

## Site Design, Development, Construction Tools

- A simple, self-serve process allows you to create a video channel and associated web site.
- Designate one or more administrator accounts to control the channel site
- Customize the web address with your own custom domain name
- Design tools allow you to customize the look and feel of your web site
- Upload graphics for site-wide header and footer, or edit custom HTML
- Choose colors and borders using our graphical interface, or with custom CSS code and adjust page width.
- Upload custom graphics files and place them on your pages.
- Use design elements from our gallery of pre-made navigation buttons, color themes, background textures, and elements.
- If you already have a web site, copy and paste your existing HTML header and footer and the CSS style sheet in order to make your channel pages match that look.
- Use uploaded images to customize video thumbnails
- Place a custom watermark on videos or logo on player
- Drag-and-drop layout tool for home page and an unlimited custom pages.
- ▼ Layout tools includes drop-in components for many interface elements provided by Magnify, including:
  - Thumbnail grids (with over 150 adjustable combinations)
  - Text Boxes
  - In-page video players
  - Featured playlists
  - Popular tags
  - Active users
  - Search Bar
- ▼ Layout tool includes drop-in components for third-party services, including:
  - Flickr images
  - Twitter streams
  - UserPlane chat rooms
  - Mogulus live video
  - AddThis social bookmarking
  - Any offsite RSS feed
  - PayPal Donate

## Video and Photo Management

- Content management system specifically built for Internet video supports both locally hosted videos uploaded to this channel as well as third-party videos syndicated from other web sites
- Site-wide "stop words" option allows administrator to blacklist videos containing specific terms.
- Automatic Video Discovery runs your preferred searches on a schedule ranging from every week to every day.
- User can paste in embed codes offered by many video hosting services to add them to the video content management system

- User can upload video directly to the site via computer or mobile device
- A browser "bookmarklet" is available that simplifies submitting a video found on another site to your channel with a single click.
- Channel administrator can provision users permissions (how users are allowed to submit videos through the meta-search and upload features.)
- Peer review capability allows user-submitted videos to be held in a "to be reviewed" area.
- Editorial approval feature allows user-submitted videos to be held in a "waiting for approval" area until they are reviewed.
- Email notification option informs channel editors when incoming videos are waiting for review.
- Search capability allows filtering videos by full-text search, as well as by submitter, tags, user ratings, date posted, and other search criteria

## ▼ Photos

- Users can submit photos directly to the site using 'upload a photo' feature
- Display photos in a gallery module that automatically rotates pictures and features primary photo in a large display window
- Organize photos using wide range of Playlist formats
- Display photos using Thumbnail Mosaic Module
- Display single photos throughout site using a custom graphics module

## Video Technology

- Video upload capability accepts Quicktime, Windows Media, and numerous other incoming formats.
- Uploaded videos are converted to industry-leading Flash VP6 codec using Flix encoder from On2 into flash and H.264 formats.
- Webcam recorder allows live capture from common cameras either built in to a computer or attached via USB or Firewire.
- Video files are stored on and served through our content delivery network, using Amazon S3 servers in multiple locations.

## ▼ Widgets

- Create embeddable widgets that can be pasted into your existing web site to show up-to-date information from your channel
- Scrolling thumbnail widgets show the latest videos or the contents of any playlist.
- Player widgets display video with associated metadata and user interaction features

## ▼ Multi-View Player (MVP)

- Embeddable player featuring a player window side by side with a playlist thumbnail
- Choose playlists from your channel to display
- Offered in a range of sizes from 860 x 510 to 370 x 665
- Includes both horizontal and vertical layouts and the ability to create and use multiple versions simultaneously
- Three color themes or "skins" and custom built skins for Enterprise customers
- Add a custom logo

## ▼ Geo-Tagging

- Allows users to attach a location to the videos they submit
- Google Map shows locations of videos submitted in an easy to use module
- Bulk Tagging allows admins to add location tags to multiple videos simultaneously

## Video Discovery & Curation

- Meta-search interface finds videos from multiple video hosting sites
- Currently searches seventeen of the most popular video services, with more being added regularly: YouTube, Yahoo Video, Google Video, Revver, Howcast, MTV, Vimeo, Metacafe, Dailymotion, Veoh, AOL Video, ClipSyndicate, Blip.tv, Hulu, College Humor, Redlasso, 5Min
- ▼ Consistent query syntax compensates for differences between search logic of the different sites.
  - ▼ Imported videos includes discovered metadata
    - Titles
    - Descriptions
    - Tags
    - Embed codes
    - Thumbnail images
  - Central curation interface provides a single page for searching, previewing, and moderation of all videos on the site

## Video Management Tools

### ▼ Playlists

- Use playlists to organize videos around specific topics or themes
- Use the drag-and-drop interface to select videos for playlists and arrange them in the desired order
- Administrators can build dynamic playlists that are based on search criteria.
- Tag Based and Search Based playlists can update automatically
- User-Created playlists can be hand curated and published

### ▼ Player Page

- Choose from six player page templates including Standard, Integrated, Medium, Large, Large Simple and Classic

### ▼ Tagging / Tag Management

- Use tags to organize videos by keywords or categories
  - ▼ Tag management includes ability to:
    - Build hierarchical categories
    - Show users suggested tags
    - Ban certain tags
    - Define synonyms

### ▼ Networks

- Join multiple channels into a network to simplify administration and navigation

## User Community

- Administrators can designate specific users as editors, granting them permission to approve, edit, and reject video submissions, without giving them access to other administrator tools like site design and advertng control.
- ▼ Member Management
  - ▼ Membership Database
    - All registered site visitors can be reviewed.
  - ▼ Member Access Controls
    - Membership and access to a channel is provisionable
    - Channels can be Public, Private, or By Invitation Only
    - Site access can be withheld pending approval
    - Members who do not act appropriately can be banned
- ▼ Social Networking Tools
  - ▼ Social Networking Features: Allow members to interact with other site members by forming "friend" relationships.
    - Friending features can be mutual or 'follower' style friending
    - Friending features can be disabled.
  - Community Messages: Blog / Customizable post reply option
  - ▼ Email members
    - Admin can send out Email Blasts to all registered channel users
    - Admin's can email individual members
- ▼ User Configurable Experience
  - User created playlists
  - User can create tags
  - ▶ User Profiles
    - Site owner can add customizable fields to member profile pages
    - Custom Avatars
- ▼ Sharing Tools
  - Social Bookmarking via Ad This and Link Generator
  - Email A Friend
  - Widget builder to allow users to embed widget and create custom widgets and players
- ▼ Commenting
  - Admin can choose to be the moderator or leave commenting open
  - ▼ Users can rate videos with a choice of interfaces including:
    - Ratings Sliders
    - Ratings Checkboxes
    - Five Star Rating System

## Notification

- Email notifications to users when other users comment on their videos
- ▼ Configurable Email notifications when:
  - Videos have been discovered for review (set numeric threshold)
  - Trouble Reports have been filed
  - New members awaiting registration approval

## Marketplace

- Allows channel owner to place channel for sale in the Magnify Marketplace
- Site is sold to highest bidder using an auction based system

## APIs

- Build sophisticated apps and control the complete user experience
- Allows customers to automatically retrieve information from their Magnify channel and display it on their own web site
- Enables tighter integration between the video functionality provided by Magnify and the other capabilities of a customer's web site
- Includes ability to search video content library, to browse through playlists, to display videos with user comments, and show user profile information
- Standards-based REST-style API provides XML feeds over HTTP, allowing access from almost any software development platform
- Documentation and sample code let developers get started quickly.

## Single Sign On

- SSO Cookie API provides a simple way to integrate your Magnify channel with an existing user login system
- Users can sign in at the customer's main site and then be automatically recognized when they visit the video channel
- Lightweight implementation takes advantage of customers' existing authentication mechanisms

## Support

- Find answers to questions through a large and active discussion forum
- LiveChat with a member of the Support Team
- Contact Magnify Support directly through email
- A detailed Frequently Asked Questions (FAQ) section and video tutorial catalogue
- Technology platform overview and Developer Center for programmers

## Advertising & Statistics

- Site-wide control over preferred ad placements, including at the top or bottom, or in the right-hand margin of every page.
- Option of additional ad unit placements on home page and custom pages.
- Simply enter your Google AdSense account number to enable text and graphic advertisements in minutes.
- Enter custom advertising banner tags provided by your advertising network or in-house ad server.
- Control 100% of your inventory (buy out ad share) IPro & Enterprise

- Magnify.net support team can assist in integrating your existing advertising solution. |Enterprise|
- Integrated reporting summarizes daily visits, page view, videos posted, and members joined
- Embed your own third-party statistics tracking codes
- Magnify.net support team can assist in integrating your existing statistics solution|Enterprise|
- ▼ Pre Roll Advertising
  - Plays a short video advertisement before in-house and user-generated videos
  - No pre-rolls are shown before third-party videos syndicated from other Internet video sites like YouTube
  - Choose how often these advertisements are shown (every video, every other video, every third video, etc.)
  - Integrates with DoubleClick's DART to obtain pre-roll video ads and synchronized companion ad banners
  - Self-serve option available for customers who are not using DART
  - In addition to video player pages on Magnify channels, pre-roll ads are also integrated with embeddable players -- both the new multi-view player and the traditional single-video player.