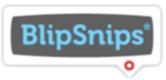
Share your moments.



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 or 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	 Simple to use touch/gesture based user interface designed to 'fly' through creating, tagging and uploading a BlipSnipped video.
Friend Tagging	 Tag Facebook friends as they appear at specific moments of the video captured on your BlipSnips for Facebook iPhone app.
Moment by Moment Captioning	 Add text commentary at specific moments of your video to better describe your favorite moments.
Direct Video Upload	 Use WiFi or 3G to stream your videos to Facebook storage and viewed and shared through the BlipSnips for Facebook player.
Video Upload Queue	 Manage multiple simultaneous videos being uploaded while they seek the best possible connection to perform a successful upload.
My BlipSnips	 Manage all of your saved and uploaded videos for further editing.
Overlay Tutorial	 Re-apply a visual tutorial for the product's UX at any time to understand all of the functions and features.
Quality Control	 Opt for High, Medium and Low upload and playback quality settings depending upon your connection strength or HD requirements.
Available on iPhone or iPod Touch	 Available for any iOS 4.x compatible iPhone or iPod Touch.
No Friend Distribution Limits	 Tag and share your BlipSnipped videos with a limitless network of Facebook friends.

Share your moments.



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Facebook Video App Feature Simple to use BlipSnip Creation UX	Benefit Curate and caption video moments in a
Simple to use BilpSinp Creation OA	simple to use interface.
	Consistent Facebook-like user interface to
	provide similarity in core functions (e.g.,
	friend tagging)
	Moment by Moment Captioning with the
	click of a mouse.
Next Generation Video Viewing	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.
	 Discover who of your friends appears at
	specific moments.
	• 'Like' a singleor manymoments within
	a video and share them with your friends.
Complete Facebook Video Management	Use BlipSnips for Facebook to organize all
	of your Facebook videos uploaded from
	your desktop or the BlipSnips for Facebook iPhone application.
Heterogeneous Video Support	 Experience and share your favorite
	Facebook and YouTube videos in a
	consistent and progressive way.
Favorite Videos Library	Store and manage all of your favorite
	BlipSnipped videos from you and your
	friends in one simple to manage area.
Friend's Video Discovery Library	 View and share the videos created by your
	other friends using BlipSnips.

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