



Introducing the Sports Media Photo Sharing App

- Generate branded sharing
- Gather stock photo content



HOW
SPORTS
FANS
USE THE



DOWNLOAD
THE
SPORTS MEDIA
PHOTO APP

SCAN THE
QR CODE TO START



1



Download on the
App Store

GET IT ON
Google Play

INSTALL AND
LAUNCH THE
SPORTS MEDIA
PHOTO APP



2

CAPTURE,
UPLOAD
AND SHARE
SPORTS IMAGES



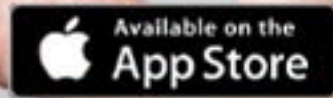
THE VIRAL REACH OF PHOTOS



1 Guests share via Social Media, Email or SMS.



2 Friends receive link to photo display page.



Option: UGC Campaigns

(No App Download Necessary)

1. Guests click on a link sent via email...or scan a QR code posted at the venue. (e.g. a sign at the stadium)
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 Sports Media usage

Scan this QR
Code to
enter our
STADIUM
PHOTO
contest!



REGISTER

10:30

SPORTS MEDIA
PHOTO SHARING APP

Register Today

First name

Last name

Email (required) (please use your actual email)

I agree to the contest rules and conditions and I understand that my photo may be used for promotional purposes.

Submit your photo to enter the contest by clicking the "Submit" button.



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





sales@picturemarketing.com
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The Complete Consumer Upload Activation Platform

- 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 sports fans to submit their own photos:

- Hashtag uploads
- Custom website upload
- SMS uploads

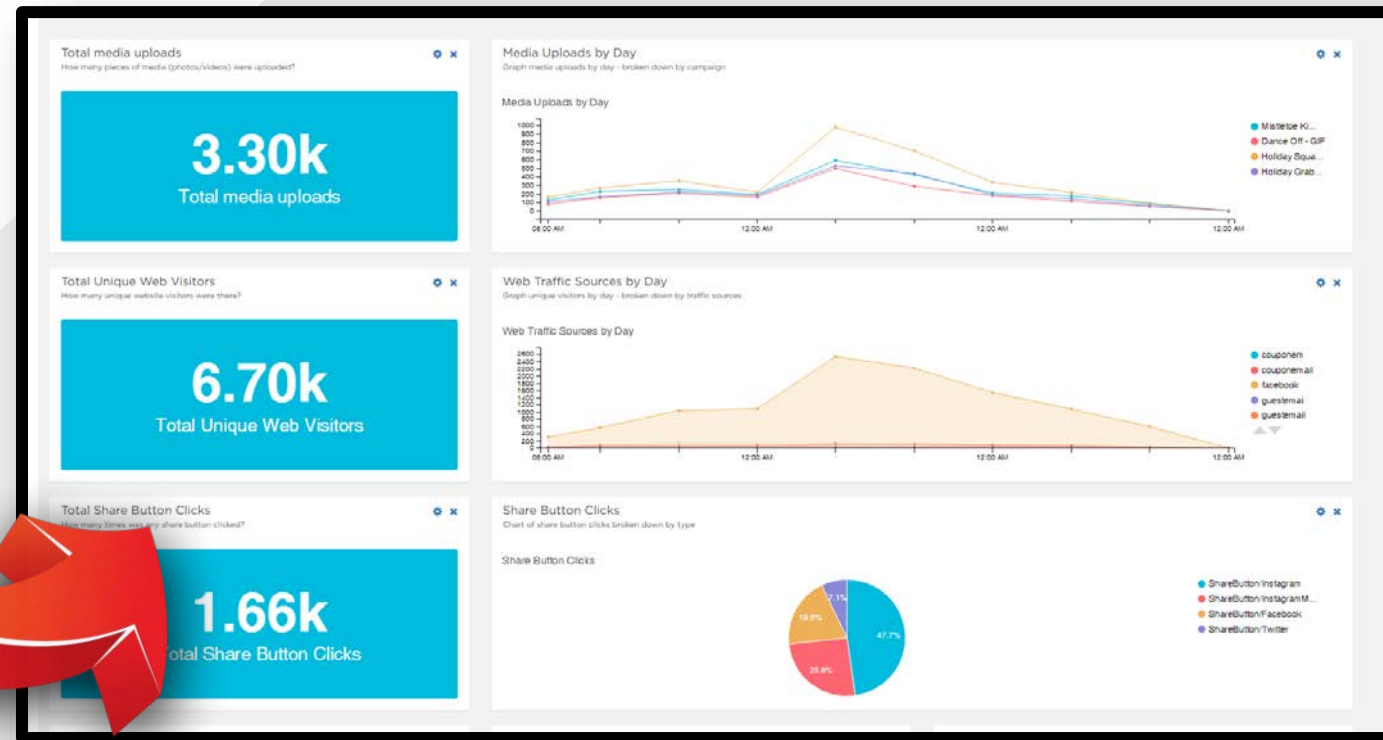
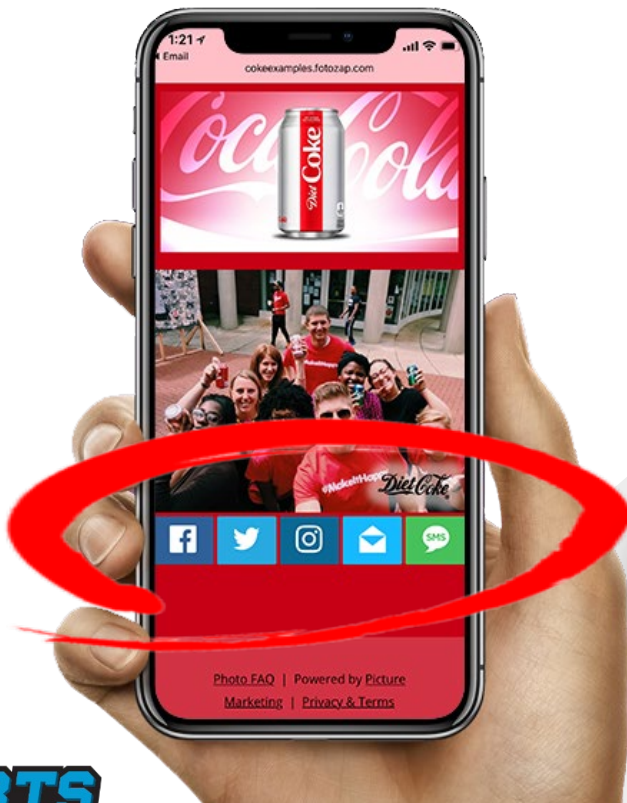
Full Feature Set:

- 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.)



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.



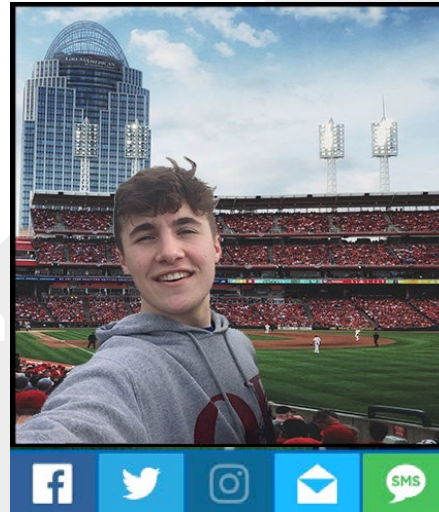
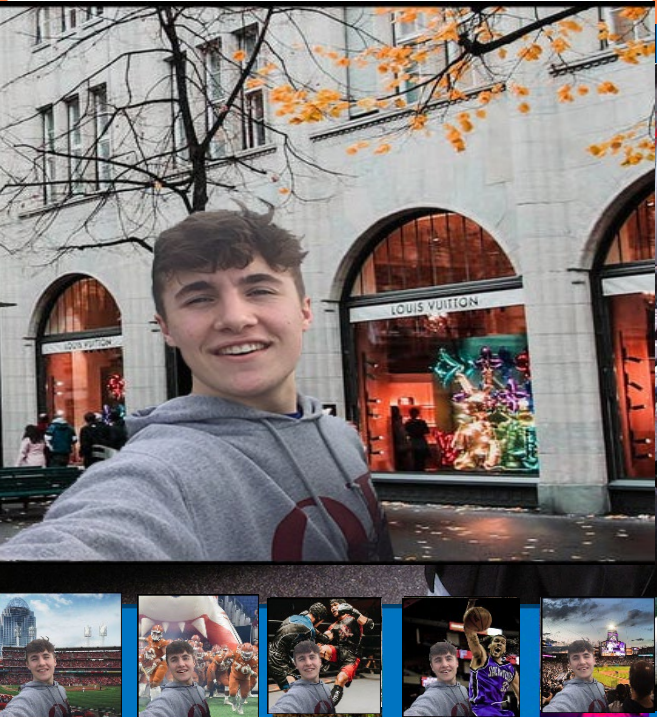
Instant Background Replacement

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

Your Brand Graphics, Messages, Logos, and Links Go Here

YOUR BRAND HERE

We can also add any number of Custom Survey Questions



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

