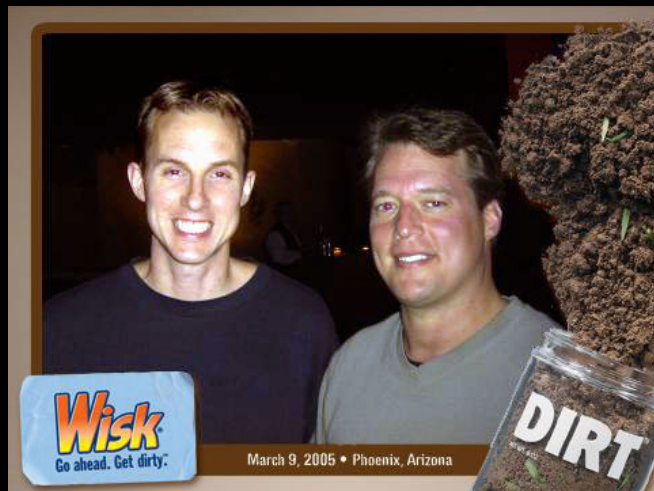




**Lead Generation & Database Building
using the FotoZap® Program**

Brands use event marketing to deliver their message directly to consumers



But onsite experiences must be memorable and create an ongoing connection



Too often event budgets do not yield measurable results



**FotoZap® bridges the gap between events
and measurable online activities**



FotoZap®

The Consumer Experience



*How do brand
ambassadors
use the
FotoZap®
Camera at
events?*

Brand ambassadors capture photos of consumers at events or venues



Consumers receive an individually coded photo access tag with campaign branding





Tags can be
passed out on
chains to turn
every event
attendee into a
walking
advertisement

After the event, participants enter the code online to retrieve their photo



The screenshot shows a web browser window with the address bar displaying <http://muddybuddy.com/>. The website header features the "LAND ROVER CERTIFIED MUDDY BUDDY" logo and two photographs of participants. A navigation menu includes links for Register, The Events, General Info, Sponsors, Mini Muddy Buddy, Photos & Results, and Contact Us. The main content area contains a form titled "Fill out the form to see your photo. Use the photo code from the card given to you at the event." with eight numbered fields: 1. Photo Code, 2. First Name, 3. Last Name, 4. Email, 5. Street Address, 6. City, 7. State (a dropdown menu), and 8. Zip. A "Continue" button is located below the fields. At the bottom, a disclaimer states: "By clicking 'Continue', you are agreeing to the [terms of use](#) of this website."

LAND ROVER CERTIFIED
MUDDY BUDDY

[Register](#) [The Events](#) [General Info](#) [Sponsors](#) [Mini Muddy Buddy](#) [Photos & Results](#) [Contact Us](#)

**Fill out the form to see your photo.
Use the photo code from the card given to you at the event.**

1. Photo Code (from the card you were given, e.g., 175-1234567)
2. First Name
3. Last Name
4. Email
5. Street Address
6. City
7. State
Select your state
8. Zip

By clicking 'Continue', you are agreeing to the [terms of use](#) of this website.

Participants answer survey questions before viewing their photo



The screenshot shows a web browser window with the address bar displaying <http://muddybuddy.com/>. The website header features the "LAND ROVER CERTIFIED MUDDY BUDDY" logo on the left and two photographs of people off-roading on the right. A navigation menu below the header includes links for Register, The Events, General Info, Sponsors, Mini Muddy Buddy, Photos & Results, and Contact Us.

The main content area is titled "Please answer a few questions before viewing your photo". It contains the following survey questions and form elements:

- Question: "How soon do you plan on purchasing your next vehicle?"
Form: A dropdown menu with "--" selected.
- Question: "What adjective best describes Land Rover for you?"
Form: A list of checkboxes with the following options:
 - ☐ Rugged
 - ☐ Powerful
 - ☐ Reliable
 - ☐ Fun
 - ☐ Indestructable
 - ☐ Exclusive
- Question: "What do you look for in an SUV?"
Form: A text input field.

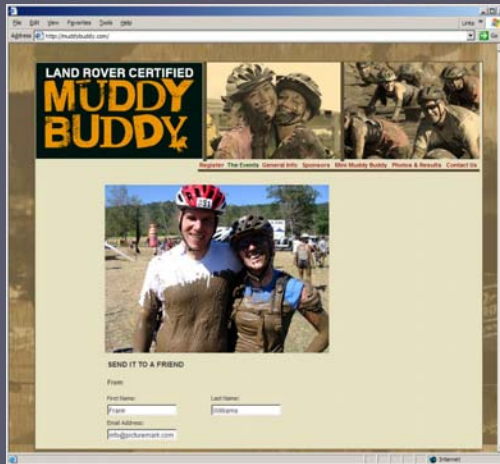
Below the survey questions is a "Get your photo" button.

The footer of the website displays a row of logos for sponsors and partners: Land Rover Certified, National Geographic Adventure, Yakima Destination Hardware, Red Hook ESB, Splavski, CytoMax Sport Drink, and REI.

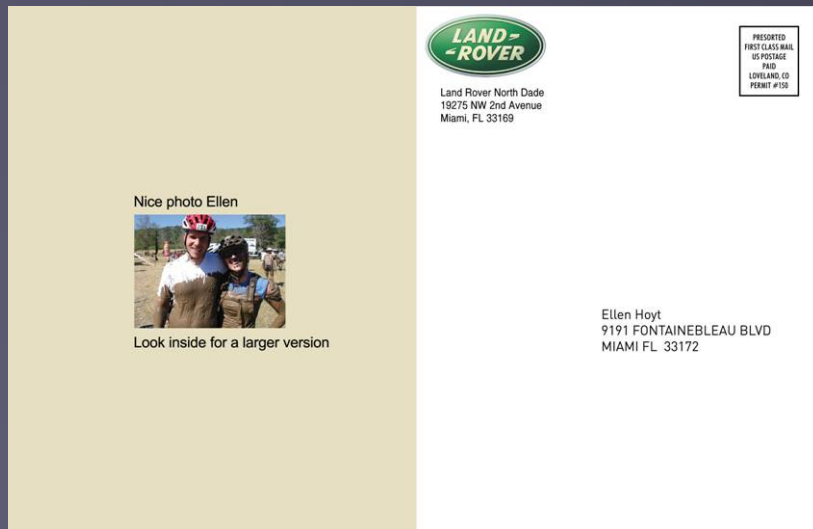
Photos are displayed on a web page with sponsor branding



Participants click through to online activities such as viral photo sharing



Follow-up mail can be sent such as a personalized invitation to a local dealer



FotoZap® Benefits




**FotoZap® creates a
special and memorable brand experience**



FotoZap® converts event attendees into participants in online brand activities

BUD.TV - Microsoft Internet Explorer

File Edit View Favorites Tools Help



PICKUP YOUR FREE P

(YOU MUST BE 21 OR OLDER)

BIRTHDATE (mm/dd/y)

PHOTO CODE

EMAIL ADDRESS

STATE

ZIP CODE

GENDER ☒ Male ☐ Female

☐ Contact me with site

SUBMIT

[PRIVACY](#) [TERMS & CONDITIONS](#)

Done



Consumers act as brand advocates as they share the photo experience with friends



FotoZap® collects actionable leads and survey responses

Microsoft Excel - Event_Survey_Results.xls

	A	B	C	D	E	F
1	Email	Type of vehicle	First vehi	Would recomm	First name	Last
630	anno@yahoo.com	Sedan	2000	Very likely	'Suzanne'	'Agus'
631	1000@yahoo.com	Sedan	2002	Very likely	'ajith'	'bhas'
632	ya1744@aol.com	Sedan	1998 or o	Very likely	'marcus'	'simp'
633	ntrollins@aol.com	Van/Minivan	2002	Somewhat likel	'Anne'	'Rolli'
634	estcityhomes.com	Compact	2003	Very likely	'Andrei'	'Ivanc'
635	lrys8@yahoo.com	SUV	2000	Very likely	'wilson'	'ham'
636	era@spearmet.net	Sedan	1998 or o	Somewhat likel	'Adam'	'River'
637	rvking61@aol.com	SUV	2002	Very likely	'Andrea'	'King'
638	rgas@yahoo.com	Sedan	2001	Very likely	'Stefanica'	'Agus'
639	allers33@aol.com	Sedan	2001	Neutral	'Ben'	'Dobr'

Event Survey Results

Budweiser - Microsoft Internet Explorer

Address: http://veepers.budweiser.com/service/timestamp=1138336950&referrer=audio_tts&id=ConvertTextToSpeechForVeepers&op1=voice_r

Budweiser

WELCOME TO BUDWEISER'S GIVING LIP

STEP 3

This is the really cool part! It's where you can create what the character says. Select your favorite voice from the pull-down menu.

INSTRUCTIONS

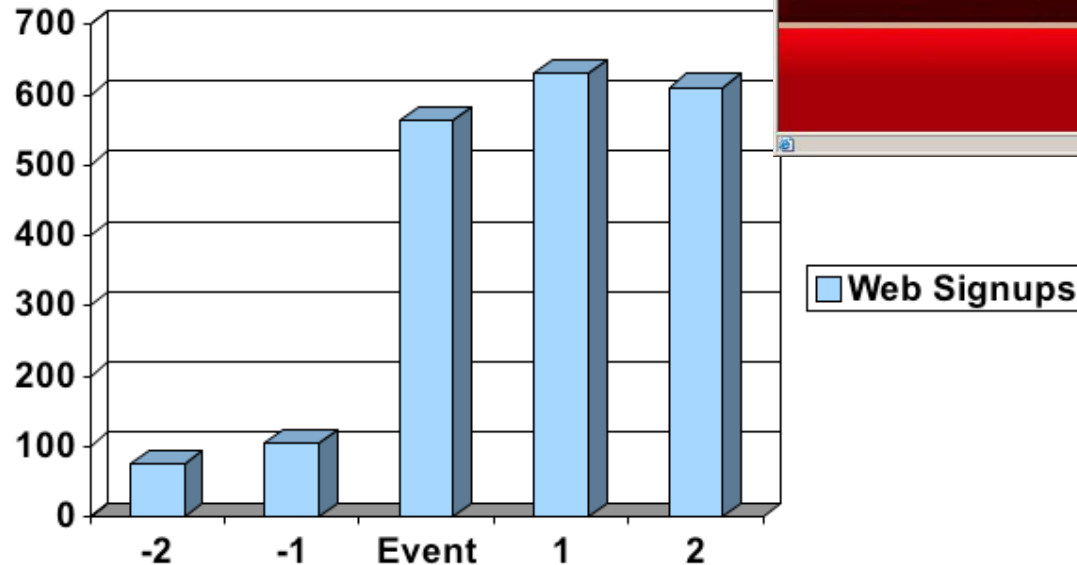
1) Type text (up to 200 characters) in the box below. 2) Select a voice from the pull down menu. 3) Click Preview to listen. 4) If you do not like what you have created, you can change the voice or retype the text. 5) When satisfied, click Save.

Picture Marketing is a superb, on-premise promotion. Me and the girl really enjoyed it. Now I feel like Bud Man

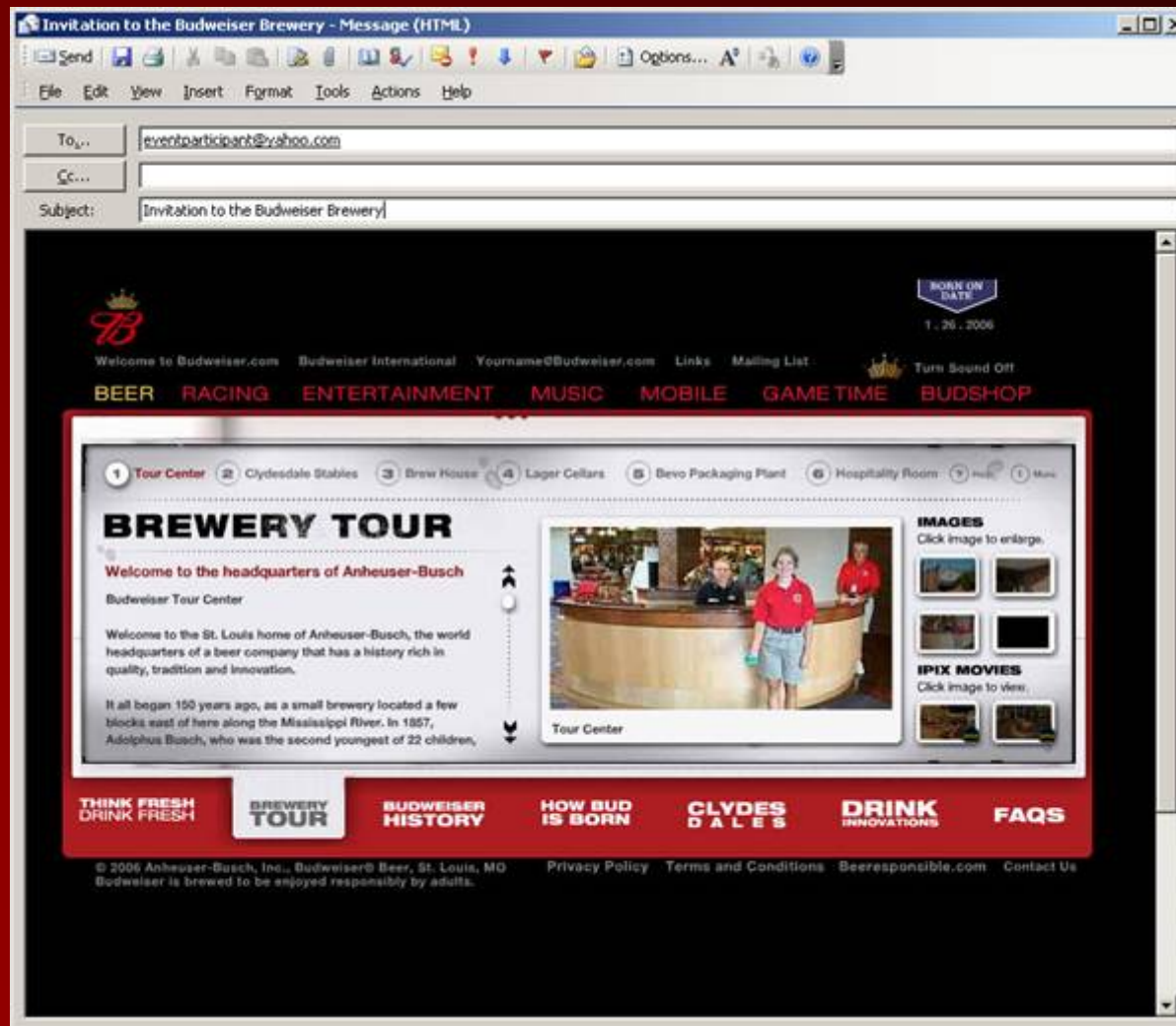
Scottish Male

PREVIEW SAVE

Internet



Information collected from consumers allows rich follow-up communications



Photographer and Administrative Features



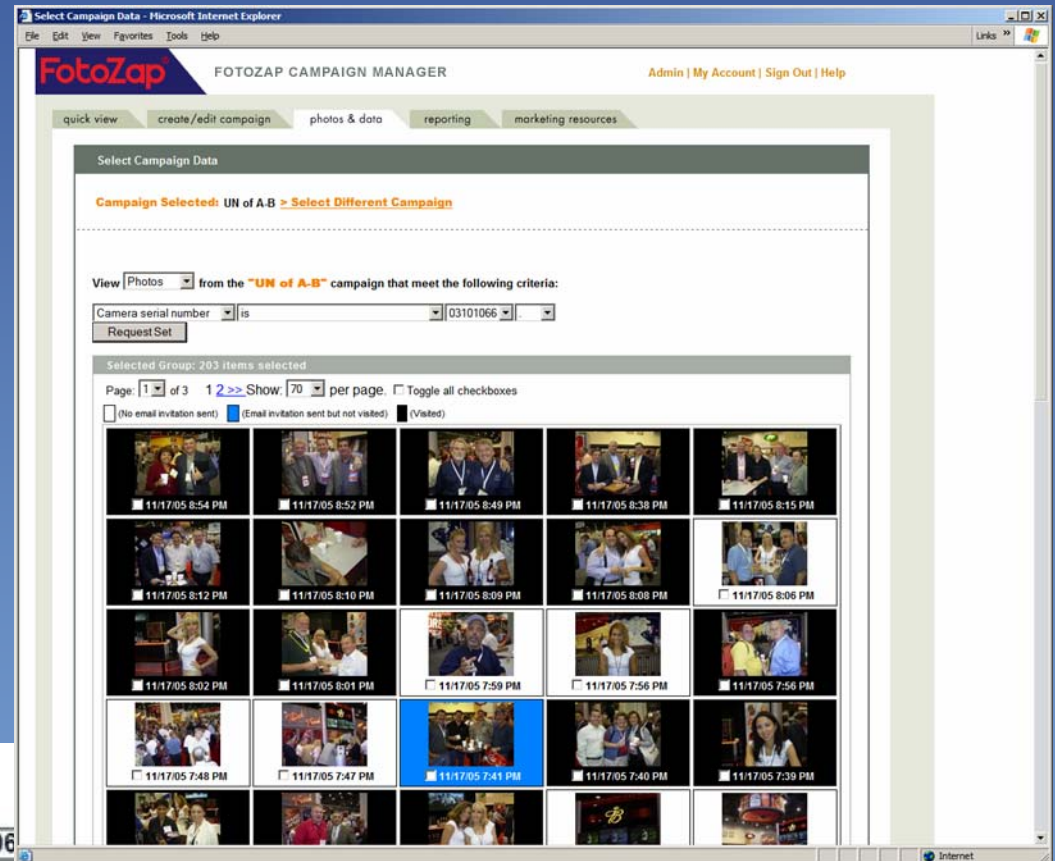
The system is easy-to-use and can be learned in minutes



Once set up, FotoZap® can be rolled out to any number of brand ambassadors



The effectiveness of each ambassador can be individually tracked online



Ambassador Photos Taken/Photos Visited

Ambassador	1/6/06	1/7/06	1/13/06	1/14/06
R. Phillips	112/78	204/128	156/68	37/3
S. Iverson	51/37	146/101	237/183	225/149
K. Wason	224/153	143/101	45/28	145/98
J. Fuszard	230/197	245/201	118/75	231/154
G. Ishihara	194/142	184/131	197/145	167/120

One-click uploading means photos can be reviewed online immediately after the event

Fotozap Uploader

Initiate Upload | Upload Status | Clean-up

Upload Photos to your Picture Marketing Campaigns

Username:

Password:

☐ Advanced

fotozap® uploader

Select Campaign Data - Microsoft Internet Explorer

FotoZap FOTOZAP CAMPAIGN MANAGER [Admin](#) | [My Account](#) | [Sign Out](#) | [Help](#)

quick view | create/edit campaign | photos & data | reporting | marketing resources

Select Campaign Data

Campaign Selected: UN of A-B > [Select Different Campaign](#)


























View **Photos** from the "UN of A-B" campaign that meet the following criteria:

Camera serial number is

Selected Group: 203 Items selected

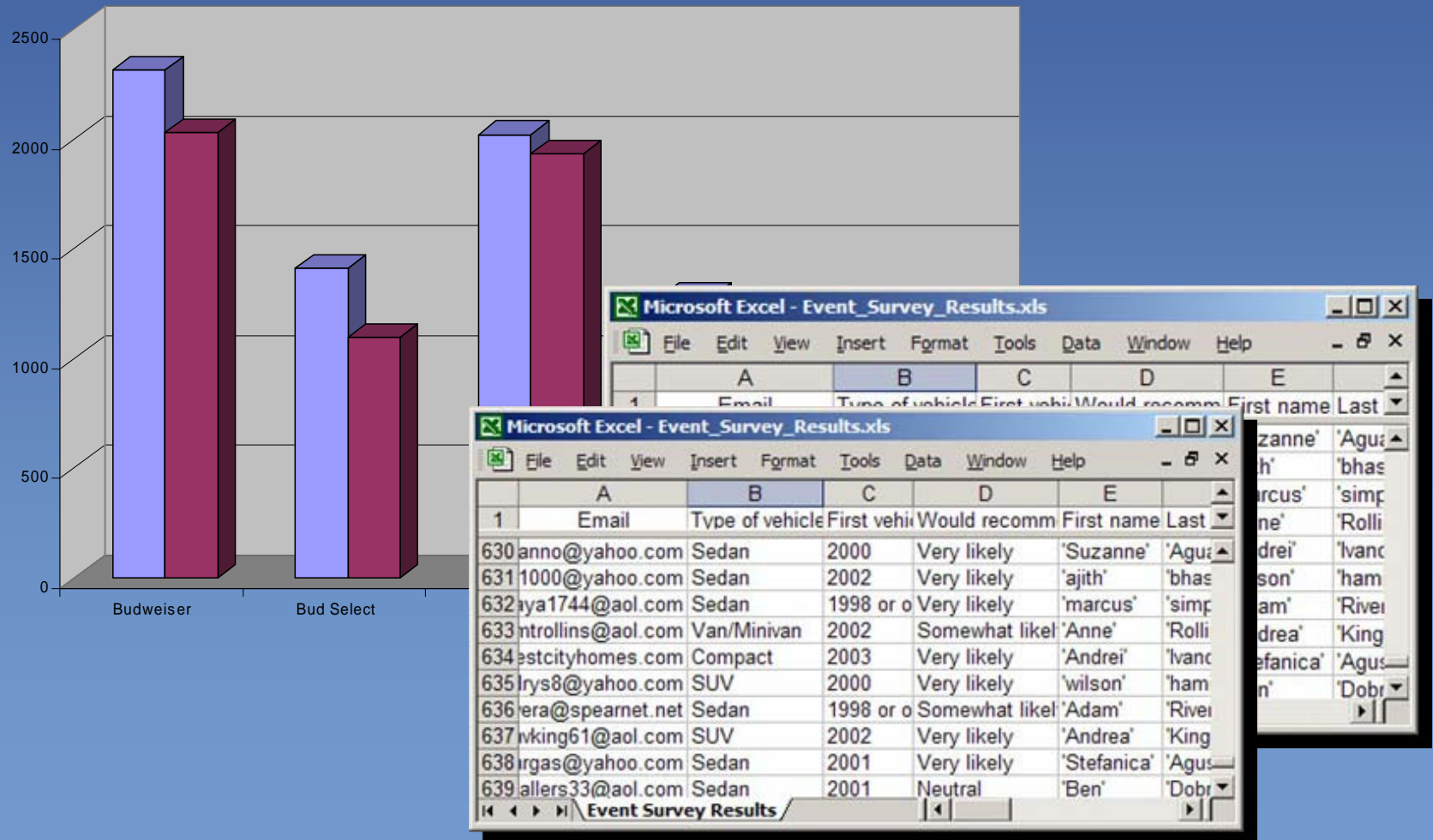
Page: 1 of 3 1 2 >> Show: 70 per page. ☐ Toggle all checkboxes

☐ (No email invitation sent) ☒ (Email invitation sent but not visited) ☐ (Visited)

 11/17/05 8:54 PM	 11/17/05 8:52 PM	 11/17/05 8:49 PM	 11/17/05 8:38 PM	 11/17/05 8:15 PM
 11/17/05 8:12 PM	 11/17/05 8:10 PM	 11/17/05 8:09 PM	 11/17/05 8:08 PM	 11/17/05 8:06 PM
 11/17/05 8:02 PM	 11/17/05 8:01 PM	 11/17/05 7:59 PM	 11/17/05 7:56 PM	 11/17/05 7:56 PM
 11/17/05 7:48 PM	 11/17/05 7:47 PM	 11/17/05 7:41 PM	 11/17/05 7:40 PM	 11/17/05 7:39 PM
 11/17/05 7:38 PM	 11/17/05 7:37 PM	 11/17/05 7:36 PM	 11/17/05 7:35 PM	 11/17/05 7:34 PM

Internet

Executives can download collected consumer data at any time



Collected survey data provides a rich profile of each consumer in attendance

What brands did you sample during the evening?: **Capt. Morgan Rum**

Did you get a temporary Tattoo at one of the Captain Morgan **No** Tattoo Parlors?:

When you go out with friends, will you be more or less likely to order any of the brands you experienced at Street Scene?: **4 - more likely**

Would you be more or less likely to purchase these brands **4 - more likely** in retail accounts?:

Have you attended San Diego Street Scene in the past?: **This is my first year**

Where did you travel from to

FotoZap FOTOZAP CAMPAIGN MANAGER [My Account](#) | [Sign Out](#) | [Help](#)


[quick view](#) | [create/edit campaign](#) | [photo & coin](#) | [reporting](#) | [marketing resources](#)

Photo Details

Campaign Selected: **Street Scene in SD** | [Select Different Campaign](#)

[Single Item view](#) | [Return to all items selected](#)

Selected Photo:



Date Photo Taken: July 30, 2005 10:19:23 PM
Date Uploaded: July 31, 2005 2:20:02 PM
Times viewed: 2
Camera Serial Number: 00100841
Full resolution photo: [View in new window](#)

Emails and Data Linked to this photo:

How would you rate your experience in the Pirates Paradise tent at San Diego Street Scene?
email: tom.nix3@marvr.com
firstName: tom
lastName: nix

What brands did you sample during the evening? **Capt. Morgan Rum**

Did you get a temporary Tattoo at one of the Captain Morgan Tattoo Parlors? **No**

When you go out with friends, will you be more or less likely to order any of the brands you experienced at Street Scene? **4 - more likely**

Would you be more or less likely to purchase these brands in retail accounts? **4 - more likely**

Have you attended San Diego Street Scene in the past? **This is my first year**

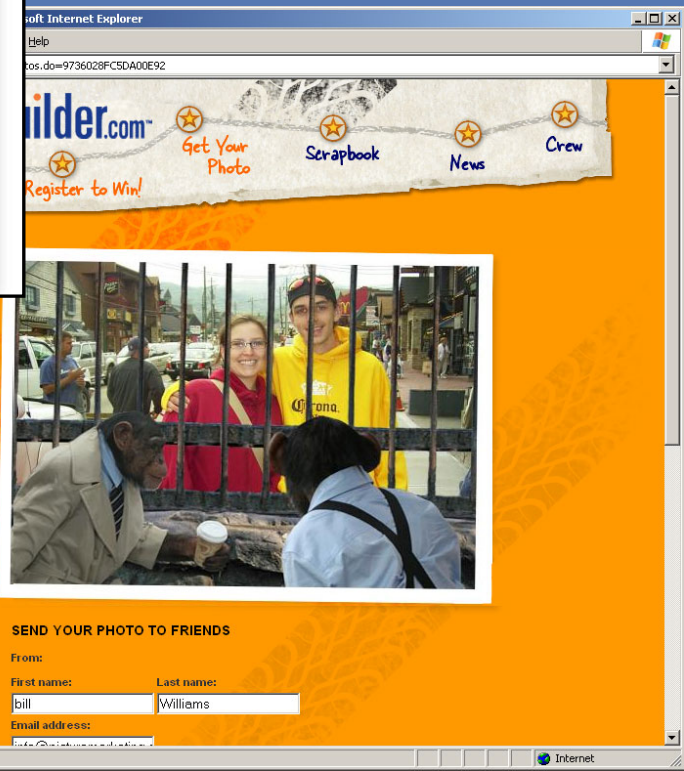
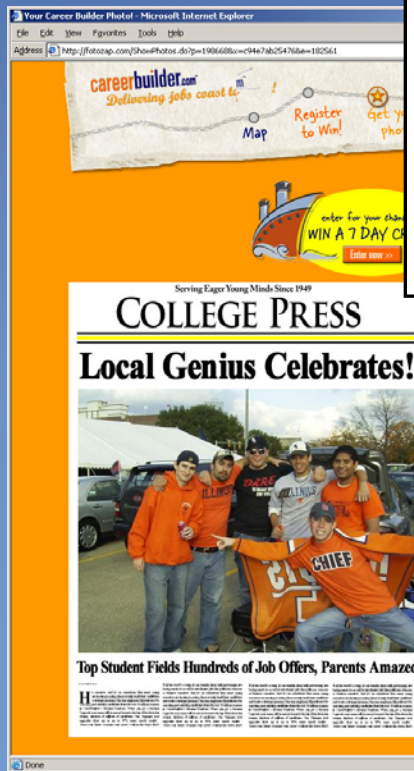
Where did you travel from to attend this event? **Orange County**

Do you plan on attending San Diego Street Scene next year? **Yes**

Email Notification: August 1, 2005
Invitation Type: Guest

[Link a new email address and data to this photo](#)

Campaign elements can be customized from an admin website for every event



Customization Options



Brands select how the system should be customized to fulfill their marketing goals



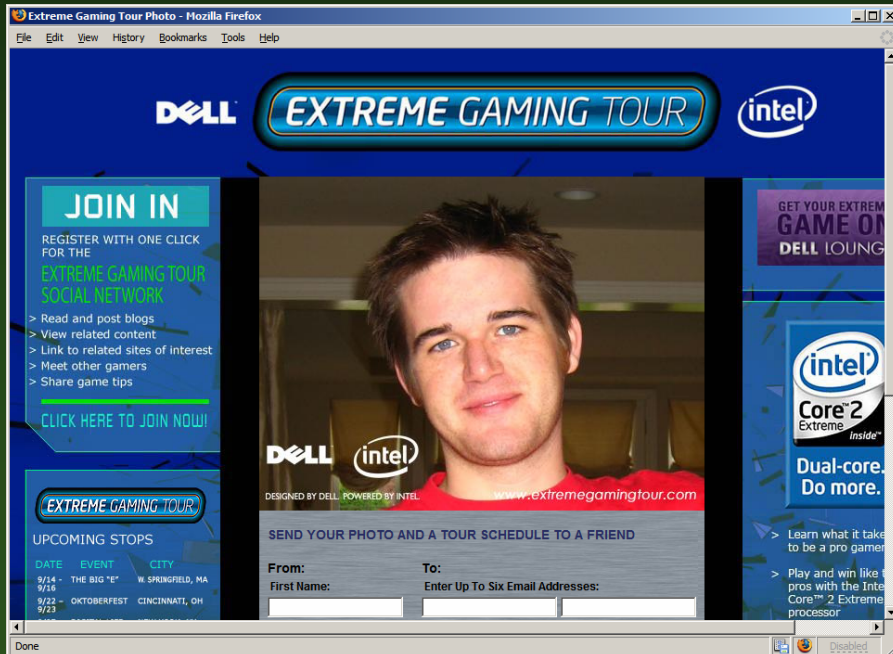
**The FotoZap® Camera can be branded
with custom coverings**



“Each campaign can uniquely brand photo access tags and cards in any language.”



Online Activities



Generation of Brand Videos



Social Network Enrollment



E-Commerce Purchases



Photo Advergaming



Opt-ins to Mailing List



Photo-Customized Mailers



Viral Marketing

A brand video can be automatically generated using the consumer's photo



Build a Photo-Mosaic



Natalie
Expresso
Columbia
For Parents

Picture This

Click on the image to see the individual photos that create the photomosaic. A "map window" will open to indicate where the photos are in the bigger picture. Continue clicking until you see the original photographs in greater detail.


If you had your photograph taken in our Expresso photo areas during one of our events, enter your e-mail below to find your picture.

If you receive an error message, please check the spelling. If the error message persists, it is possible that your photo was not inserted due to technical problems.

email address

submit

Reference: If we took this beautiful image, "The Great Leap of Faith" by Jane Goodall, we received from thousands of individual photographs. These photographs were taken during a series of Expresso sampling events held throughout the country. The photomosaic will be auctioned off on eBay.com. All proceeds will benefit the Susan G. Komen Breast Cancer Foundation.



Trusted Expresso event locations: airports, arenas, universities.

For Venues

photomosaic

"The Great Leap of Faith" created by Jane Goodall and transformed into a mosaic from all ages Komen Breast Cancer


If you had your photograph taken in our Expresso photo areas during one of our events, enter your e-mail below to find your picture.

If you receive an error message, please check the spelling. If the error message persists, it is possible that your photo was not inserted due to technical problems.

email address

submit

[back](#) | [start over](#)

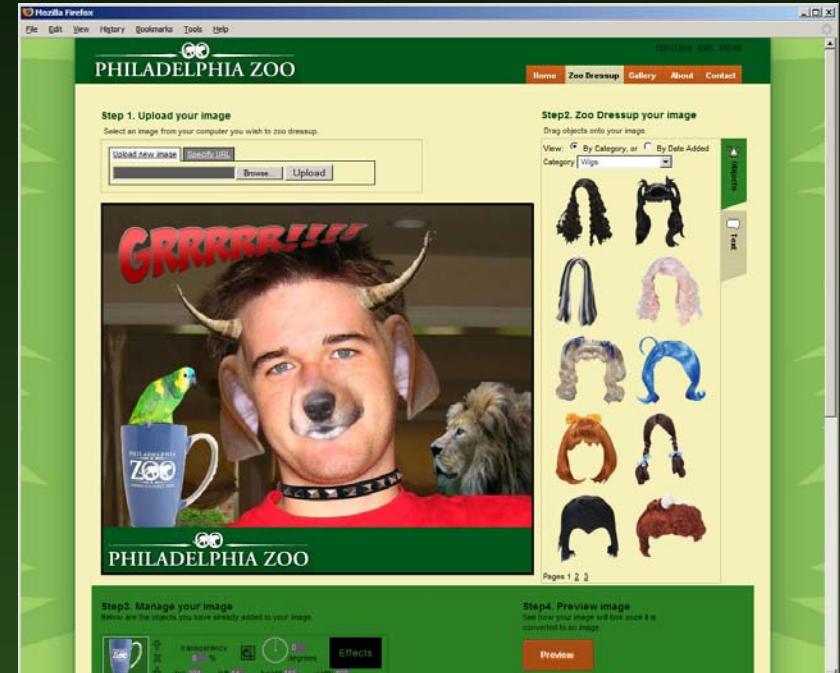




Create a Comic Strip



Dress-up-Your-Photo Contest



Create an Instant Social Network


Keith Akerman - Extreme Gaming Tour social network - Mozilla Firefox

File Edit View History Bookmarks Tools Help

DELL **EXTREME GAMING TOUR** **intel**


Home | Me | People | Groups | Search

Photo



DEL COLLEGE DISCOUNTS

About: keithshot

 Keith Akerman

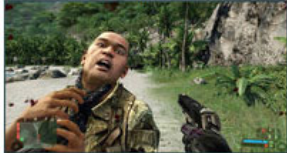
More Detail
No details entered yet.

Professional
Personal

Check out the latest gaming PCs

Keith's Blog
Wednesday, September 19, 2007


Don't Crysis for me, I'll Get Tina




That's what I'm talking about.

Tags: crysis, screenshot
posted by keithshot on Wednesday, September 19 2007
permalink | comments (0)

Comments for Keith

 **billwill said:**
I'll take you out, before you can open your mouth in surprise.
Geronimo

Delete

 **keithshot said:**
Very slick, very hip, very dead.

Actions for User Public Page


- Add this user as a Friend
- Send me a Message
- Write a Comment
- Search

Go

GET YOUR EXTREME GAME ON DELL LOUNGE

Gallery
Images **Video** **Audio**

No images have been published yet.



Done

Photo-overlays create an 'instant photo-op'



Onsite creative options can be integrated into both the photo and the display page

Share your Photo with Friends and Family
It's easy to share these unique Images with your friends and family. Just type in your name and the e-mail addresses of up to four of your favorite people. Then click Submit.

Your Name

Your E-Mail Address

E-Mail Address 1


E-Mail Address 2


E-Mail Address 3

E-Mail Address 4


Your photo has been sent!


Have another photo card?
[Click here](#) to register again.



INFINITI.



Intensity Captured




[Print](#)



Need Help?
Powered by Picture Marketing, Inc. US Patent No's: 6,085,195; 6,519,596 B1; 6,523,034 B1. Additional Patents Pending
[Privacy and Terms](#)



**A memorable event experience connects
with consumers and brings them online**

FotoZap® turns event attendees into web visitors on a mass scale



Join our Clients from A to Z who have benefited by using FotoZap®

A



B



C



D

DIAGEO

E



F



G



H



I

IMAX

J



K



L



M

MAZDA

N

Nestlé

O

ORACLE

P

P&G

Q



R



S



T

TOYOTA

U



V



W

Wisk

X



Y

Y&R

Z

ZAZZLE



[Click Here to check out FotoZap Case Studies](#)