



The mission of MyBlender is to enable consumer brands to engage their mobile audience by making it easy for users to simply create and share professional-looking videos.

Product Overview

The meteoric growth in Instagram was largely due to the simplicity of creating and sharing good-looking photos. Creating and sharing good-looking video from a mobile phone is an order of magnitude more difficult and therefore is a barrier to sharing. MyBlender automatically “Blends” professional-looking movies from videos and photos captured on a mobile phone by combining the content with music, graphics and motion backgrounds defined by a creative theme. The unique “Re-Blend” function automatically creates another Blend from the same content making the application both fun and engaging. Simple sharing tools allow users to easily share the Blend via their favorite social network. Viewers are encouraged to join in the fun by downloading the brand’s Blender application and “Blending” themselves this generates viral lift from content sharing.



Click image for an example of a branded Blend

key barrier to viral adoption. MyBlender is always running in the background and creates branded blends automatically based on metadata tags attached to media on the device, and alerts the user to the Blend via a phone-top message.

ThemeMaker

The Company has developed a creative tool that allows the rapid creation and publication of branded Themes. The tool defines the overall creative look for any content combination and manages the creative assets such as graphics, video backgrounds, music and sound effects associated with the Theme. This means that a brand’s Blender will constantly remain fresh and interesting to the user – just as the introduction by Instagram of new filters sees a massive spike in overall app use.



The Ideal Brand Marketing Platform

Brands need to develop a meaningful relationship with consumers on their mobile device. Consumers want to be entertained and find value in mobile applications and are increasingly thwarting traditional marketing tactics with ad blockers and “fraudulinks.”

The MyBlender publishing platform has been designed to enable simple reskinning and development of brand-focused creative themes. It is the brand’s version of MyBlender that consumers will download and enjoy for hours. The branded version of the MyBlender application can promote events, merchandise, special offers etc. that can be regionally targeted. Blender incorporates screens in the UI that can be dynamically updated during a campaign.

Auto Blend Keeps Your App Relevant

Application apathy causes consumers to forget the tools that are not a regular part of their daily lives—a

Moderation Keeps MyBlender Brand Safe

As part of our turnkey service, MyBlender will moderate 100% of Blends shared from a brand’s application. This ensures content containing brand elements meet brand guidelines for distribution.



Click image for an example of a branded Blend



In-Venue Fan Engagement Made Easy

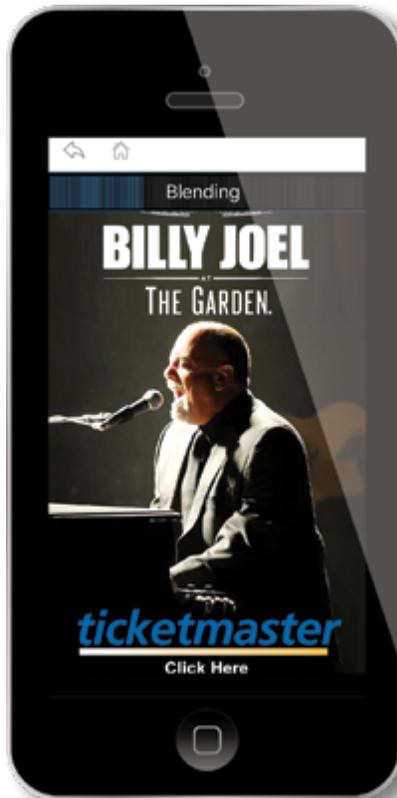
Engage your fans around the venue with MyBlender. Promote your app and ask fans to create Blends and share them to the scoreboard. MyBlender will create professional-looking videos in seconds and provides simple sharing tools that make this a fun and engaging activity for fans before, during and after the event. Blends shared within the venue are also shared to a fan's social network so you receive brand lift outside the venue.

Content for the Control Room

MyBlender integrates seamlessly into the live production environment. We can provide a moderated stream of 6 or 15 second Blends directly to the production switcher in predictable-length content blocks.

Branded Engagement

Blends can include a sponsor's brand elements and the interstitials within MyBlender can deliver a sponsor's message with direct links to commerce. Sell merchandise, music or promote other applications from within MyBlender in a seamless consumer experience that provides incremental sponsorship and commerce revenue for you.



The Sum of the Parts

With MyBlender integrated into your existing mobile application the overall value and relevance of your application increases. MyBlender will automatically create Blends for a fan when they are not at the venue and alert them on their phone top. They just



Click image for an example of a branded Blend

watch and share their blend, making spontaneous, branded content quick and easy. When you push a new Theme to your fans, for example, for an upcoming event or game, they will also be alerted and can easily install the new Theme and start Blending in seconds.



Comprehensive Reporting

MyBlender provides each client with online access to our comprehensive reporting tools. You can quickly and easily determine app usage, the number of blends, impressions on interstitials and a host of other metrics. Third party tracking tags such as DoubleClick or Quantcast can be included in MyBlender and data can be extracted as a .CSV file or linked directly to BI analytics tools such as Tableau® or Qlik®.