



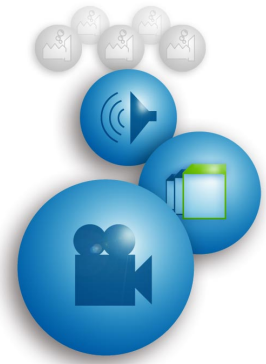
bubble**Vault**

A new web based multimedia storage and reprocessing suite of tools.
www.bubblevault.com

Outline

bubble**Vault** is the latest offering from Thoughtbubble Limited. It is an alternative media storage and processing solution, for all Thoughtbubble clients who need to upload, store and reprocess image, video and audio files. The bubble**Vault** system will seamlessly integrate with our bespoke systems, AwardEngine sites and even offer a direct access interface for those clients who don't have a website or entry system built by us.

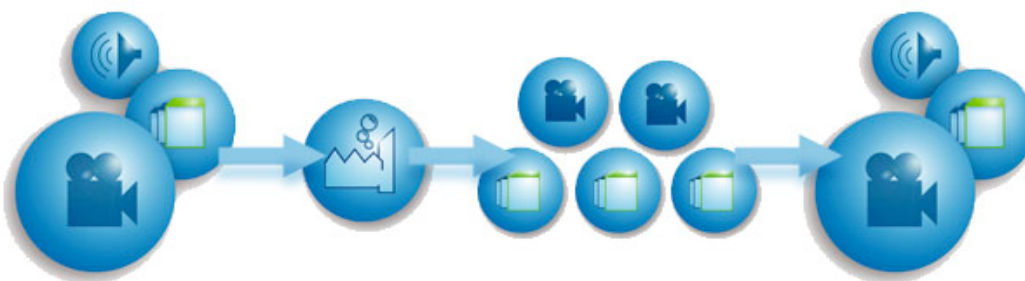
This document outlines the bubble**Vault** system and explains how it comprises of a multi-layered hardware, and software, processing suite. The front end (bubble**Vault**) is a web facing enterprise level storage facility and the back end (bubble**Factory**) is a multilayered processing and management tool suite.



Media Storage Layer (bubbleVault)

Media files can be uploaded via a web interface, or through an offline encoding interface (see Import section below). Every file uploaded is tagged with ownership data, which accompanies it within the bubble**Vault** system (and beyond). Every file is backed up and the whole system is built on an Enterprise level DELL based RAID array rack. BubbleVault is designed to be robust and secure, to store huge amounts of data and to be very expandable.

As the system launches in the last quarter of 2008, the bubble**Vault** will have 8 Terabytes of storage (immediately expandable to 16TBs) with a potential size of 45Tbs available. These 8TBs equate to nearly 2,000 hours of high quality video, or 46 years of high quality songs, or over 1 million high-resolution print images.



After the media uploads have been tagged they are then handled by the Media Reprocessing layer (using a bubble**Factory** server) and the newly processed files are then either deposited back into the bubble**Vault**, or exported from the system.

Media Reprocessing Layer (bubbleFactory)

Once media files have been uploaded into the bubbleVault they are then sent to a dedicated bubbleFactory server. Each Vault source (e.g. Award Entry Website) will be linked locally to it's own Factory.



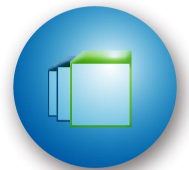
Each bubbleFactory will be set up to reprocess the media files based on preselected formats and sizes (controlled from the Content Management System). Each reprocessing system is customized to produce the specific output file types required.

For example, an uploaded (high quality) JPG image can be resized (thumbnail, small, medium) and Zoomified (cut into many files and folders which feed a Flash viewer, allowing users to zoom right into an image and around it in 'real time').

The bubbleVault system has been designed to be flexible and scalable, allowing clients to start small and build as their needs grow. Depending on the requirements of the client we can license one Factory machine or many Factories in a chain (or parallel) to process multiple file types simultaneously. The processing on each bubbleFactory can be either software or hardware based, again depending on the size of source files, processed output files and volume of traffic required.

Media Management Layer (bubbleVault & bubbleFactory)

Sitting across each setup is a Media Management System that controls the flow of media files through the system from the bubbleVault, through the bubbleFactory and out. It includes features such as a search engine to create collections of media files for batch processing, automated media reprocessing, creating queues, selecting output file types and directing final output locations.



This CMS is accessed via a secure VPN setup that only allows the client to access and control their media files.

Media Import/Export Layer



To empower our clients to handle their media, we also offer a bespoke Media Import/Export Layer built to our clients' requirements.

Some clients will require scanning of images, or encoding of tapes. We can offer this service and import these offline files into the bubbleVault for you.

At the other end of the system we can build export tools that will allow clients to create collections, build play lists, an archive, burn DVDs, create printers exports or simply download their complete Vault to another resource.

Example Price Sheet

bubbleVault Pricing

The bubbleVault system is priced on a per upload basis. This payment can be invoiced directly to the customer who uploads via an e-commerce tool, or we can invoice the bubbleVault client, making the upload process seamless for their customers.

An 'upload' is a single file based on a predefined size and formatting requirements for each media type.

Upload Format	Price Per Upload
Image (JPG, max file size 10MB)	£1.00
Audio (MP3, max file size 25MBs)	£10.00
Video (MPEG, max size 300MBs)	£30.00

bubbleFactory Pricing

The bubbleFactory service is priced on an annual license per file type, per processor. A basic bubbleFactory server will usually have 2 processors, though we can set up a one processor Factory for low processing requirements.

Each bubbleFactory comes with it's own Media Management System preinstalled, based on License type.

Factory License Per Year	Price Per Processor
Image Processing	£250
Audio Processing	£500
Video Processing	£1,000

Extras Pricing

Media Import/Export Layer prices are one off and bespoke to each client. They will be quoted on a project-by-project basis in advance, but usually on a day rate of £450 per person, per day.

More Information

Thoughtbubble are happy to discuss your specific media storage requirements and together we can design your very own bubbleVault to store and control your media collections.



Please feel free to contact us for more information on +44 (0) 844 800 7655.

You can find out more information about Thoughtbubble on our website at www.thoughtbubble.com.