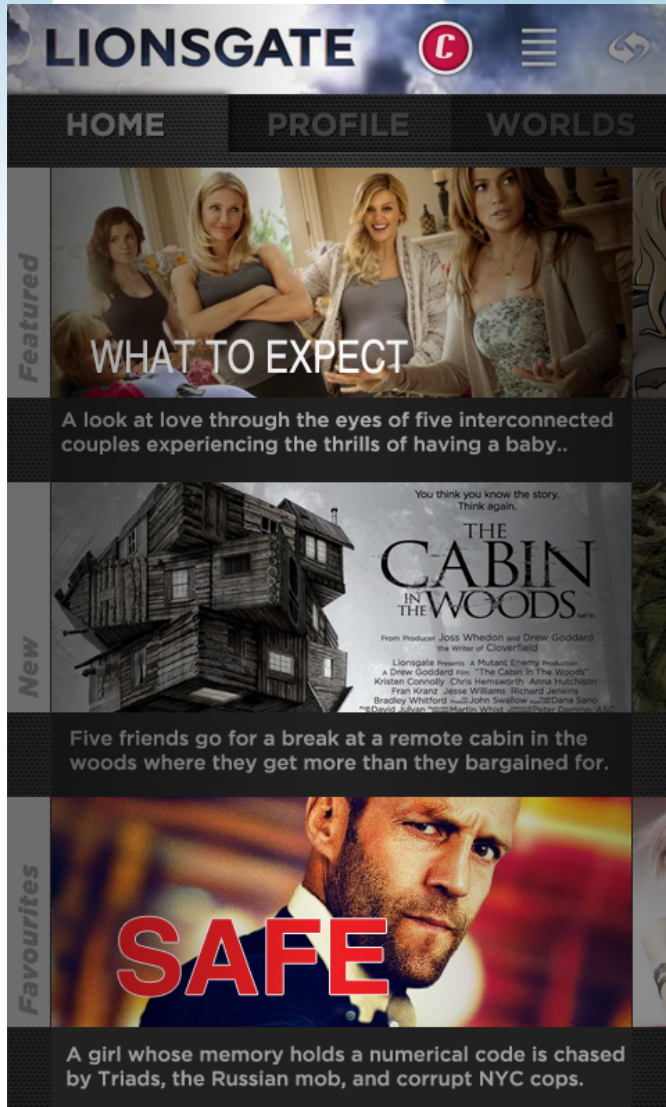
 **MINDFLESH**
XP 13,000
Progress: 80%
Badges: 6 of 25

 **COLD WAR CLAMBAKE**
XP 23,000
Progress: 70%
Badges: 20 of 30

 **LOWLIFES**
XP 2,000
Progress: 12%
Badges: 2 of 24

 **SKATERS VS ALIENS**
XP 500

Branded app available on asking



Your workflow



- Develop your World with Conducttr
- Choose to list on Conducttr Mobile (or not)
- Audience members already registered with a Conducttr Username can subscribe to your World; those not yet registered will be required to register with Conducttr
- Experiences written with Conducttr are available to those without the app as well as with it.

Legal and Privacy

- Who owns the data? You own the World data and the audience owns their personal data
- All data is hosted in Europe
- You must not share the audience data with a 3rd party unless you explicitly state this in the World's terms and conditions and audience ticks checkbox to agree
- If your World asks the audience to do anything physical or requires them to go to real places you must add an “advisory notice” about safety and common sense
- Audience members who unsubscribe via the mobile app are unsubscribed from every Character
- We will immediately ban Authors who, in our sole opinion, adopt spammy behaviours!

Conducttr

Pervasive Entertainment Platform



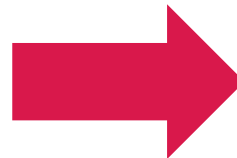
In the cloud



In your palm



CONDUCTTR



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