Mann Chinese Theatre Kiosk

Proposal

by

Mind2Media
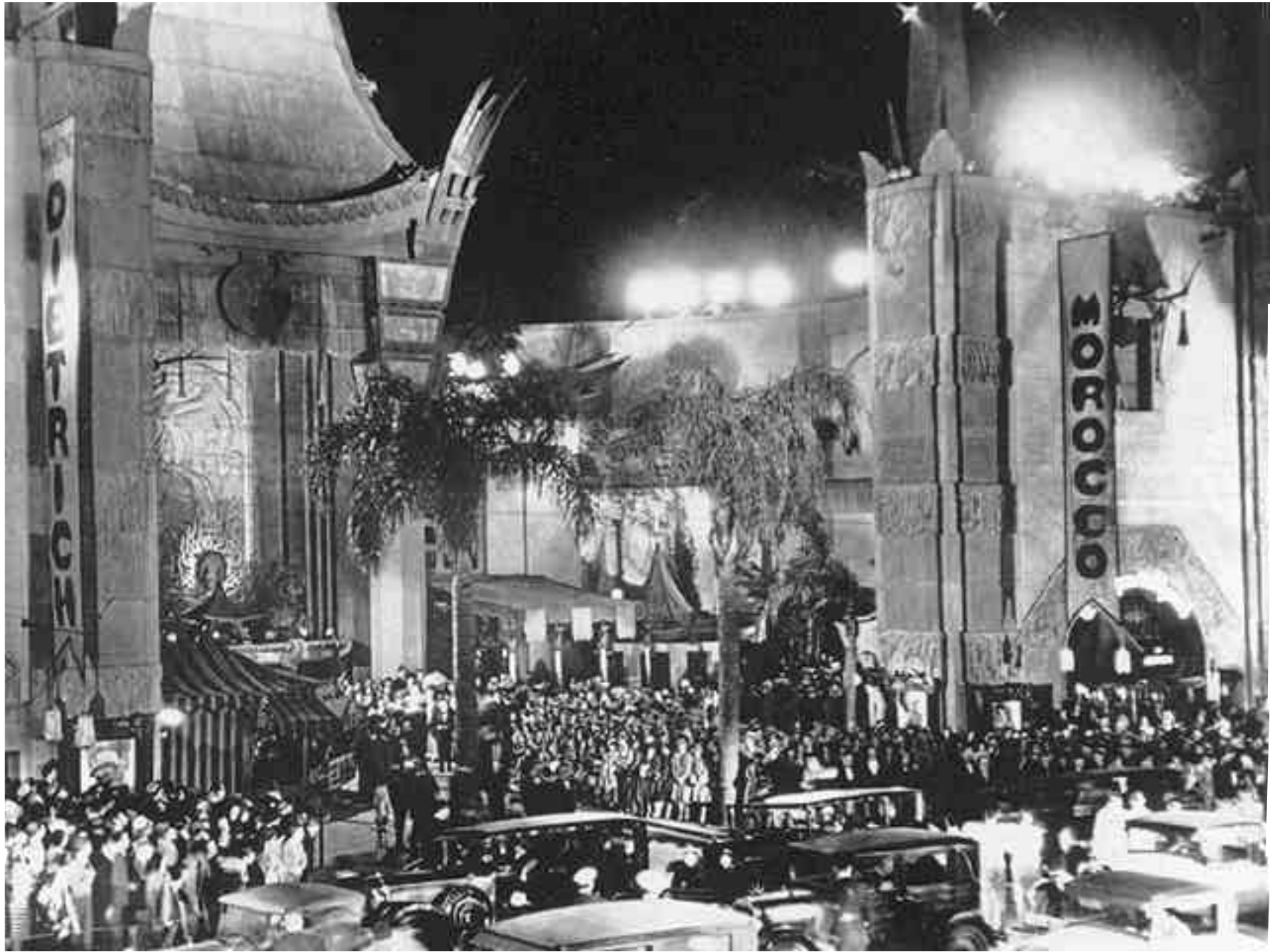
Contact
Susan Ash
Mind2Media
susana@mind2media.com
714-734-8255

PROJECT DESCRIPTION

Mann Theatres requires a software program to be displayed within a touch screen kiosk for users to access a "guided tour" of the famous Chinese Theatre, including access to information about the stars and their imprints and the history of the Theatre.

The main goal of the program is to provide an entertaining way for Theatre attendees to tour the Theatre and learn the history behind it. The "tour" should not take too long to arrive at interesting points as the attendees will be limited in spending long amounts of time with the program. Because of the grandness and splendor of the Chinese Theater's history, this program needs to accurately reflect and capture that same grandness and splendor for viewers today. Just as the Theatre contains high quality and detail, so must the program and the kiosk.

A version can be created for CD-ROM sales allowing for a common computer configuration of 486/66 with 2X CD-ROM drive and installation. An option of languages can also be included for the kiosk and CD-ROM versions.

The software program will contain the following information:

- Sponsor Looping Screen

- Language Choice Screen - (if required)

- Establishing View Screen

- Main Menu Screen

- Lobby Screen

- Main Auditorium Screen

- Cathay Lounge Screen

- Sid Grauman's Office Screen

- Main Stage Screen

- Stars and Their Imprints Screen with Search Engine (for 187 stars)

- History by Decade Menu Screen

- 8 Decades of History Screens

- Navigation (includes Return and Main Menu access). Would include help and quit buttons for the CD-ROM version. Navigation will be indicated by rollovers and sound effects. All hot spots, scroll bars and arrows and buttons will allow for the touch screen requirements.

UPGRADE: Up to 200 hyperlinks connecting related information within the History and Star Imprints sections

▪ System text will be used for the occasions that a scroll bar is required to view the text, otherwise graphical text shall be used. For the different language versions system and bitmapped text will need to be translated and adjusted accordingly

PROJECT DETAILS

Sponsor Looping Screen

An approximately one minute "looping" video that would play during times when there is no activity on the kiosk screen. It would be a compelling video featuring the logo of the sponsor and combining illustration, animation, photos of stars, existing video and text with composed music and voice-over. The purpose of the video is to attract users to approach the kiosk and take the "tour", therefore the video needs to be visually and musically exciting and inviting. Once the user touches anywhere on the screen, they are automatically transported to the Establishing View Screen. If no activity is detected after 2 minutes while in the program, the program will automatically come back to the sponsor screen.

UPGRADE: Depending on how quickly a sponsor can be identified, the sponsor screen could incorporate the sponsor into photos of stars, video of events at the Theatre, etc. Example: If the sponsor was Pepsi, a Pepsi bottle and/or can could be integrated into the stars photos (holding a bottle?) and video, even make its own imprint.

Language Choice Screen - (if required)

The default language is English. After a user touches the Sponsor Loop Screen to begin the tour, they would encounter the Language Choice Screen. Once the user chooses a language, the tour remains the same except for all screen text (system and graphic) would be in the chosen language. Everywhere voice-over is heard would be replaced by pop-up text box containing the voice-over's information script. This screen would not come up if this option is not required.

Establishing View Screen

This screen utilizes an existing photograph of the Chinese Theatre taken from a distance to include the entire Theatre in the view. This sequence would last approximately 3 to 4 seconds long and would play an audio clip with music welcoming the user to the tour. Sequence would play as a full screen video, slowly zooming the view in while VO talks.

Main Menu Screen

The Establishing View of the Theatre would end up with the user viewing a closer view of the forecourt and outside of the Theatre. The voice over that provided the welcome on the Establishing

View Screen would tell the user what to do next. The user would have access to 3 hot areas (indicated by rollover highlights):

- Guided tour of the Theatre

- The Stars and Imprints Menu Screen

- The History Menu Screen

(When adding sections to the program such as the "take home" items, hot spots can be added to this screen.) The view would be looking straight toward the front doors of the Theatre. The hot spot for the Stars and Imprints could be the wooden sign that is seen containing the Theatre premier movie and stars. The hot spot for the History could be the box office booth. The front doors would be the hot spot to enter the Theatre. Each hot spot when rolled over could tell the user via voice-over where that hot spot would take them if clicked. The opening VO to this screen would be about :30 to :45 long.

A main menu button will be present on all subsequent screens to allow the user to get back to the main menu with a single touch.

UPGRADE: To add to the sense of the Guided Tour, a female theatre usherette would enter through the theatre doors to tell the viewer how to use the program. The usherette would provide guidance and information throughout the entire interactive tour. This upgrade would require a bluescreen video shoot, 3D rendering of the theatre doors and additional animations. UPGRADE 2: The box office could have an animation encouraging the user to click on the ticket booth to find out the history. The sign could have an animation or video within it encouraging the user to click on the sign and learn more about the stars and their imprints.

Lobby Screen
If the user clicks on the doors from the Main Menu they will transition to the Lobby Screen. If animation upgrades are desired, the doors would animate open before the transitioning to the Lobby screen. From here, they will full screen video pan and forward zoom during VO which speaks about the Lobby architecture and design. The Lobby Screen uses an existing photograph of the Lobby. The program automatically transitions to the Main Auditorium Screen after the VO finishes VO is approximately :10 to :15 long. Ambient music would begin playing upon entering the Theatre.

Main Auditorium Screen
Once the user is in the Main Auditorium Screen, they will be able view the room in a 360 degree fashion and with limited up and down viewing by utilizing QuickTime VR technology. The user can view the room at will and have access to 3 hot spots within the room (indicated by rollover highlights). One hot spot will allow access to the Cathay Lounge, one to Sid Grauman's Office and

one will activate a video about the history of the Theatre which plays on the stage. Ambient music plays while on this screen. VO would speak upon entering this screen describing to the user how to move about. Also included is up to 5 hot spots that the user can click on and hear stories about that items (approx :15 each). For example, the user could touch the chandelier or particular items to reveal a story about them.

UPGRADE: Bluescreened usherette could be composited into scene to provide description to the user on how to move about and access hotspots.

Cathay Lounge Screen
Touching the Cathay Lounge hotspot activates a full screen zoom from auditorium toward Cathay Lounge before a dissolve transition to Cathay Lounge screen. Existing photograph of Cathay Lounge uses the entire screen. VO tells interesting stories and accompanying photos and text would be displayed at appropriate times. VO would be 1 to 2 minutes long and includes approximately 10 to 15 photos. VO would have music in background. This screen would have an icon to go to the main menu and have an icon to go back to the Main Auditorium Screen.

Sid Grauman's Office Screen
Touching the Sid Grauman's office hotspot activates a full screen zoom from auditorium toward Sid Grauman's office before a dissolve transition to Sid Grauman's office screen. Existing photograph of Sid Grauman's Office uses the entire screen. VO tells interesting stories and accompanying photos and text would be displayed at appropriate times. VO would be 1 to 2 minutes long and includes approximately 10 to 15 photos. VO would have music in background. This screen would have an icon to go to the main menu and have an icon to go back to the Main Auditorium Screen.

Main Stage Screen
When user clicks on the Main Stage hotspot, a 1 to 2 minute video begins to play. The video would be composited into the Main Stage big screen dissolving in over the curtains. The video would be a summary of the history of the Chinese Theatre and would utilize photos, illustration, video, VO and music. The music would be edited to change follow the decades of the history, starting with 20's music through the 90's style music with the visual imagery to follow the same vein. This screen would have an icon to go to the main menu.

UPGRADE: The curtain would be 3D rendered and animated to open and reveal the big screen wherein the movies would begin to play. Stars and Their Imprints Screen with Search Engine When the user click on the sign on the Main Menu, they would transition to this screen that would have an interface of buttons and an area for text and pictures to be displayed. A VO would instruct a user on how to search for a star.

The user has two ways to search, by name or by year, simply by choosing one of the buttons. Choosing the name button would bring up a list of A to Z for the user to choose. Choosing a letter

would then bring up all the stars with last names beginning with that letter in a box below. The user would then be able to choose the star they want to view. Choosing the year button brings up a list of years. Choosing a year would then bring up a list of stars that did imprints that year in the box below. There would also be a button to display those stars that were asked but never provided an imprint.

When a user chooses a star to view, two photos and a scroll box with text appears for the user to read. There would be 186 stars and one screen of stars that did not make imprints. If the upgrade is requested, there would be a hyperlink connecting that star to a decade in the history section if the user wants to quickly jump to that related information. An icon would be provided to allow the user quick access back to the main menu.

UPGRADE: Instead of VO, the bluescreen video of the usherette would be composited in to provide help to users on what to do. UPGRADE 2: An audio or video button would be present on a star's screen if that star had audio or video for the user to view. Newsreels and other sources can be acquired and used on a per clip use. The video would play over the photo and text area. Clicking anywhere on the video would interrupt it.

History by Decade Menu Screen and History Screens The user would come to this screen by transition from the main menu. A VO would be heard at this time instructing the user on what to do on this screen. There would be 8 photo icons from which to choose representing each decade starting from the 1920s. Clicking on an icon would take the user to the history screen that would display scrolling text of the Theater's history as it pertained to that decade. The user could click on the forward and back arrows next to the photos and view them like a slide show. Up to 10 existing photos can be used per decade. The navigation for the menu and history screen is the main menu icon and the back icon on the history screen. If the upgrade is requested, there would be a hyperlink connecting that star to a decade in the history section if the user wants to quickly jump to that related information.

UPGRADE: Instead of VO, the bluescreen video of the usherette would be composited in to provide help to users on what to do. UPGRADE 2: A video button would be present on a decade's screen. The user would have the option of viewing a :30 to 1 minute summary of that decade using VO and the photo slide show. Newsreels and other sources can be acquired and used on a per clip use for these videos. Clicking anywhere on the video would interrupt it.

UPGRADE RECAP

Option #1
Photography priced in half day increments for acquiring non-existing photos required for screens.

Option #2
Printing capabilities of stars or history screens (with limiting capability built-in).

Option #3
CD-ROM version includes installation, web page link to existing site, exit button, readme help file and all adjustments to video and transitions to accommodate lower computer configurations. Does not include out-of-house testing that is recommended for retail CD-ROMs or duplication, printing, packaging, marketing or distribution of CD-ROMs. No guarantees will be made that the CD-ROM version of this product work on more that 80% of all computer configurations.

Option #4
Multi-Language version includes all amenities provided in the CD-ROM version description as well as a language choice screen, translation and adjustments for VO and audio within video to compensate for translation. Price based on per language cost.

Option #5
Scanning photos charged on a per photo basis.

Option #6
Text input or cleanup charged on a per hour basis.

Option #7
8 created and edited movies, :30 to 1 min. in length for the history section, incl. audio and background composed music.

Option #8
Four bluescreen movies incl. talent source and costs, studio, shoot, crew, equipment, tape, editing, compression, composite, audio sweetening and background music. Does not include cost of costuming or makeup.

Option #9
Media (audio or video) for Stars and History section on a per clip cost.

Option #10
Hyperlink (up to 200).

Option #11
Sponsor screen upgrade with sponsor inclusion in photos.

Option #12
3D render and animation of curtain, doors and sign.

Mind2Media Responsibilities

- Establish detailed schedule with client

- Design interface and overall look and feel

- Produce all assets that are not under the client's responsibility to provide including writing new scripts, videos shoots, audio recording, graphic creation, composing original music. Integrate all client-provided assets (photos, graphics, text, video and audio) into design

- Provide all media sourcing. Price does not include cost of media clips (photos, audio, video, etc.)

- Includes talent search and use, video shoot/audio recording time, equipment and studio use

- Programming, installation into kiosk and in-house testing on kiosk machine

- Client alpha and beta stage testing and reviews. Provide client regular updates on progress throughout project. Client has three opportunities to make changes. One in the design phase, one at Alpha Phase and one at Beta phase. Testing for bugs is encouraged and if bugs are found, are not considered changes and are subject to elimination at any time before approval of Gold Master. Any changes above and beyond the three will be billed hourly upon client approval to proceed with requested change

- Final gold master approval and delivery and installation into one kiosk

- Client review and brief training on how to use the application. Does not include tech support of product after 10 days of final installation

Client Responsibilities

- Provide all photos, graphics and text in digital form. Any photos and graphics that require scanning will be billed per scan. Any text that require scanning, input or cleanup will be billed per hour

- All photos used must be existing except for the QTVR photos

- Providing all assets within the schedule set and agreed upon by the client and Mind2Media

- Provides testing, proofing, approvals and sign-offs within the schedule set and agreed upon by the client and Mind2Media

- Handle all licensing and release issues regarding the use of client provided video, audio, text, and photos

- Access to all areas required to set-up program in the kiosk

- Any travel costs incurred beyond the Southern California region during production, reviews, and set-up are the client's responsibility to pay within 5 days of when cost occurs

- Additional costs of costuming and makeup for on screen talent

Schedule for Kiosk-Only Version

- Start of Project - Sept. 1, 1997

- Pre-Production Meeting - discuss look and feel, gather assets from client - Sept. 1, 1997

- Design Approval and Sign-Off, all remaining assets due from client - Sept. 19, 1997

- Begin programming - Nov. 3, 1997

- Alpha review and approval - Nov. 17, 1997

- Beta review and testing phase begins - Dec. 1, 1997

- Gold Master Candidate review and approval - Dec. 12, 1997

- Gold Master Delivery fully functional on kiosk, kiosk in place - Dec 19, 1997

Additional Information

Additional tech support for client's customers and out-of-house testing is additional cost if required by client. Price does not include duplication, package design or production or fulfillment. Cost does not include licensing costs of any media provided or cost to source media. Mind2Media is happy and able to provide these services for an extra fee. This is a tight schedule therefore it will be necessary for everyone to be responsive in their actions to expedite the project and remain on schedule. The price quoted here is good for 30 days and is only good for the timeframe allowed in the above schedule. If project starts after September 15, 1997, rush charges will occur to complete this project by the December 19, 1997 deadline.

Mind2Media can recommend support companies that can provide maintenance for the kiosk, hardware and software, as well as be the contact for technical support and repairs. Client would need to retain the services of such companies to provide computer and kiosk booth warranty issues or deal directly with kiosk manufacturer.

KIOSK PROPOSAL

The kiosk we are recommending using would be an indoor unit or a covered outdoor unit. We have been advised that outdoors units that are not covered by sort of a building are difficult to maintain due to humidity and other weather conditions. Even though the cost for an outdoor unit is almost double (price not including the computer hardware), it is still not guaranteed to protect the computer hardware thereby shorting the lifespan of the hardware considerable. As yet no kiosk company recommends this option though they do provide it. Many companies, such as Disney, solve the problem by erecting a small building or gondola and installing the kiosk inside or in the wall wherein the elements can be controlled.

The configuration we are recommending for the hardware is powerful enough to handle full screen video (MPEG video card) and good quality audio, as well as being reliable and long-lasting. The touch screen monitor should be 17" in size for ease of use -- smaller is more difficult to touch and view and too much larger makes it difficult for the user to view the entire screen at once easily. Speakers will be mounted and angled for maximum sound to people in court as well as to the user at the monitor. The monitor will be angled and low enough to allow user in wheelchairs access to the monitor while still remaining comfortable for taller individuals. It takes approximately 4 weeks for completion and shipping plus a day to set-up.

The kiosk hardware includes:

- IBM 300 series Pentium 200 MMX processor, Windows 95, 1 year on-site, 3 year warranty, SoundBlaster 16-bit sound adapter, REALMagic MPEG 2 card and 16X CD-ROM drive

- 17" IBM touchscreen monitor

- 8 outlet noise filter and surge protector with phone line protection installed, 12 ft. power cord

- 2 standard flange mounted, shielded 20 watt speakers with connectors and cables

- Integration of software and configuration fee including testing of touch screen and program, and shipping to Denver location

- Set of ballast plates since kiosk may not be secured to the floor

- Signage could be dragon on the front and gold/silver tree with leaves on sides. Instructions and Mann's Chinese Theatre name and logo on face

- Coordination between manufacturers, testing and location contact for setup

- Shipping costs of computer/monitor to California for testing, then to Denver for setup. Shipping kiosk unit to Denver directly

- Setup of kiosk in Denver and ensuring unit is in full operation

Kiosk Options: two kiosk booth options that can you could choose from:

<u>Option #1</u>

Tower model kiosk that houses 17" monitor at a 15 degree recessed position, speakers and computer. Standard plastic laminate (black with red face), 10" sign section, hinged door, 5 casters, adjustable interior shelves and 6" fixed base. A second 19" monitor is housed in upper section for easier viewing by others. This monitor displays what the user is doing. This version requires a taller kiosk unit, extra monitor, black box VGA splitter and an extra pair of speakers installed in overhead monitor section to allow audio to reach the audience.

Benefits:

Audience can watch what the user's doing, allowing more viewing than a single monitor. Could be a cost savings if only one unit is required to be purchased to satisfy the viewability versus buying several single monitor/single viewer models. Larger unit has more visibility.

Disadvantages:

Unit is more expensive. May not fit into space allotted quite as nicely as smaller unit.

<u>Option #2</u>

Standard unit height model kiosk that houses 17" monitor at a 45 degree angle position, speakers and computer. Standard plastic laminate (black with red face), keylocked hinged door, 5 casters, adjustable interior shelves.

Benefits:

Unit is smaller and less obtrusive to wall signage. Unit is less expensive. Having two units would provide balance in the access area. Provides an opportunity for more than one user to use the program at the same time. If one unit breaks down, there is still one available.

Disadvantages:

Not as much visibility. Two units cost more than the single tower unit with two monitors. More viewers can observer what is happening on the monitor at one time. Unit does not have as much visibility due to its shorter size.

Mind2Media Responsibilities:

- Retaining the kiosk manufacturers services

- Coordinating the graphics creation between Smullen Design and the kiosk manufacturer

- Providing the kiosk manufacturer installable software for kiosk

- Provide materials to the kiosk manufacturer for in-house testing on kiosk machine

- Hardware and monitor to be shipped to Orange County for our in-house testing

- Coordination between the kiosk manufacturers and the Denver location contact for shipping and receiving kiosk booth. Ensure all power and placement provisions are accounted for

- Ship hardware and monitor from Orange County to Denver for installation into the kiosk booth

- Complete set-up and ensure operation of hardware and software

- Brief on-site training on how to use the application

- Does not include tech support of product after 3 days of final installation. This service can be provided at an extra charge

Client Responsibilities:

- Access to all areas required to set-up program in the kiosk

- Contact information in a timely manner for coordination between parties

- All travel costs for two people roundtrip from Southern California to Denver. This includes air fare, sleeping accommodations, meals and transportation for Thursday morning through Saturday morning, December 18 through 20, 1997

- Point-of-contact in Denver who will be responsible for approval of the kiosk in its final setup and completion of the project

- Ensuring the schedule is adhered to by Mann Theatres participating parties

Schedule for kiosk setup:

- Kiosk choice determined and partial payment received - Nov. 7, 1997

- Graphics design for booth determined (with Smullen Design) - Nov. 7, 1997

- Graphics design approved/sent to kiosk manufacturer - Nov. 10, 1997

- Kiosk shipped to Denver - Nov. 13, 1997

- Beta to be sent to kiosk manufacturers for installation and testing for touch screen - Dec. 5, 1997

- Hardware and monitor to be shipped to Orange County for testing with software - Dec. 10, 1997

- Gold Master Candidate client review and approval - Dec. 12, 1997

- Kiosk arrives in Denver - Dec. 16, 1997

- Software fully functional and kiosk in place - Dec. 18, 1997

Additional Information:

Additional tech support for kiosk software and any out-of-house testing is additional cost if required by client. Mind2Media is happy and able to provide these services for an extra fee. The price quoted here is good for 30 days.

Mind2Media can recommend support companies that can provide maintenance for the kiosk, hardware and software, as well as be the contact for technical support and repairs. Client would need to retain the services of such companies to provide computer and kiosk booth warranty issues or deal directly with kiosk manufacturer.

By signing this document, Mann Theatres is accepting and agreeing to all the items and terms as stated in this proposal.

CHINESE THEATRE

Guided Tour

Stars in the Forecourt

Story of the Theater

Hollywood At Your Feet

Story of the Theatre

1920s

1960s

1930s

1970s

1940s

1980s

1950s

1990s

MAIN

Stars in the Forecourt

Abbott, Bud & Lou Costello
Ameche, Don
Andrews, Julie
Arnold, Edward
Astaire, Fred
Autry, Gene
Barrymore, John
Bartholomew, Freddie
Baxter, Anne
Beery, Wallace
Benny, Jack
Bergen, Edgar
Blondell, Joan
Bogart, Humphrey
Boyer, Charles
Bradley, Tom (Mayor)
Brain, Joe (Private)
Brown, Joe E.
Brynner, Yul

Jean Harlow

One of the 1930's greatest stars, Jean Harlow was revered world-wide as "the platinum blonde bombshell," an image that somewhat obscures her rightful claim to fame as a brilliant and scintillating comic actress.

Her father was a well-to-do dentist, and Harlow received an excellent education at exclusive private institutions. She eloped at sixteen, married a wealthy young

TO SID
In SINCERE APPRECIATION
Jean Harlow
SEPT. 29-33

HOME

RETURN

UP

LEFT   RIGHT

DOWN

Touch To Go To
STARS IN THE FORECOURT