



Introducing the Zoo Media Photo Sharing App

- Generate branded sharing
- Gather stock photo content
- Apple Store; ZooMedia Photos



HOW ZOO VISITORS USE THE

ZooMedia.us Photo Sharing App



Apple:
<https://apps.apple.com/cn/app/zoo-media-photos/id1548988103>

Google:
<https://play.google.com/store?hl=en>

DOWNLOAD THE ZOO MEDIA PHOTO APP

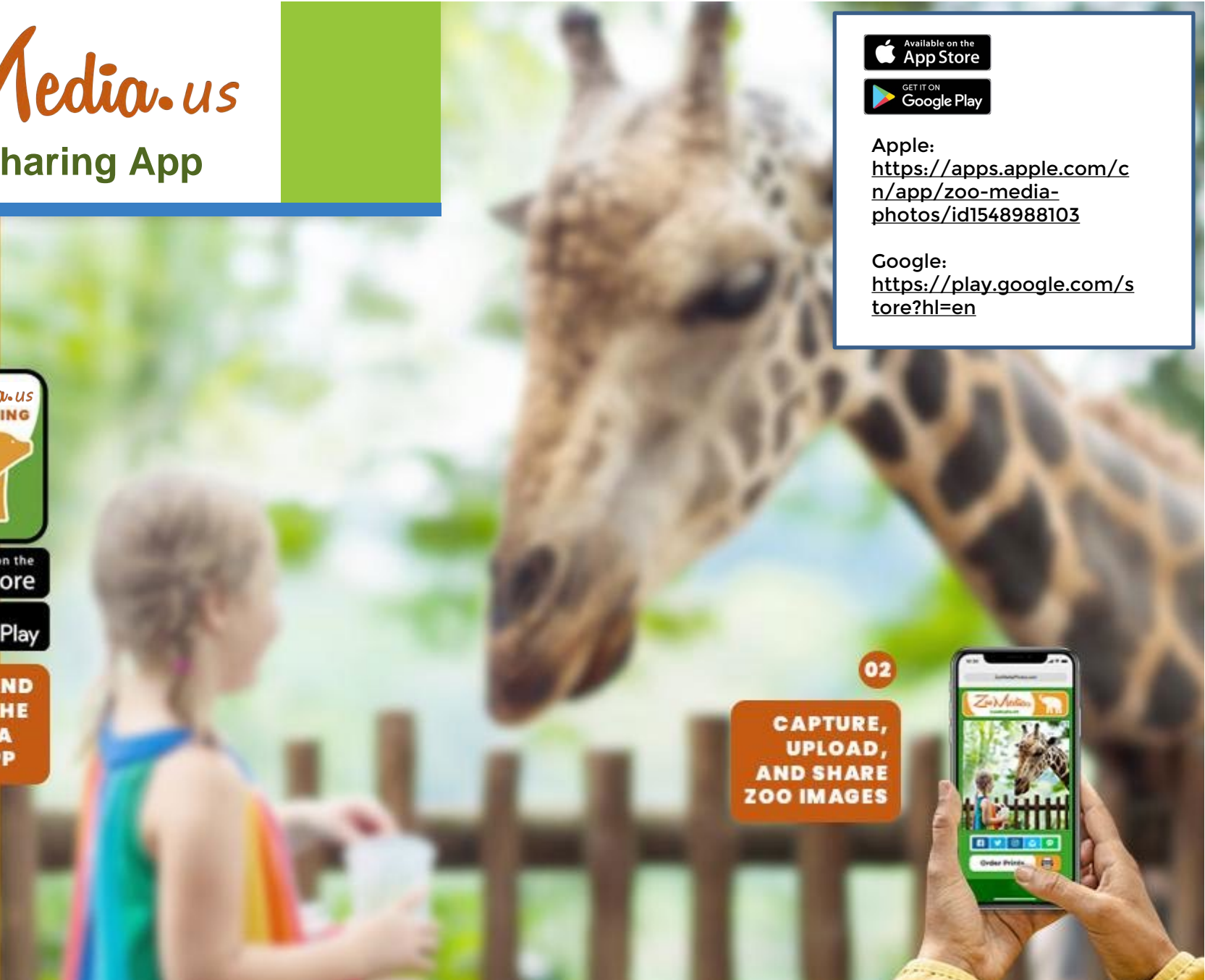
SCAN THE QR CODE TO START



01



INSTALL AND LAUNCH THE ZOO MEDIA PHOTO APP



02

CAPTURE, UPLOAD, AND SHARE ZOO IMAGES



VIRAL REACH OF PHOTOS

ZooMedia.us

Photo Sharing App

02

FRIENDS
RECEIVE
LINK TO
PHOTO
DISPLAY
PAGE

01

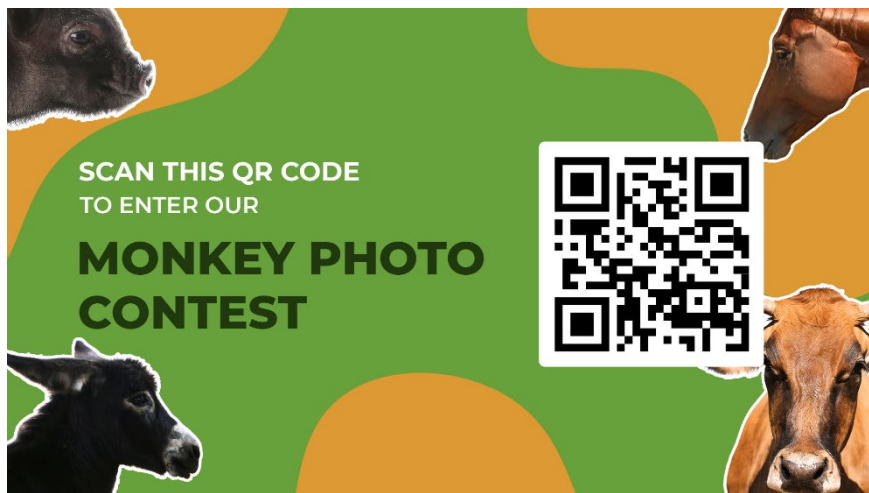
GUESTS
SHARE
VIA SOCIAL
MEDIA, EMAIL
OR SMS



Option: UGC Campaigns

(No App Download Necessary)

1. Guests click on a link sent via email...or scan a QR code posted at the zoo (e.g. a sign at the monkey exhibit)
2. They fill in the Custom Survey Form and capture photos with their own device
3. We instantly return a branded photo for sharing
4. All photos are available for Zoo Media usage



Onsite Signage

REGISTER

A smartphone displaying a registration form titled "Register Today". The form includes fields for "First name", "Last name", and "Email address (receive your registration code by email)". Below the email field is a checkbox for "I would like to receive commercial emails and special offers from Zoo Media and their pet partners." At the bottom, there is a "Register" button and a small disclaimer: "I have read, understood and agree to be bound by the full.com Terms of Use and Privacy Policy."

Two Basic Categories of Campaigns

✓ Photo Branding and Sharing

✓ Stock Photo Aggregation Campaigns



REASONS TO PARTICIPATE

Guests will be invited to use the app instead of just taking their own photos and will be enticed to do so for a variety of simple reasons;

- Branding and special photo treatment
- Mosaic
- Contest/Sweepstakes
- Digital Incentives (e.g. submit a photo for a free Coke)
- Creative Contests (star in our next ad)
- Charity tie-ins (e.g. every photo submitted will bring a \$1 donation)
- Etc.

Campaign Treatment Examples

Individual locations can have campaign customizations that map to their marketing needs



Apple:
<https://apps.apple.com/cn/app/zoo-media-photos/id1548988103>

Google:
<https://play.google.com/store?hl=en>





The Complete Consumer Upload Activation Platform

Mark Miller
(561) 707-0138
mark@oohmediausa.com

Marilyn Miller
(561) 628-5807
marilyn@oohmediausa.com

- Mobile Capture at Scale
- Automatic Background Removal
- Custom Software/Workflows
- Branded Apps in App Stores
- Sophisticated Integrations or Simple One-Offs
- Turnkey Services or Do-it-Yourself SAAS Licenses
- Touchless Hardware Technology



Appendix:

**Additional Future Options
and Add-on
Examples**

Digital Photo Mosaic

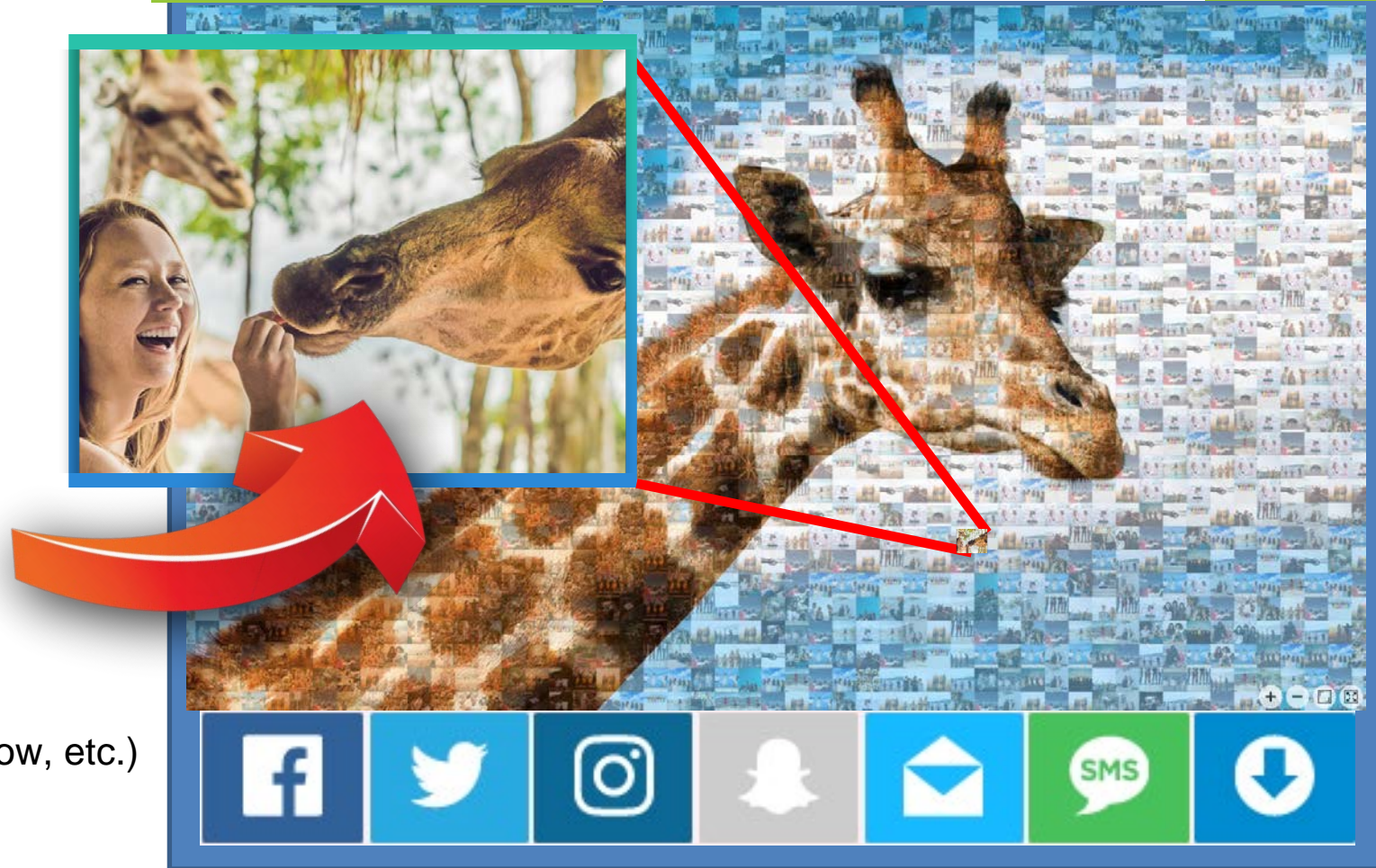
Easy ways for zoo visitors to submit their own photos:

- Hashtag uploads
- Custom website upload
- SMS uploads

Full Feature Set:

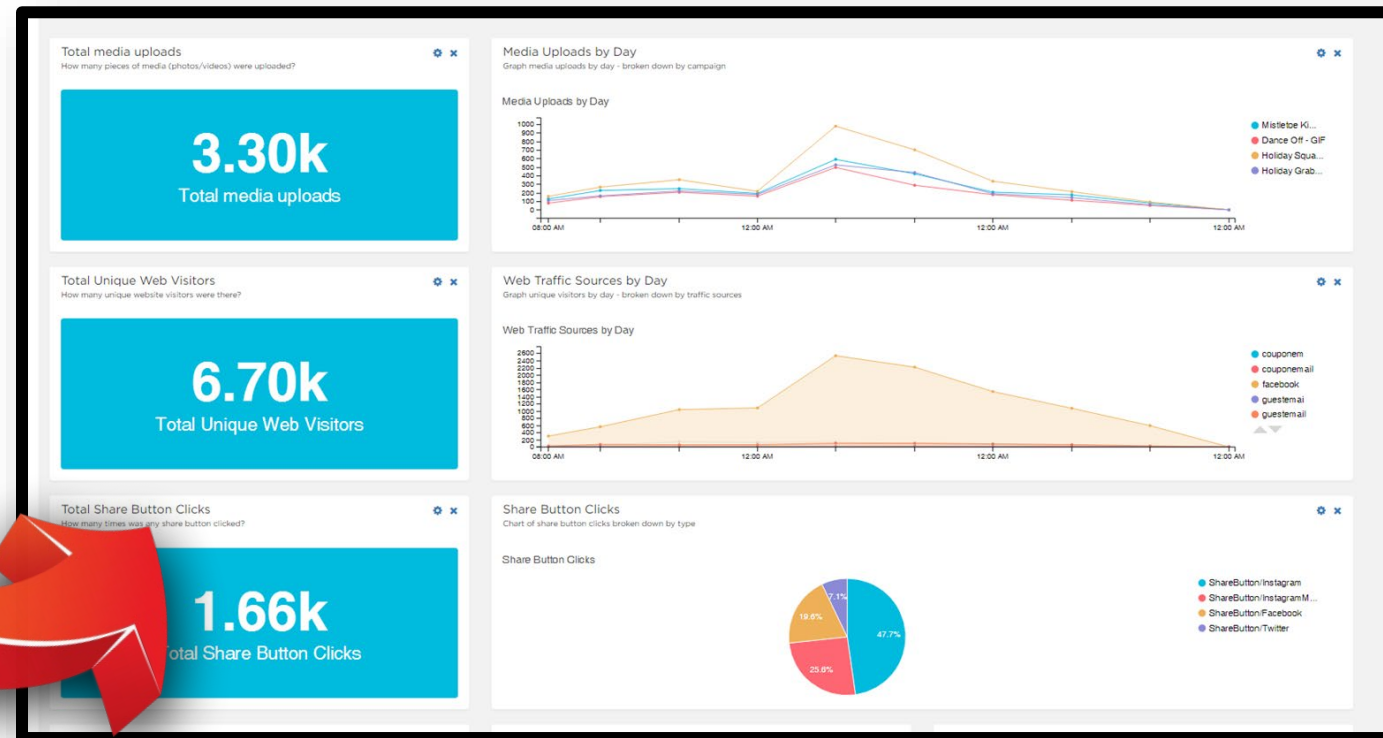
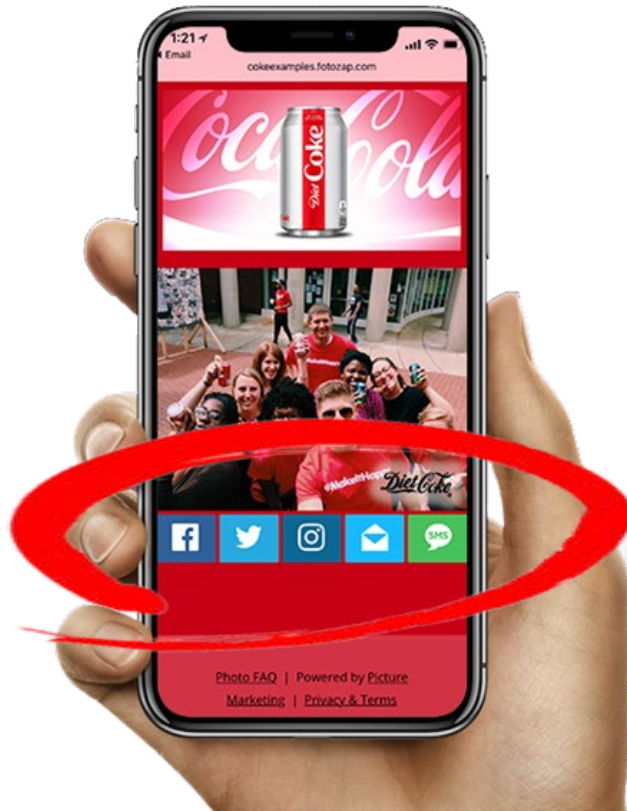
- Sponsor options
- Call-to-Action links
- Photos animate in and out
- Data analytics included
- Multiple formats to select from (e.g. Cascade, Wave form, Gallery, Slide Show, etc.)

ZooMedia.us
Photo Sharing App



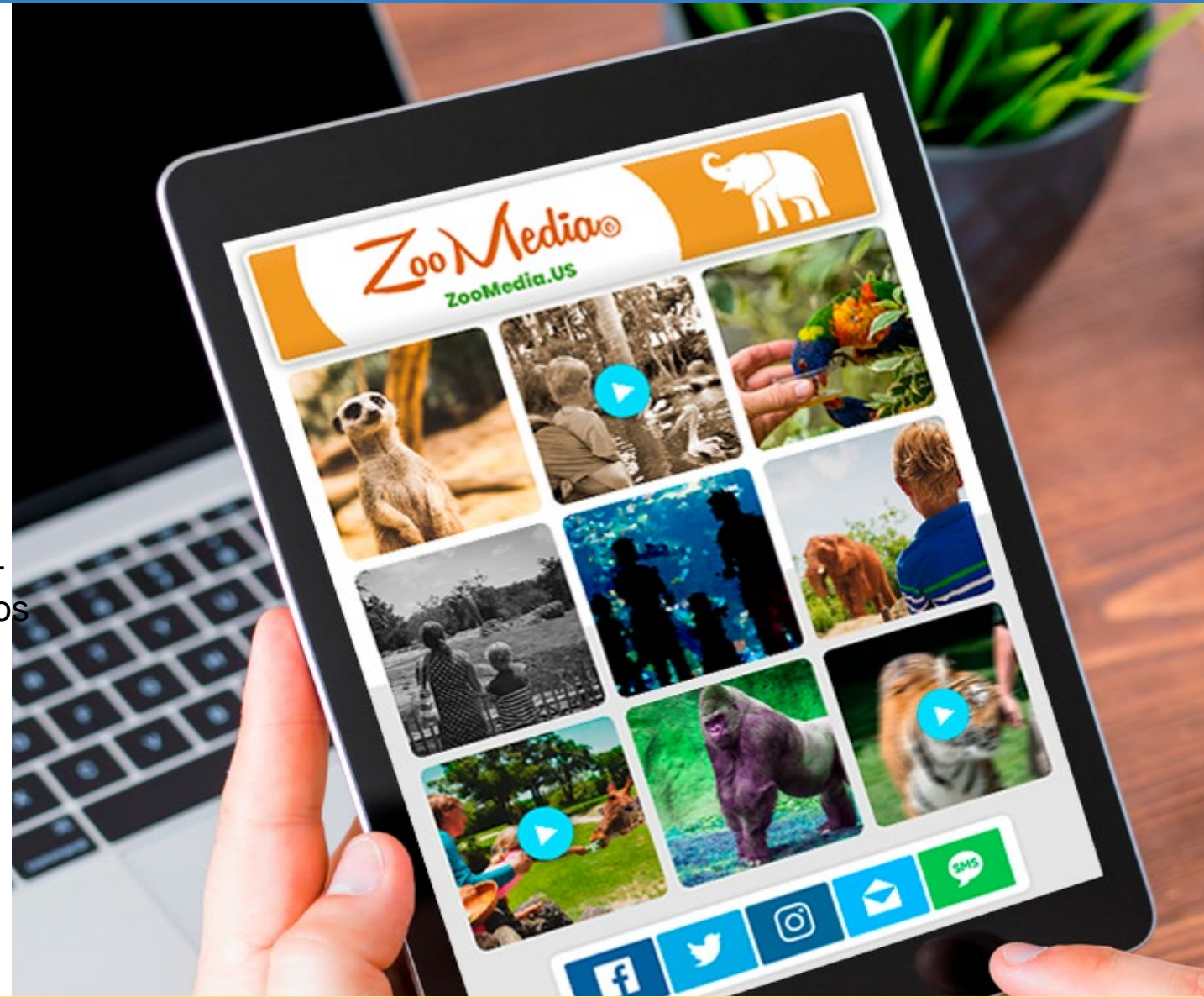
**Sophisticated Reporting Ensures
Your Team Can See
Real-time Results And ROI
Measurements**

**Select from over 25 different metrics
that are displayed on a custom
dashboard scheduled for regular,
automated delivery.**



Multiple Guest Images Are Saved To A Personal Gallery

- Fans can access their branded private gallery year-round and share the entire gallery or selected photos
- LandShark remains front and center
- Digital Incentives can be changed at any time for future gallery views



Alternatives:

TOUCHLESS TECHNOLOGY FOR SELECT ON-SITE PROMOTIONS

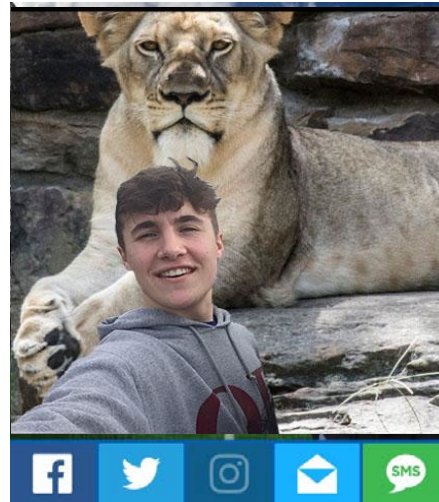
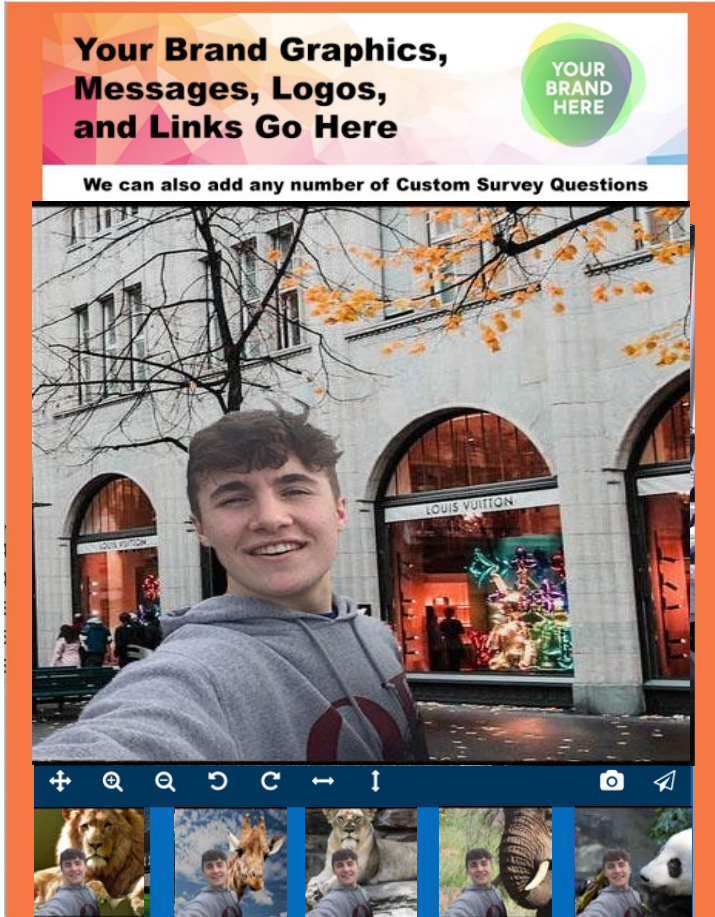
Here's an option for those locations that still want to run on-premise promotions. Our optional Touchless Screen module helps ensure that Social Distancing norms are observed by participants.

Our 'No-Touch' screen interface allows guests to enter their contact info directly on their own device via a survey form.

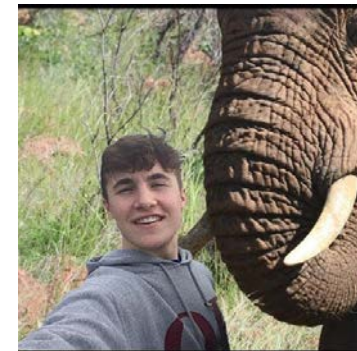


Instant Background Replacement

Try it right now by uploading at:
<https://virtualpb4.fotozap.com/capture>



Our setup includes your selection of custom backgrounds with multiple brand messaging options
<<<



Benefits:



**Picture
Marketing[®]**

Pricing

5,000	\$.30
10,000	\$.27
50,000	\$.25
100,000	\$.23
250,000	\$.20



Zoo Media Products & Services will help change advertising & sponsorship revenue in every Zoo we partner with.

Contact us today and start monetizing Zoo Media Products & Services

(561) 707-0138 mark@oohmediausa.com Mark Miller
(561) 628-5807 marilyn@oohmediausa.com Marilyn Miller

"We at Zoo Media stand ready to continue to be a valued strategic partner."

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