

Valuable Minerva xTVFusion Video

NEW!

The new instructional video provides an easy to understand visual and audio explanation of how the features of the Minerva xTVFusion with Cloud TV works.



Full Length Video for playing over your local channel



Modules can be loaded into your VoD servers & accessed through Rentals icon

Full Length Instructional Video components
 Full Length video & a licensed master customized DVD
 Short Overview (summary of full length video that plays over local channel)

Modular Instructional Video components
 Narrative Orientation
 Chapter Modules & Introduction Module

Customized name, number and logo inserted in both the Full Length and Modular format provides a professional competitive edge and improves company image.



FULL LENGTH options

FULL LENGTH

The Full Length video plays over your local channel and mirrors what your customer sees on their TV screen. All the operations of the features are shown and described in a clear step-by-step manner. Your name, logo and telephone number in the beginning and end of the video implies you have created this valuable tool for your customers. The master licensed (to you) DVD is included in the Full Length package and places the customized instructional video into easy chapter access for customer DVD hand-outs.

Installer and DVR

Since the video is somewhat lengthy, it is understood that few customers will sit and watch the entire video. Installers at the initial installation can assist and direct customer to record the instructional video off the local channel onto their DVR, VCR or DVD; thus, giving the customer the ability to quickly locate the sections. The Full Length video could also be played in your local business office lobby.

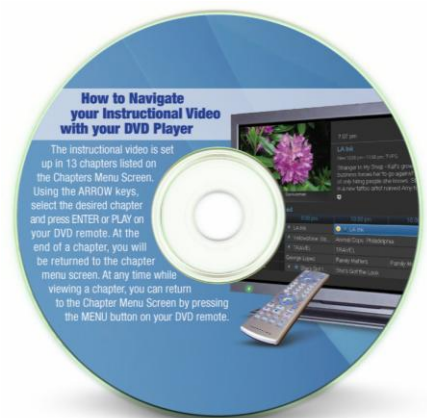
DVD

A Master DVD is created from each provider's customized Full Length video. The provider can then have the master duplicated and dispense the duplicated DVDs to the customers.

When you produce your own DVDs, we can provide our standard graphic design digital files for a jacket or a jewel case insert, and the face of the DVD. There will be space on the DVD disc face and cover for you to insert your company name and logo. All designs are included in the Full Length/DVD price. We will also be glad to provide you a quote for DVD duplication.

Short Overview

- The Short Overview (seven minutes) provides a summary of the features on the Electronic Program Guide and a brief description of them. It airs over the local channel. It is customized like the Full Length.
- It explains the content covered in the chapters on your customized DVD handout and works in tandem with them by reinforcing and calling customer's attention to them.
- It is an alternative to the Full Length video and can be played solo or in rotation with the Full Length version over your local channel(s).



We make it easy for you to provide all the needed operational instructions in a convenient format, improving your quality of service and reducing your trouble calls.

MODULAR

The modules are designed to load into your VoD server. Providers can customize the Rental menu screens to conveniently list the modules for customer's easy access to the information.

The Narrative Orientation (two minutes) runs over the local channel and directs customers to the Rental icon. It explains how customers can access the modules and references the Introduction Module as a handy tool for locating information in other modules.

You would indicate format needed for your VoD server on the questionnaire we provide. Minerva provides you the capability of changing the headings and the connecting subtopics listed inside the Rental icon.



FLASH

The Full Length Flash version of the instructional video for the web is available for both Full Length and Modular customers.

Each Provider can load this video to their web site, and create their own table of contents and links to the sections. Customers will then be able to locate the information quickly.



These new and innovative ways to use the video guide instructions provide a professional competitive edge which increases sales and profitability.

SIMILARITIES

Both the Full Length and Modular versions will have the same content with one exception. The Introduction Module in the Modular version will not be in the Full Length version since it is designed to specifically give a brief explanation of the modules and direct users to the correct modules.

Both will have the graphic interfaces to introduce each section, and sections can be dropped from both versions of the video.

Both have a local channel introduction piece that is customized in both the beginning and ending.

In the Modular, a Narrative Orientation (two minutes) directs customers to the Rental icon and explains how customers can access the modules, referencing the Introduction Module as a handy tool for locating information in other modules.

The Full Length video has no chapter access, but the accompanying customized licensed master DVD does. The DVD gives you the same easy access as the modules in the VoD server.

The Short overview video functions as an overall guide for the Full Length video similar to the Introduction Module's role in the Modular format.

Videos Available for Review

Samples videos available for review:

- Proof of the full video in a DVD format

- Menu Bar Review of all the icons which explains how the icon features work.

- Search, an EPG feature, is available as a demo video. It illustrates the structure and style of a typical chapter.

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Non-Customized Instructional DVD

A generic instructional video on operating the Minerva xTVFusion

Saves providers money when a small number of DVDs is needed and customization of company name, telephone number, logo, and excluding topics is not wanted.

The generic non-customized DVD video has the same content as the Full length video. It contains the Chapter Menu screens that allow you quick access viewing to each chapter. However, it does not contain the company name, logo or phone number embedded into the video at the beginning or the Chapter Menu screen.

Features:

- The disc face is printed in full color and fits into a paper sleeve with a see through face.
- The disc face includes a written explanation of how to navigate the instruction video with your DVR.
- The replication process is used in the creation of the DVD ensuring that each disc can be played on all DVD players.
- The back of the sleeve is blank so that you may place a company sticker.
- Minimum order will be 300 DVDs and purchased in additional lots of 100.



Printed on face of DVD:

How to Navigate your Instructional Video with your DVD Player

The instructional video is set up in chapters listed on the chapters menu screen. Using the ARROW keys, select the desired chapter and press ENTER or PLAY on your DVD remote. At the end of a chapter, you will be returned to the chapter menu screen. At any time while viewing a chapter, you can return to the chapter menu screen by pressing the MENU button, or other return buttons on your DVD remote.

List of chapters:

InfoBar	Controls
Menu	Settings
Guide	Favorites
Guide/Pay per view	
Search	
Rentals	Web &
Email	
DVR	Widgets
Whole-Home DVR	Cloud TV

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