Adobe Scene7: On-demand (2014v2)

Products and Services described in this PDM are governed by the terms of this PDM, the Sales Order, the General Terms, and the Exhibit for On-demand Services. Some Products and Services are subject to the Exhibit for On-premise Software where indicated in the table below.

This PDM covers the following Products and Services:

Line	Name of Products and Services	Type
1	Adobe Scene7 Base Platform Package	On-demand Services
2	Adobe Scene7 Add-ons (except for Image Authoring Add-on)	On-demand Services
3	Scene7 Image Authoring Add-on	On-premise Software

Adobe Scene7 – Services Description

1. Adobe Scene7 Base Platform Package

    1.1   **License Metrics.** Adobe Scene7 Base Platform Package usage is measured in VPMs and gigabytes of storage. Customer's committed volume and pricing of VPMs and storage is set forth in the applicable Sales Order.

    1.2   **Description.** The Adobe Scene7 Base Platform package includes up to 10 accounts set-up for use on Customer Sites, unlimited On-demand Users for use only with the Adobe Scene7 Base Platform package, use of the following components and functionality:

    (A) **Dynamic Imaging.** Real-time editing, formatting & sizing, interactive zoom & pan, multiple view, color swatching and texture swatching, 360-degree spin, and configurable multi-media viewer library.

    (B) **Dynamic Banners.** Dynamically assembled rich media templates in image, Flash, and HTML5 formats.

        (1) Use of Dynamic Banner templates is restricted to segmented use only, not 1:1 personalization. Origin server requests for banners cannot exceed 30% of total requests for the account. In the event origin requests exceed 30% of the total requests, Customer agrees to purchase the 1:1 Templating Add-On.

    (C) **eCatalogs.** Author, hotspot link, publish and deliver dynamically assembled online catalogs or brochures into configurable viewers.

    (D) **Video.** Scene7 Video enables video capabilities for use Adobe Scene7 Base Platform package, enabling functionality to create interactive video experiences, measurable through Adobe Analytics (if purchased). End-to-end video publishing solution, including ingest, automatic transcoding, managing, editing for interactive experiences (e.g., clickable hot spots), video templating, and delivery configurable & custom video players.

    (E) **Media Portal.** Self-serve asset portal providing users with administrator-controlled "views" into Dynamic Media assets for easy access to upload, browse, search, preview and export assets. The Adobe Scene7 Base Platform Package includes up to 10 concurrent Media Portal seats.

    (F) **Mobile/Multi-screen.** Provides a consistent rich media experience across multiple devices & screens, dynamically delivering the right experience from single master assets for each customer touch point.

    (G) **Scene7 Publishing System.** Publish, manage, and enhance dynamic content for delivery across marketing channels or touch points.

2. **Adobe Scene7 Add-ons.** Adobe Scene7 Add-ons are add-on components that can only be added, for a cost, to the Adobe Scene7 Base Platform Package to enhance the functionality of the Adobe Scene7 Base Platform Package deployment. Add-ons can only be added and function with a licensed Adobe Scene7 Base Platform Package.

    2.1   **Visual Configurator**

    (A) **License Metric.** Visual Configurator is licensed per VPM to each Visual Configurator instance enabled on each Customer webpage. Customer's license of Visual Configurator includes 10 licenses to Scene7 Image Authoring; additional licenses must be purchased separately.

    (B) **Description.** Visual Configurator enables Real-time image rendering technology and framework to enable customer online visual configuration solutions for personalization and customization effects, such as real-time rendering of colors textures, surfaces, patterns, monograms, engravings into product images or scenes.

    2.2   **Web-To-Print**

    (A) **License Metric.** Web-To-Print is licensed per VPM to each Web-to-Print instance enabled on each Customer webpage.

    (B) **Description.** Web-to-Print enables Real-time composition technology and framework to enable custom web-to-print solutions for creating customized and personalized documents.

    2.3   **1:1 Templates**

    (A) **License Metric.** 1:1 Templates is licensed per VPM to each 1:1 Templates instance enabled on each Customer webpage.

    (B) **Description.** 1:1 Templates dynamically assembles and delivers 1:1 personalized rich media banners for targeted site visitors. 1:1 Templates is required for 1:1 highly targeted Dynamic Banners, where origin server requests exceed 30% of total requests for account.

    2.4   **Scene7 Image Authoring**

    (A) **License Metric.** Scene7 Image Authoring is licensed on an annualper Computer basis.

    (B) **Description.** Scene7 Image Authoring allows an On-demand User to author master images and enable advanced "color swatching" capabilities – including textures, patterns, folds, repeats, etc.

    (C) **Product Limitations and Use Restrictions**

    (1) Scene7 Image Authoring is licensed to Customer pursuant to terms of the Exhibit for On-premise Software (2014v2).

    (2) Customer's license grant for use of Scene7 Image Authoring will be limited to installing one copy of each purchased license of Scene7 Image Authoring on a single workstation.

    (3) Customer will not install Scene7 Image Authoring on any server or shared or hosted system. Customer will not allow Scene7 Image Authoring to be shared or accessed by multiple workstations or use by multiple users.

Additional Terms.

3. **Support.** Adobe Customer Support and Client Care for Adobe Scene7: Adobe provides 24x7x365 unlimited access to Adobe Client Care for a maximum of five named Customer technical support contacts. Support includes: Live Phone, Chat, and Email Support from Adobe Client Care; access to the Online Interface for Support Issue Management; access to the Searchable Knowledge Base; and access to On Demand Training Modules.

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4. **Additional Definitions.**

    4.1   **"Visit"** means a site visitor's activity on the Customer Sites. A single Visit may consist of multiple page views of Customer Sites and is measured as either until the expiration of 30 minutes of the visitor's

inactivity on Customer Sites or 12 hours of continuous activity by the visitor on Customer Sites, after which a new Visit begins and will be counted.

4.2   **"VPM"** means Visits per Month and is calculated as the total number of Visits during each calendar month beginning on the first of the month following the Start Date, as measured using Adobe Analytics, Customer's server logs, or a third-party site traffic monitoring or analytics service.