

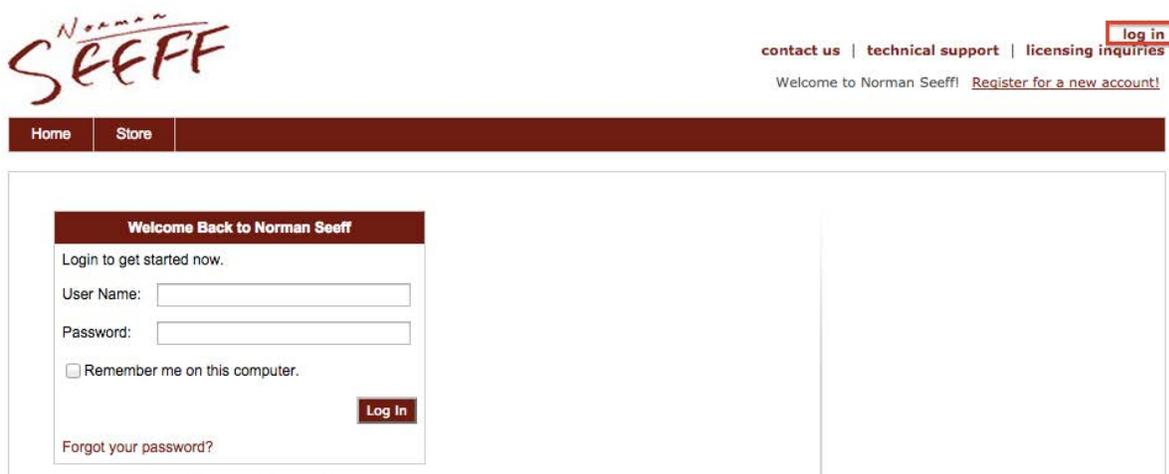
NORMAN SEEFF USER GUIDE

As of 4-07-15

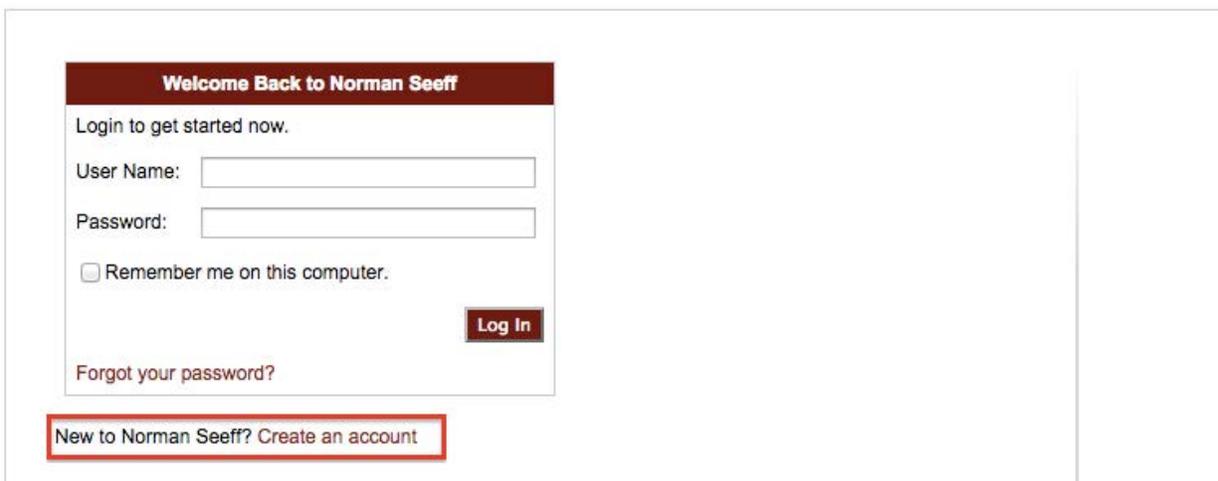
For best results, use “Google Chrome” as the recommended web browser.

NEW USER REGISTRATION

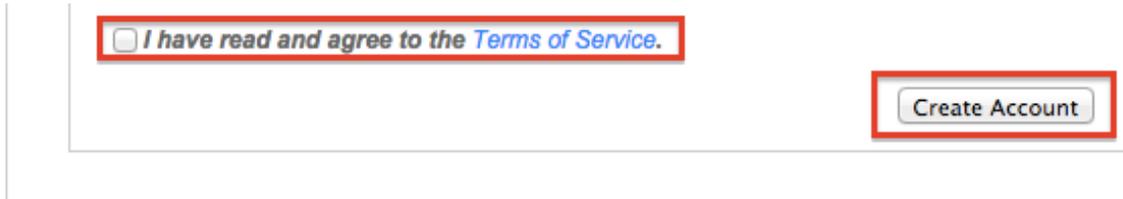
1. First time users will need to create an account. To create an account, use your browser to navigate to: <http://normanseefflicensing.com> and click “Log in” in the top right hand corner.



2. Click on the “Create an account” link under the “Welcome Back to Norman Seeff” box.



3. Fill out all necessary information including desired user name, password, company address and phone number. At the bottom of the page, review the “Terms of Service” and check the box when finished. When complete, click “Create Account.”



The image shows a registration form with a checkbox labeled "I have read and agree to the Terms of Service." and a "Create Account" button. Both the checkbox and the button are highlighted with red rectangular boxes.

4. You will receive an email indicating that your account application has been received and is in the process of being reviewed.

(Note: Email notifications may go to your Spam folder. Please make sure to check your Spam folder if you don't receive the emails in a timely manner. For best results, copy and paste the email address from the first email you receive into your contacts to mitigate the possibility of emails going directly to Spam in the future.)

Norman Seeff, Inc.
To:
Welcome to Norman Seeff, Inc.

Welcome to the Norman Seeff, Inc. licensing store, and thank you for registering. Your registration is in the process of being reviewed. You will be notified by email once your are approved.

Upon registration approval you will be able to view and license the Norman Seeff, Inc. content.

You will not be able to view content until your application is approved.



Thanks for registering for the Worldwide Pants licensing site. You will receive an email approving your account and allowing you to search through the content within 12 hours. If this is an urgent matter and you need immediate approval please contact barry@media-mine.com and we will expedite your request.

5. When approved, you will receive a confirmation email with a link. Click on the link to take you back to the store. Log in with the same user name and password as before.

Norman Seeff, Inc.

Norman Seeff, Inc. Buyer Registration

Congratulations your registration has been approved for the Norman Seeff, Inc. site.

You can now view and license content.

Please go to the site,

<https://staging3.licensestream.com/LicenseStreamNormanSeeff/Store/Content>, login and search for content.

Regards,

Norman Seeff, Inc. Administrator

EXISTING USERS

1. Begin by typing: <http://normanseefflicensing.com> into the search bar of your browser to navigate to the homepage.
2. In the top right hand corner, click “Log in” to log in with your user name and password.

The screenshot shows the Norman Seeff website's login page. At the top left is the Norman Seeff logo. In the top right corner, there are links for "contact us", "technical support", and "licensing inquiries", with a "log in" button highlighted in a red box. Below these links is a welcome message: "Welcome to Norman Seeff! Register for a new account!". A dark red navigation bar contains "Home" and "Store" links. The main content area features a login form titled "Welcome Back to Norman Seeff". The form includes a "Login to get started now." heading, "User Name:" and "Password:" input fields, a "Remember me on this computer." checkbox, and a "Log In" button. A "Forgot your password?" link is also present. At the bottom of the form, it says "New to Norman Seeff? Create an account".

3. Once logged in, click on the link in the right hand column under “Quick Links” that says “Visit the Norman Seeff Store” to view content.

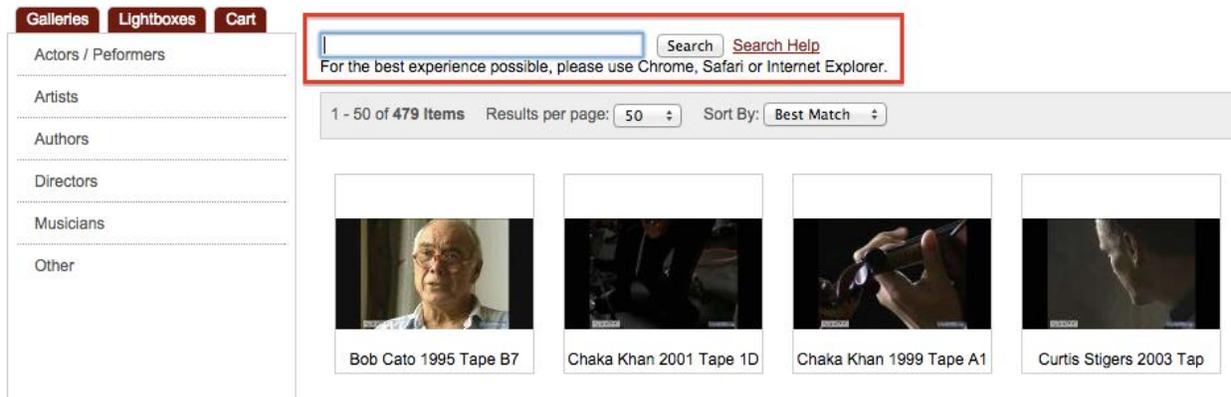
The screenshot shows the Norman Seeff website homepage after login. A dark red navigation bar at the top contains "Home", "Store", "Account History", and "Shopping Cart" links. The main content area is titled "Welcome to the Norman Seeff licensing site." and contains a paragraph of text: "The Norman Seeff collection includes 1,000 hours of remarkable film and video footage captured during legendary photographer Norman Seeff's still photo shoots. This rare and never-before-seen content features world-renowned rock and roll performers, actors, producers, directors, fine artists, politicians, business leaders and executives. This one-of-a-kind collection includes previously unreleased discussions of the creative process and the new entertainment, business and life-style paradigm. Norman captures the creative essence of world famous artists, innovators and entrepreneurs at their intimate best." To the right of the main content is a "Quick Links" section with three links: "Visit the Norman Seeff Store" (highlighted in a red box), "View Your Shopping Cart", and "Go to Account History".

SEARCHING THE COLLECTION

The episodes are listed sequentially for chronological browsing. You can search for specific content in a variety of ways.

SEARCH BY KEYWORD

Use the “Search” bar at the top of the page to search for a specific artist, topic or keyword.



The screenshot shows the search interface. On the left, there are navigation tabs: "Galleries", "Lightboxes", and "Cart". Below these are categories: "Actors / Peformers", "Artists", "Authors", "Directors", "Musicians", and "Other". The search bar is highlighted with a red box and contains the text "Search Search Help". Below the search bar, there is a message: "For the best experience possible, please use Chrome, Safari or Internet Explorer." The search results are displayed as a grid of four items: "Bob Cato 1995 Tape B7", "Chaka Khan 2001 Tape 1D", "Chaka Khan 1999 Tape A1", and "Curtis Stigers 2003 Tap". The search bar also shows "1 - 50 of 479 Items", "Results per page: 50", and "Sort By: Best Match".

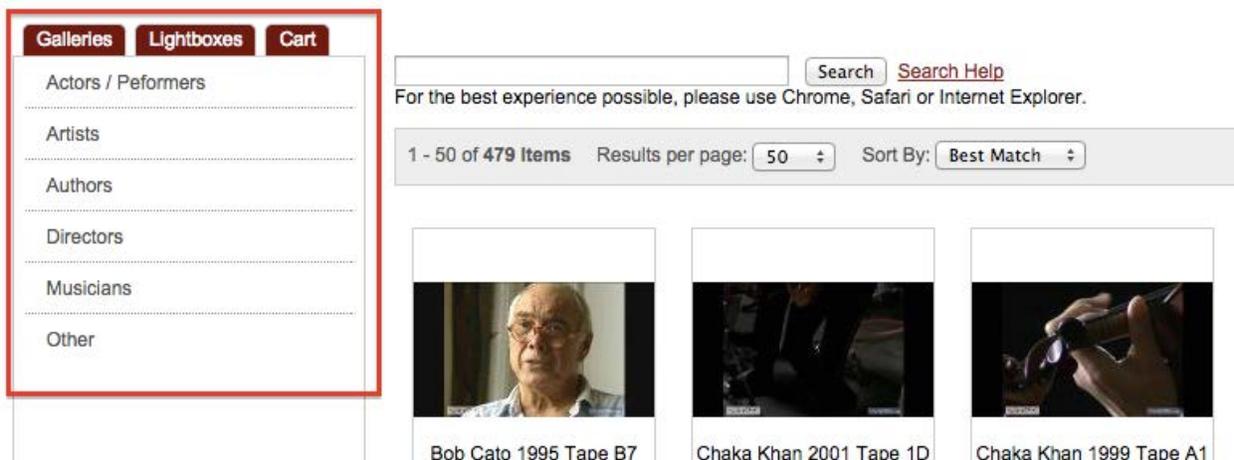
When searching by a keyword, enter the term in the “Search” bar to find all of the clips associated with that word.

SEARCH BY YEAR

To search for a clip from a specific year, enter all four digits for the year.

SEARCH BY GALLERY

Use the “Galleries” column on the left to choose from pre-selected categories.



The screenshot shows the search interface with the "Galleries" column highlighted by a red box. The search bar is empty. The search results are displayed as a grid of three items: "Bob Cato 1995 Tape B7", "Chaka Khan 2001 Tape 1D", and "Chaka Khan 1999 Tape A1". The search bar also shows "1 - 50 of 479 Items", "Results per page: 50", and "Sort By: Best Match".

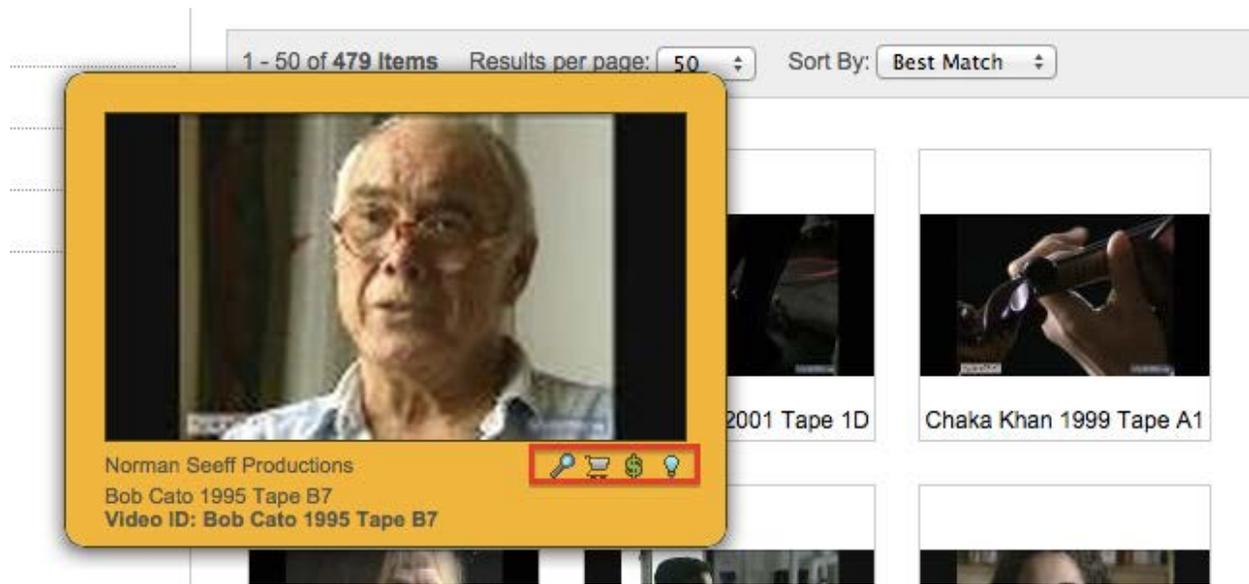
VIEWING THE COLLECTION

Hover the mouse arrow over a thumbnail to view shortcut options for previewing, licensing or adding the episode to a “Lightbox.”

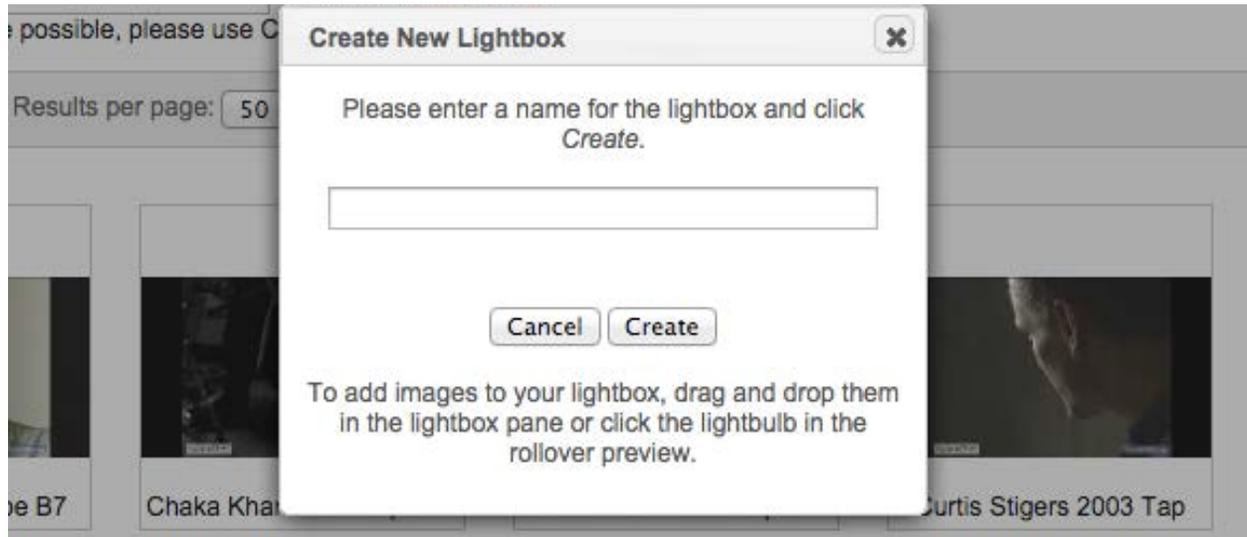
(Note: To view information such as video specs and metadata, click on an episode thumbnail in the gold pop up window and scroll down.)

(Note: If exploring a video in order to generate a clipped section, click “License” before searching and clipping in order to avoid repeating the process. Refer to the “Licensing” section for further information.)

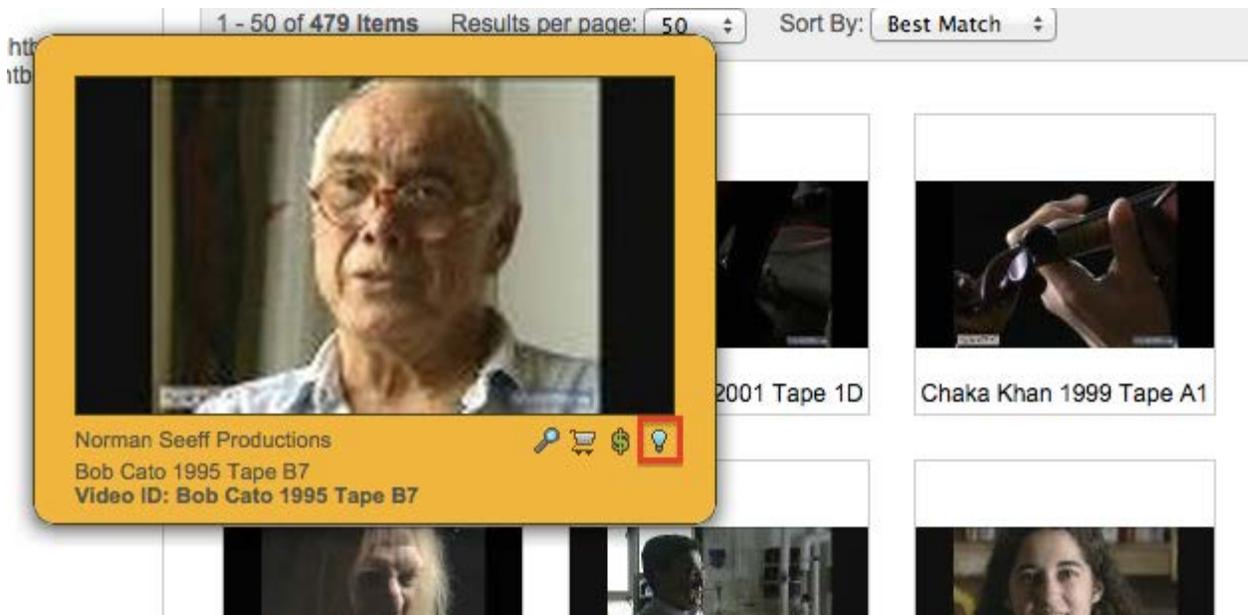
USING A LIGHTBOX



A Lightbox will allow you to categorize episodes for later review. To use:



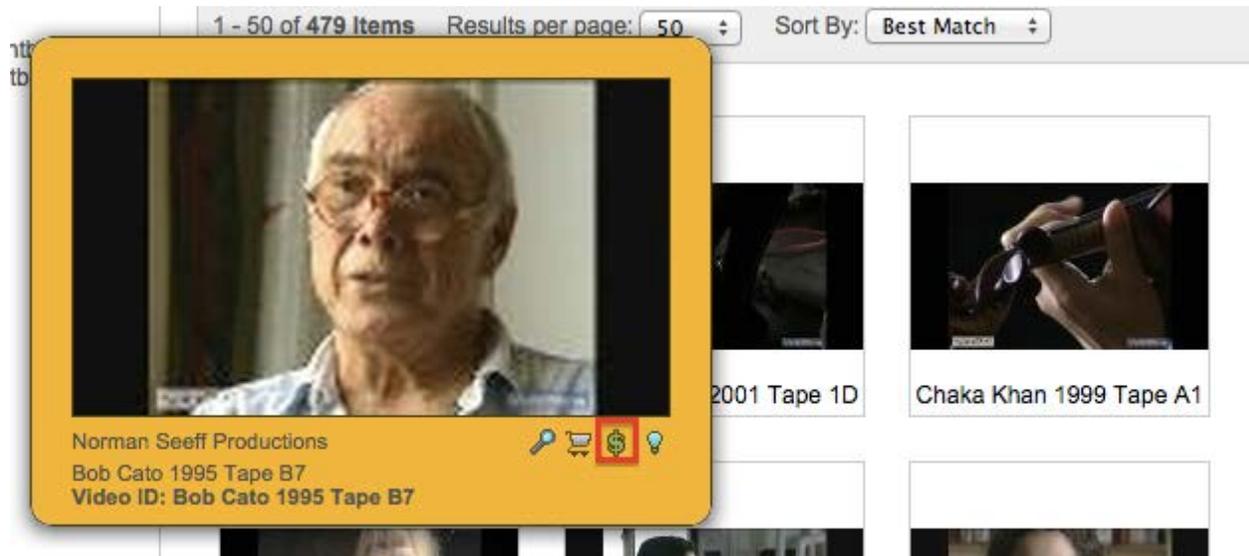
1. Click on the “Lightboxes” tab on the side panel.
2. Click “Create” to make a Lightbox.
3. Hover over a thumbnail and then click the light bulb icon to add the episode to your Lightbox.



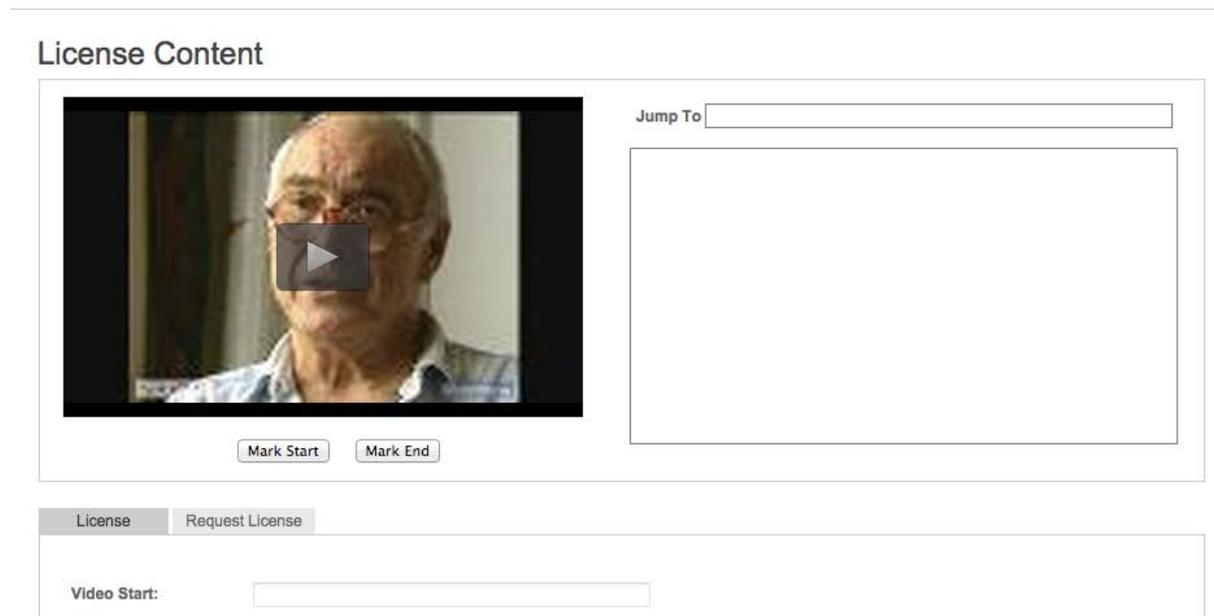
LICENSING

QUICK LICENSE

To explore an episode that you intend to license, go directly to the licensing portal by clicking the dollar sign icon "\$" under the video thumbnail.



LICENSING CONTENT PAGE



Explore an episode by:

- Clicking the “Play” arrow over the video
- Dragging the scroll bar to navigate to a specific point
- Clicking on a specific point on the video timeline

REQUEST FOR LICENSING

To submit a request for license:

1. Click “Mark Start” and “Mark End” to indicate start points and end points as necessary.

(Note: If you are intending to potentially clip a video, make sure you click “License” and search your video via the “Licensing Content” window. If you do not do this, you are going to have to duplicate your search to mark the start and end points for licensing.)

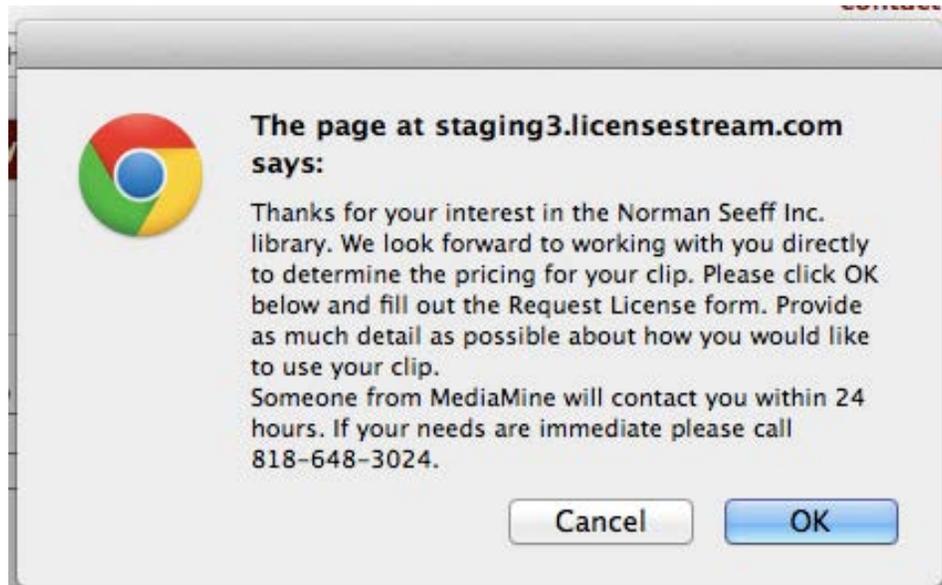
2. Complete the following fields as necessary, including the usage, duration of the license, locations, territory, industry and exclusivity.



The screenshot shows a web interface with two tabs: "License" and "Request License". The "Request License" tab is active. Below the tabs is a form with the following fields:

- Video Start:** A text input field.
- Video End:** A text input field.
- Video Duration:** A text input field.
- Category:** A dropdown menu with the text "-- SELECT A CATEGORY --" and a downward arrow.
- Industry:** A dropdown menu with the text "-- SELECT AN INDUSTRY --" and a downward arrow.
- Exclusivity:** A dropdown menu with the text "-- SELECT AN EXCLUSIVITY --" and a downward arrow.

3. A confirmation window will pop up, stating that the MediaMine team will review your



request and respond within 24 hours. Read through the text and click “OK” to proceed. If your needs are immediate, please call 818-648-3024.

4. On the final page, review your license request and then click “Request License” to submit. Clips previously requested will be visible in “Account History.”

You will receive an email notification when a low-res version of your clip is available for download.

(Note: Email notifications may go to your Spam folder. Please make sure to check your Spam folder if you don't receive the emails in a timely manner. For best results, copy and paste the email address from the first email you receive into your contacts to mitigate the possibility of emails going directly to Spam in the future.)

5. Follow the link in your email to the “Account History” section in your account.

ID	Date	Buyer Name Company	Content Request Details	
2	3/23/2015		Bob Cato 1995 Tape B7 Video End: 00:00:03 Category: Internal Company Use Usage: Internal Company Location: Any Regions Territory: Not Applicable or None Duration: Life Of Item Industry: All Industries Exclusivity: Non-Exclusive	Download

6. Click “Download” to download the clip.