»oddcast™

Guidelines for 3D VideoStar Footage

(June 2009)

General Guidelines:
The guidelines below outline best practices with regards to how video assets should be prepared, shot, and selected to achieve the best results with 3D VideoStar technology.

3D Video Star Technology replaces only frontal or minimally-turned face shots. 3D VideoStar replaces the face only, not the hair. In instances of far off or fast-moving action shots, the face of the original actor is not replaced. The actor's body skin color is also not changed.
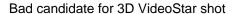
Things to look for:
-    Close Ups: Clip should consist of waist up or close-up shots of the face. Steady, revealing shots make the user-uploaded face recognizable.
        o   The entire clip does not need to be close up, but when the actor is on the screen, a clear face shot should be visible. See example.
-     Hair: 3D VideoStar replaces the face only, not the hair. As such:
        o   Actor's hair should be a part of a costume. See example.
        o   Actor wearing a hat or hooded sweatshirt is a good generic option.
-     Clothed actors, not revealing much flesh (As 3D VideoStar does not replace the flesh color in the videos)
-     Well-lit shots
-     No shadows over the face
-     Smooth or slow camera and action

Examples:

Good candidate for 3D VideoStar shot	Bad candidate for 3D VideoStar shot

Things to avoid:
-    Obstructions over the face (hat brim too low on the forehead, passing behind objects within the scene)
-    fast camera movements
-    fast character movements
-    moving or color-changing lights
-    strong shadow changes across the face
-    actors with facial hair including strong sideburns
-    Profile shots

Race / Gender:
3D VideoStar Technology replaces only the face in a shot. Thus, other body parts with exposed skin, such as hair, neck, hands, etc. need to be considered.

It is possible to require the end user to determine sex and / or race in order to present the user with relevant content prior to processing of video. For example, men will be targeted with one clip, while

women, with another. Or, if more than facial skin is exposed in the shot, dark skin and light skin options may be prepared and planned for, perhaps shooting a scene twice, with two different actors.

It is also possible to use costume ideas – such as hats / gloves and shadowing in a creative way as to overcome possible inconsistencies with uploaded photo faces.

Green Screen Do's/Don'ts
If you are shooting on green screen, some general best practices should be followed:

- Film or Camera crew should provide 3 types of lighting
    o key light
    o fill light
    o spot light
- Key is have the light distributed evenly over the green screen
    o No shadows
- For fast moving scenes, recommend to use high speed camera or it will come out blurry.
- Slow moving scenes should be filmed in HD.
- Things to avoid when shooting for green screen:
    o No shiny costumes or accessories
    o Avoid light or white colored clothing
    o Nothing worn should reflect light
    o No green colored contacts
    o Absolutely no green clothing or accessories
    o No fur or frizzy hair

Clip Length:
Up to 30 seconds.

Uploaded Photo:
The end user will be instructed at the appropriate step in the application to upload a photo. The instructions will contain a visual and copy describing the lighting and positioning of the types of photos that will work within the application. Photos that do not meet the criteria of these guidelines may produce poor results. For instance: photos that portray a smile, a profile shot, strong shadows, hair covering the face or glasses will NOT produce good results in the final output.