

## Project Specification :: Multimedia Playlist Widget

PREPARED FOR Sample Client, Jan 1, 2007

User interface and programming of custom Flash multimedia “player” to be integrated with existing [url address here] website. Deliverables: FLA, SWF and associated JS files.

### PLAYER VERSION 1 : Basic Multimedia Player with Playlist and Other Stories Block

- Working with project team, finalize look and feel of simple multimedia player interface to coordinate with company branding. Have this look finalized by Monday, 1/23 EOD.
- All content including copy, FLVs, JPGs, SWFs and HTML/CSS page template provided by client.
- Layout and copy for initial splash to be provided by client.

Create basic XML-based Flash Multimedia Player with the following functionality:

- Read widget headline, media captions, thumbnail filenames and media filenames from XML file. This file can be edited by client. (This is a text file, no editing interface.)
- Ability to display JPG, SWF, or FLV files. *Initial design will accommodate 355x244 max size.*
- Support for display of extended characters in copy.
- Show thumbnails and short captions for each, in a single scrolling playlist. These captions will be limited to a certain number of characters (to be determined).
- Video player will have basic functionality (play/pause toggle, jump to start, progress bar, volume control, sound mute toggle).
- On initial page load, visitor will choose Low Bandwidth or High Bandwidth experience.
- Optimized for Flash 8/ON2 codec, served as progressive video through [service provider]
- Target audience: Internet Explorer 6, Javascript enabled.
- Integrate with [service provider] tracking, providing basic statistics: video filename and number of times played. Need access to a test account for development.
- Dynamic article title (or other headline copy) displayed at top of widget.
- Dynamic caption displayed with media file.

continued



- If there is only one video for the article, no scrolling playlist will show. The video will center in the space.
- HTML/javascript links from html article text to load media files (SWF, JPG or FLV)
- Second SWF that displays a scrolling playlist of the Other Articles, which are pulled from another XML document. This document will be common to all articles in the series, so it will detect what the current article is, and omit it from the list. Height of widget will accommodate two articles at a time.

**ESTIMATED: 10 days @ \$[dayrate]: [Total Cost]**

*Since timing is imperative and deadlines are tight, we will set aside these 10 days between 1/20 – 2/6, finishing Phase 1 by EOD Friday, 2/6. If there are delays in approval or receipt of materials, this will affect the delivery date accordingly. If the deadline or receipt of materials is delayed by client, we'll need 3 working days' notice to rearrange reserved schedule or a fee of 50% of day rate will be incurred for the days not utilized.*

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**PLAYER VERSION 2 : Added Functionality to Player v1**

- Additional [service provider] tracking: session tracking, video viewing duration
- Larger size media overlay (scale existing FLV) This size TBD by client before coding begins.

**ESTIMATED: 5 days @ \$[dayrate]: [Total Cost]**

We will set aside these 6 days between 2/7 – 2/17. If there are delays in approval or receipt of materials, this will affect the delivery date accordingly.

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*TERMS: 50% UPON ACCEPTANCE OF PROJECT PHASE, BALANCE UPON COMPLETION*

*Thank you for the opportunity to quote on this project.  
Please contact us with any questions regarding this estimate.*