Merlin Media, Inc.

Creating a CD/DVD Project Specification Requirements Document

The following information is generally required in order to create a viable bid on a multimedia project. Some of this information may not be applicable to your specific project. We look for enough information about your project to make educated estimates as to the amount of time and the level of work involved. This helps you by allowing us to generate a solid bid based on your known requirements, and allows us to anticipate our workload.

We understand that certain specifications may not be fully known prior to the start of a project, and that certain capabilities and specifications may change during the early course of a project. In such cases, a "best guess estimate" is appropriate.

Our bidding process allows for some level of flexibility to absorb normal changes during the early stages of most projects. However, it should be understood that major changes—including changes in project scope, drastic changes in the content and amount thereof, and shortening of development and delivery timelines—once a project has begun may result in additional costs. Conversely, Merlin Media endeavors to pass along savings discovered during development to the client.

Wherever possible, a detailed description, rather than a simple check-mark approach, will assist us in better understanding your project needs.

You may FAX the completed form to: 408-299-0324

- Your company name is: _____

  The contact individual's name is: _____

  Phone number for the contact: _____

  Fax number for the contact: _____

  Email address for the contact: _____

  Street Address: _____

  City: _____ ST: _____ Zip: _____

- What will be the working title for this project?

- What is the final delivery mechanism for this interactive project? (check all that apply)
  - ___ CD-ROM
    - __ Windows only (Target system ___ 2000 ___ NT/XP ___ ME ___ (Other)
    - __ Macintosh only ___ 9.2 ___ OSX (version) _____
    - __ Windows/Macintosh hybrid
  - ___ DVD (video DVD)
  - ___ Other (please describe)

- We may also be interested in the possibilities of placing some or all of this project on an Internet website.

  ___ Yes
  ___ No

  If YES, is this an existing site? Please provide the URL.

- Describe the target audience for this project:

- What does this target audience need to get from this CD or video DVD?

- Describe how you see this CD or video DVD achieving that?

- Describe your basic vision of the presentation. Please provide a detailed description of:

  - The user's experience from the time they insert the disc until they are finished—

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- The interface look and feel you wish to see—

- What do you want the viewer to be able to do once they start the disc? (Just look around, download information, see videos, hear audio presentations, send emails to you, etc.) Please provide as much detail as possible.

- What are the main "messages" you believe must be highlighted?

- Are there any materials on the disc that users must be able to download into their own computers?

- Do you currently know how many major sections will comprise this disc? If so, please list as many as you know (eg: Contact Us, About the Company, Products/Services, Database of Info, etc.)

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- Does the disc need to be created to auto-play once it has been inserted into the target system?

- If for a CD, do you have any applications, utilities, or other "programs" that need to be included on the disc in order to use the materials on the CD? If so, what are they?

- If this CD will include other "programs" do you have all current license/distribution rights?

- What will be your measurement for determining the success of this project?

- What is the level of interactivity for the finished project:

  ___ Self-running interface (demonstration)
  ___ Simple menu interaction structure
  ___ Graphical interface (or motion buttons if DVD)
  ___ Search and query
  > From a database
  — what level of query will be necessary
  — will database be provided or will Merlin Media need to build it
  > Simple word/phrase search capability
  ___ Other (describe please)

- What is the scope of the involvement intended for Merlin Media:

  ___ Develop the entire project (interface, graphics, content, etc)
  ___ Design / create interface and graphics using other client-supplied content
  ___ Design / create interface only using other client-supplied content
  ___ Create / process video or audio
  ___ Create / process other materials
  ___ Other

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- Please Note: Some capabilities and features requested may not be supported on older or slower computer systems or on older DVD players. Please list the general system capabilities of the typical recipient if this is for a CD:

  - Computer type (PC, Macintosh, UNIX, other):_____
  - Processor type and speed specs: _____
  - CD-ROM speed (2x, 4x, etc.): _____
  - Video capability (bit depth capability): _____
  - Audio capability (8-bit, 16-bit, other?): _____
  - System software version available: _____

  - Other system information:

- If this is for a video DVD, please indicate on what types of playback systems it is most likely to be used.

  ____ computer system with DVD drive
  ____ home market DVD player
  ____ other (detail):

- Does this project need to be developed in multiple languages? Which ones?

- Does this project need to be developed so that it may be localized for other/foreign markets/languages in the future? Which ones? When?

- What is the basic content **and** amounts of each anticipated (please be as specific as to the quantity of each as possible):

  - Text (quantity / what formats): _____

  - Audio track(s) (approx. duration): _____

  - Still photographs (quantity / what formats): _____

  - Video (total time and format of the source tapes): _____

  - Audio (total time and format of the sources): _____

  - Computer graphics (2D, 3D, Digital Video, Animation, etc.):
    _____

  - Forms/diagrams: _____

  - Other:

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- If for a CD and audio or video is involved, will Merlin Media be involved in the creation and/or editing as well as the processing? Please detail.

- If for a video DVD, what total amount of video is to be on the disc?

- Into how many segments is the video to be divided?

- How much audio/video will be created or processed by Merlin Media?

- If Merlin is to "shoot/edit" the video, what is the facility like?

  - How many cameras do you wish to use?

- If video is provided by you, what is the tape format on which the source video(s) will be provided?

  - Will the video come pre-edited or will Merlin Media be asked to edit it to your specifications?

- If audio is involved, do you prefer female or male narration talent?

- If video is involved, please describe the general content of the video(s) and how they will be used in this disc.

- When will all your "client-provided" content be available?

- Will all the content be used in the project as-is, or will editing or rewriting be required or an interactive interface need to be created? Describe please.

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- What is the development timeline; when is the completed project due?

  Start Date _____

  Complete By _____

- Is there some event that is driving the completion date? If so, when is that event?

- What is the testing and approval chain for a submitted project?
  - Myself
  - Other(s) (how many levels?)

- What is the anticipated time necessary for testing and/or sign-off at each level?

- Will this product be updated periodically?

  If YES, how often?

  To what anticipated level?

- Do you have a set budget for this project? If so, can you tell us what your budget is? (We realize that you may not feel comfortable giving out this information, but it greatly assist us in determining what we may or may not be able to offer you and still remain within your expense parameters.)

- Will Merlin Media be asked to locate and manage a production facility and provide finished goods?

  If YES, what is the anticipated quantity needed?

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- If for a CD, which disc form factor do you want to use?
  ___ Full-size CD-ROM (holds up to 700 MB)
  ___ Small, round CD-ROM (holds up to 185 MB)
  ___ "Business Card" size CD-ROM (typically up to 40 MB)
  ___ Custom shape (please describe)

- What type of packaging, inserts, and disc labeling do you require for the finished goods? Please provide detailed description and/or a sketch if possible)

- Do you need to have a "liner notes" booklet delivered with the disc? If so, will you provide the content or do you want Merlin Media to create the booklet for you?

- Is there anything else you can describe about your visualization of this project?

Please Note: CD-ROM and video DVD projects have two distinct phases: 1) Development of the project and creation of a master project and disc, and; 2) Production/Replication of finished quantity.

A typical CD project may require between 3-10 weeks to complete phase 1 (depending on the complexity of the project and amount of materials) and up to an additional 1-3 weeks for the replication of the finished goods.

A typical video DVD project can take as little as 1 day and up to several weeks, depending on the amount of work Merlin Media performs.

The second phase is partially dependent on the total number of finished discs you wish to receive, and partially dependent on whether you wish to pay for rush charges to speed up the process. We can discuss your options as the project begins.

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