3D DISPLAY BUILDER
CONNECT • CONSTRUCT • COLLABORATE

E-MAIL BUILDER

SHARE SYSTEM

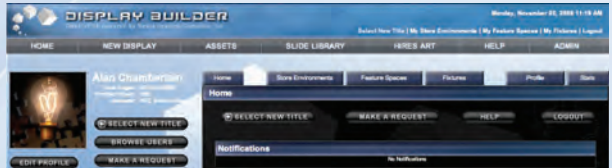DISPLAY BUILDER

PLANET SYSTEM

DISPLAY BUILDER 3.0
DIGITAL ASSET MANAGEMENT DATABASE

Display Builder is an online application and extranet which you access just like any other website *(through a browser)*. It is a resource for your employees and vendors to access and share data *(text, images, audio, video, print files, and other assets)*. It's primary function is the simulation of store environments and other display places, where your company is placing fixtures and POP artwork. Users can build stores, skin fixtures with the desired artwork, and export the finished product in a wide variety of formats.

The system is themed and graphics can easily be customized for your corporation or even for individual titles. When you login, you are instantly taken to your homepage from which all other areas are accessible.
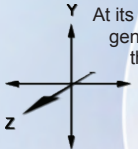

Display Builder Home Page

Most companies have some type of information sharing mechanism, even if it is just a lonely FTP site somewhere. The difference with a system like Display Builder, is you create a destination for your employees. You create a centralized location for the dissemination of information, checking the status of projects, and downloading files. Add the social features to encourage cooperation between employees and department. Output can be customized to match your company's workflow. Now you can allow for creativity and still have everything fall within company guidelines.

FULL 3D MOVEMENT

At its core is a sophisticated graphics generation and compositing engine that allows users to build custom graphics from components and put them together in a 3D environment.

Display Builder's GUI is built to be visual and easy to use. Even the Fixture menu has icons so you can see what you are selecting.

Gondola 1 Left
Gondola 1 Right
Gondola 2 Left
Gondola 2 Left Female
Gondola 2 Right
Gondola 2 Right Female

Move objects on all 3 axis　　　*Edit Store Screen from Display Builder 3.0*

Display Builder is a sophisticated on-line application with several major components.

Graphics Compositing

Environments
Build complete stores from your custom library of backgrounds and fixtures. Arrange walls, isles and gondolas skinned with your brand approved artwork and export an image or slide for your presentation.

Spaces
Spaces are preset and locked camera setups for unique or promotional arrangements that don't require a full range of fixtures. Spaces aren't as flexible, but they are more accurate simulations.

Displays
Individual Fixtures can also be presented as slides or frames with custom backgrounds for your titles and even exported with a transparency.

Apparel Rack from Display Builder 3.0

Digital Asset Distribution
Hi-Res Print Files and other Assets

Provide large, print-ready files directly to your employees and vendors. Our asset databases are graphic driven and provide icons and previews of all available images, making it easy to find what you need. You can collect images in your "cart" for download at any time individually or in a group.

File Lists
Convert your Image Cart into a File List and send to outside vendors without compromising the security of the extranet. They see only the files you intend for them and files lists can be set to expire days or weeks into the future. You can also send a File List to MIC and have your files burned to DVD and shipped anywhere in the world.

Additional Assets
In addition to Print files, Display Builder also has an Assets section for any other type of file. From PowerPoint Slides to graphics, to audio and video, this searchable database can be customized to fit your needs.

Image Cart from Display Builder 3.0

Social Features
Communication and Collaboration

If you employees are going to be logging into the system on a daily basis, then give them the tools to maximize their time and share their work with the rest of your company.

Team Lists
Users can invite other members of the site to join their team. Team lists are accessible from the homepage. You can communicate with your entire team at once and have easy access to their e-mail and to chat with them.

Bulletins
Administrators can post bulletins that appear instantly on everyone's homepage. Bulletins are listed chronologically and can be accessed anytime.

Choose a language from the pulldown and have your entire chat translated instantly into that language.
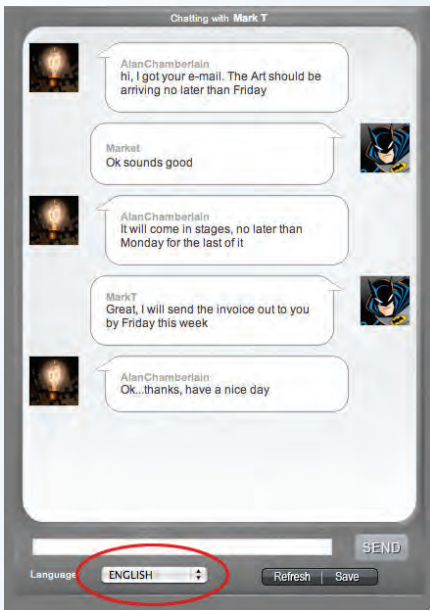
Chat
Instantly chat with other online members with a click of the button. The chat runs in the browser and requires no plug-ins or downloads. Chat also provides instant *on-the-fly translation* into a dozen languages. Type in your language and see incoming chats in any language you want. Communicate with your international employees in a way unimagined until now.

Projects
This is a collaborative space for your company or department. An Admin initiates a new "project" and can upload source photos, set dates and milestones, assign *(or invite)* other members to be involved with the project, and make requests of the new "team"

From your Projects Tab, you will be able to look over all the active projects, checks dates, resolve or retire projects after completion, or e-mail/chat with everyone involved. When you click a project, it opens in it's own page and it allows team members to upload comps and make comments. In **micro-blogging** style, it lays out the ongoing timeline of your project with all concerned able to follow and contribute to it's completion.

Archiving and Storage

The Display Builder archives all art files so they are still available for use for a time even after falling from the main database. After that, they are archived but are still searchable and if you need the original file you can make a file list and request the archived files be sent to you on DVD.

No one in your organization will ever need to wonder what happened to a piece of artwork made for a campaign that is two seasons old. Instead of being lost to time or in dusty, decaying DVD backups, your older artwork will available for reference or repurposing long after its initial creation. This lets you get every last drop of value out of the artwork your company already pays to have generated.

The Difference of UP
A New Way of Looking at System Management

Software companies always have some new product or service they want you to pay an ongoing licensing fee. They pride themselves on "turn-key" systems that your company can run on its own. The problem is that "turn-key" is rarely that. A system complex enough to be used for several purposes must be customized for your company anyway. Someone has to set it up, operate your server and develop methods and procedures for uploading new data into the system.

One common principle that applies to databases and computers in general can be summed up in this simple axiom: **Garbage In = Garbage Out**. A database and your ability to search it are completely dependent on the proper input of files and metadata into your system. MIC doesn't just offer you technical support. Our involvement is not just limited to maintaining of your servers but includes the creation of artwork and getting data into your system as well.

VFL (Virtual Fabrication Layer)

At UP, we call this the VFL and it means we have a battery of designers and other creatives ready to respond to your requests whether it is about putting something new into the system, having a one-off graphic created, or a new custom project you want input for. Basically, the VFL is an outsourced resource pool for your company. It gives you all the advantages of having top-notch programmers, designers, and digital librarians working for your company without the exuberant costs of having those employees on your payroll.

For more information: sales@upcreativeinc.com

DISPLAY BUILDER

- **Safe and Secure Extranet**
  Won't interfere with your company network or existing systems

- **Access through a Browser**
  No special software or tools needed, just an internet connection

- **Simulate stores with your company POP art**
  Build stores and skin displays with the graphics engine

- **Easy to use Visual Database**
  Icons and large previews help you find what you need

- **VFL Support**
  No hassle support for the entire system including additions

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Contact us today to learn how a custom database can serve your company