Oddcast Avatar Framework

Oddcast provides user generated avatar solutions, providing the infrastructure to allow for user to user communications through personalized avatars. Oddcast works with corporations to customize its solutions for their particular needs.

The Oddcast Avatar Framework is a private label product, allowing web applications to integrate with Oddcast technology and enable their end-users to create interactive, personalized speaking avatars and publish them to sites seamlessly.

Overview

End user functionality
➢ Over 250 avatar models are available for users to customize & publish
➢ Over 500 avatar costumes
➢ Flash only - requires no install
➢ Dialogue audio in any language is automatically lip-synched
➢ Users can record personal audio or create audio via built-in TTS
➢ User generated content is maintained by Oddcast in personal workspace (Account)
➢ Users can publish, save, edit and manage created avatars
➢ Users can edit and manage their audio and background assets

Administrator functionality
➢ Published avatars can be played back in web pages, Flash content, native-code applications or mobile phones
➢ Secure & seamless integration with your web site or web application
➢ Supports an unlimited number of individual end users
➢ Is being used by millions in social networks & corporate applications
➢ Features are configurable
➢ Appearance & content are customizable
➢ Online administration & reporting environment
➢ Editorial control – moderate & remove flagged content
➢ Extensive Client-side & Server-side APIs provide advanced functionality and complete control

Key Features

Avatar Editor enables users to -
- Select avatar from large variety of styles
- Change avatar hair
- Change avatar clothing & accessories
- Change skin, eye, hair & lip color
- Add speech via mic, phone, upload audio file, or type in Text-To-Speech (over 20 languages built-in)
- Change background

Avatar Player

A *Player* plays back user generated Avatars. Player options can be administered & include:
- Play / Pause / Mute / volume controls
- Flagging
- Download to mobile phone
- Ad unit display (Premium Feature) - See Exhibit A2 for details.

User Accounts

Automatic generation of user accounts so that community members may manage, edit & reuse their avatars, audios and backgrounds across sessions.

Online Administration Environment

Control all aspects of the avatar platform & integration. Functionality includes:

Editor Customization:
- Editor appearance (see Exhibit A1 for details)
- Editor functionality (see Exhibit B – Editor Controls)
- Appearance & branding
- Content – which avatar models, accessories, audios, backgrounds & players are available to your end users.
- Publish options

Reports:
- detailed traffic, session length and usage
- reports are real-time, filter for daily / monthly view

Flagging & Moderation:

Site administrator can review & remove user created content (See Exhibit B for more information)

Select a specific subset of avatars and other assets to be used in the editor.

Ad banner management

Option to sell advertising and implement banners within platform (see exhibit A2)
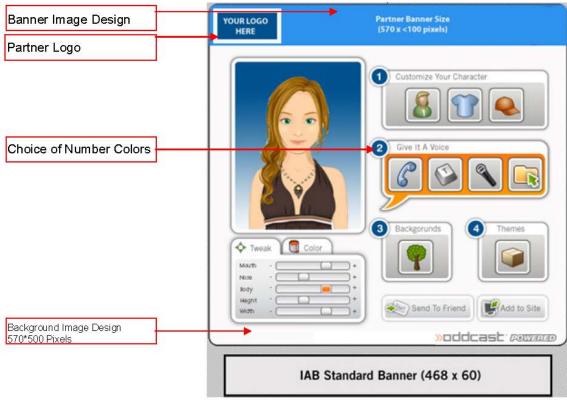
Client API

Control what the characters say & when they speak via a Client API which can be used in Javascript, Actionscript, C++ and C#

Server API

Remotely manage your users' accounts, avatars, media assets & account settings

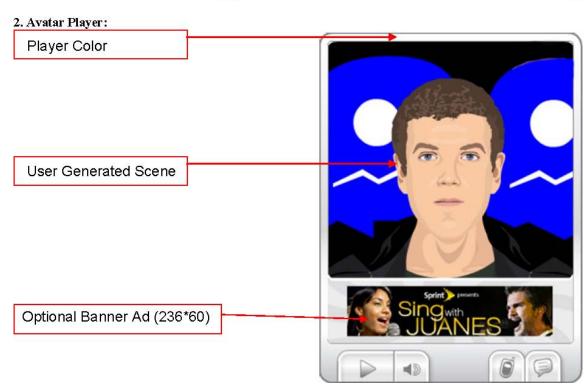## Exhibit A: Avatar Editor and Player Customization Options:
1. Avatar Editor

Banner Image Design

Partner Logo

Choice of Number Colors

Background Image Design
570*500 Pixels

2. Avatar Player:

Player Color

User Generated Scene

Optional Banner Ad (236*60)

Exhibit B: Admin environment:

1. Editor Controls