



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

The screenshot shows the Avatar Editor interface. At the top left, a blue box contains the text "YOUR LOGO HERE". To its right, the text "Partner Banner Size (570 x <100 pixels)" is displayed. Below the logo area is a large central preview window showing a female avatar. To the right of the preview are four numbered customization panels: 1. "Customize Your Character" with icons for a person, a shirt, and a hat; 2. "Give It A Voice" with icons for a telephone, a microphone, and a speech bubble; 3. "Backgrounds" with a tree icon; 4. "Themes" with a cube icon. Below these panels is a "Tweak" section with sliders for Mouth, Nose, Body, Height, and Width, and a "Color" section. At the bottom right are "Send To Friend" and "Add to Site" buttons. The "oddcast POWERED" logo is at the bottom right. At the very bottom, a grey box contains the text "IAB Standard Banner (468 x 60)".

Callout boxes with arrows point to the following elements:

- Banner Image Design (points to "YOUR LOGO HERE")
- Partner Logo (points to "YOUR LOGO HERE")
- Choice of Number Colors (points to the "Give It A Voice" panel)
- Background Image Design 570*500 Pixels (points to the central avatar preview area)

2. Avatar Player:

The screenshot shows the Avatar Player interface. It features a large central window displaying a male avatar against a blue background with white abstract shapes. Below the avatar is a banner ad for "Sprint presents Sing with JUANES". At the bottom are playback controls: a play button, a volume icon, a mobile phone icon, and a speech bubble icon.

Callout boxes with arrows point to the following elements:

- Player Color (points to the blue background of the avatar)
- User Generated Scene (points to the male avatar)
- Optional Banner Ad (236*60) (points to the "Sprint presents Sing with JUANES" banner)

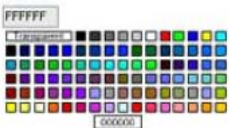
Exhibit B: Admin environment:

1. Editor Controls

Editor Settings

Configuration Name:

ID:

Background:


Action Button Label:

Language:

Allow User Scene Naming:

Embed Code:

Scene Width/Height: /

Help: Show Hide Customize

Editor Customization

Editor UI Options: Deactivate Buttons Hide Buttons Ignore

- Character
 - Model
 - Hair
 - Lips
 - Add Audio
 - By Phone
 - User Uploaded Audio
 - Backgrounds
 - Stock
 - Players
 - Scene Settings
 - Visible
 - Default
- Facial Hair
- Tops
- Hats
- TTS
- Library
- Glasses
- Jewels
- Props
- By Mic

	Visible	Default
Play on Load	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Comments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email	<input checked="" type="checkbox"/>	<input type="checkbox"/>
About Me	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
History	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Send to Phone	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Chat	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Logo

Logo must be a ".jpg" file and should be 552 x 436 pixels

Editor Background

Logo must be a ".jpg" file and should be 552 x 436 pixels





VOKI PARTNER ADMIN

oddcast Admin: Parrot / Last Login: Sep 05 2007 11:01AM Log Out

Voki Apps | Profile | Settings | Moderate

Partners » Dan Carney Partner

Status: Threshold:

Preview	Name	Status	# of Times Flagged	Created On	Last Updated
	Partner scene 302	-- Set Flagging --	1	Sep 04 2007	Sep 04 2007
	Partner scene 49	-- Set Flagging --	1	Sep 04 2007	Sep 04 2007
	Partner scene 19	-- Set Flagging --	2	Aug 21 2007	Sep 04 2007
	Partner scene 2	-- Set Flagging -- Approved Rejected - Legal Rejected - Profanity Rejected - Obscenity	3	July 04 2007	Sep 04 2007

Copyright © 2004-2007 Oddcast, Inc. All rights reserved.