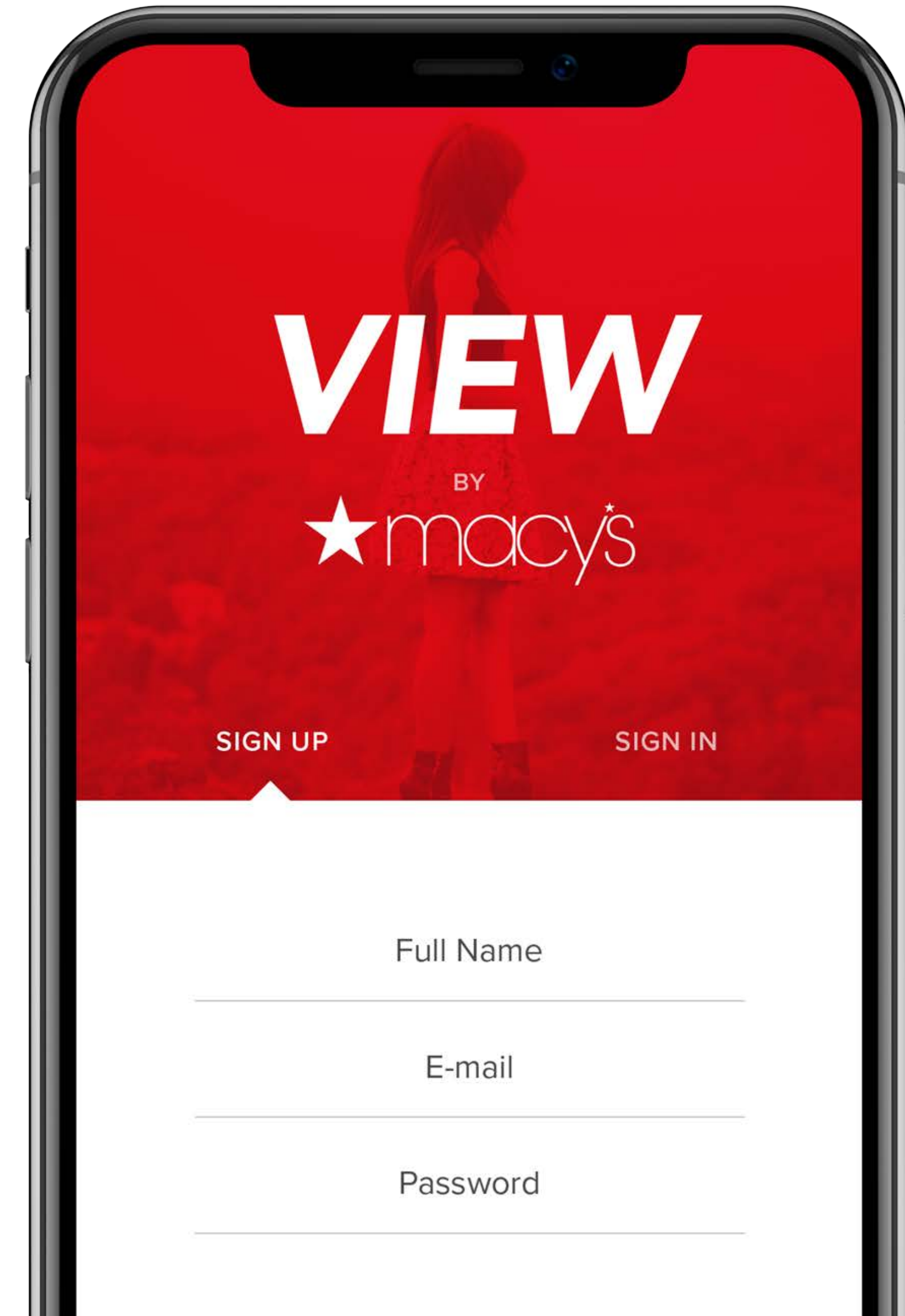


Macy's *VIEW*

Shoppable Video App Concept

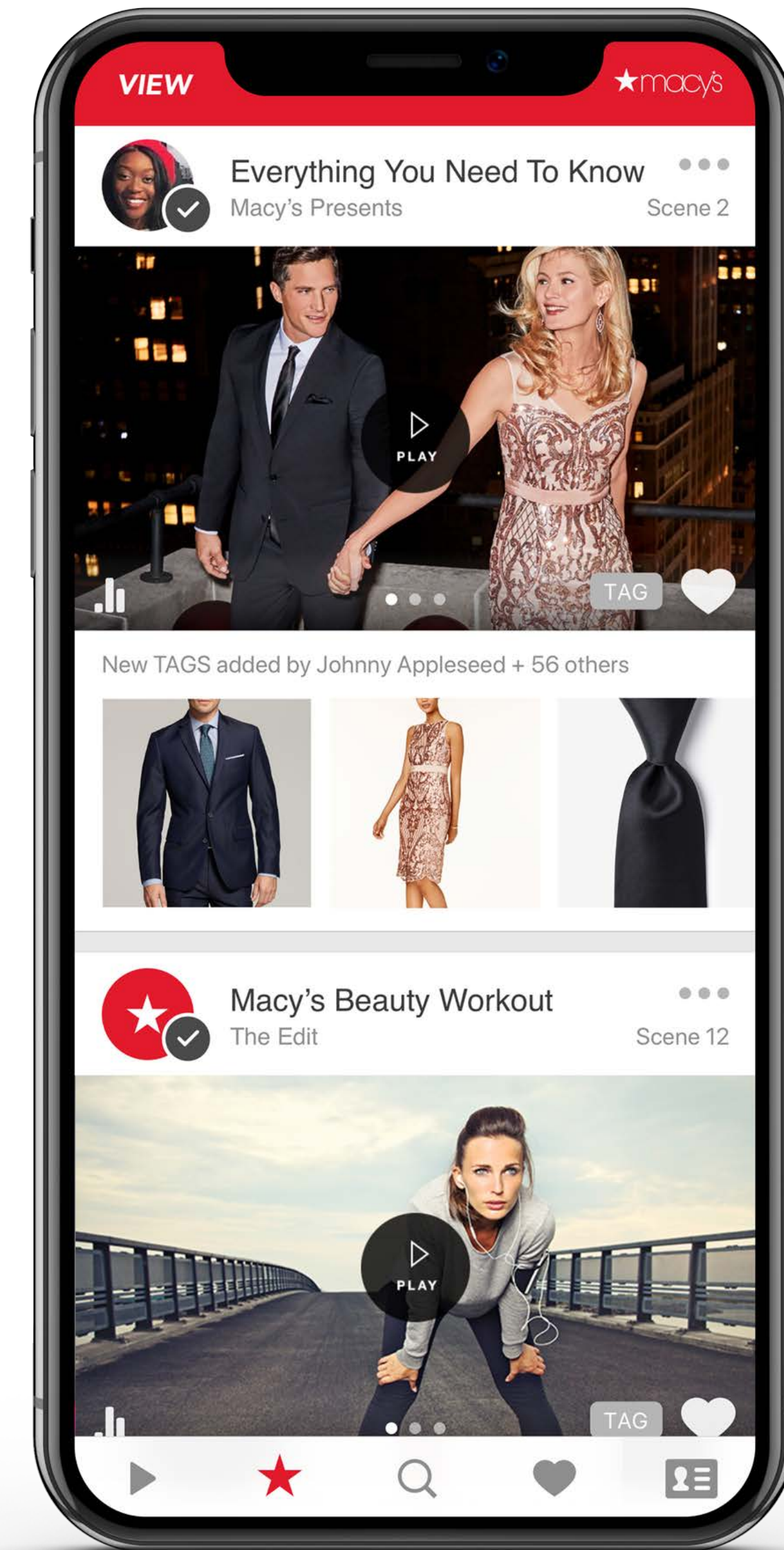
- The DeepVideo platform can be used to power a video-based mobile app
- The app would be an extension of the videos being published on Macy's platform
- This app's functional specs has been designed and patented by DeepVideo
- Can be developed as a white labeled solution for Macy's



Macy's *VIEW*

Shoppable Video App Concept

- Similar to Instagram - an endless feed of content
- Videos uploaded to Macy's are automatically broken into "mini-videos" so a single video can have many clips that appear throughout the feed
- Each clip has matching Macy's products below
- Products can be instantly purchased, shared, liked, and saved to lists

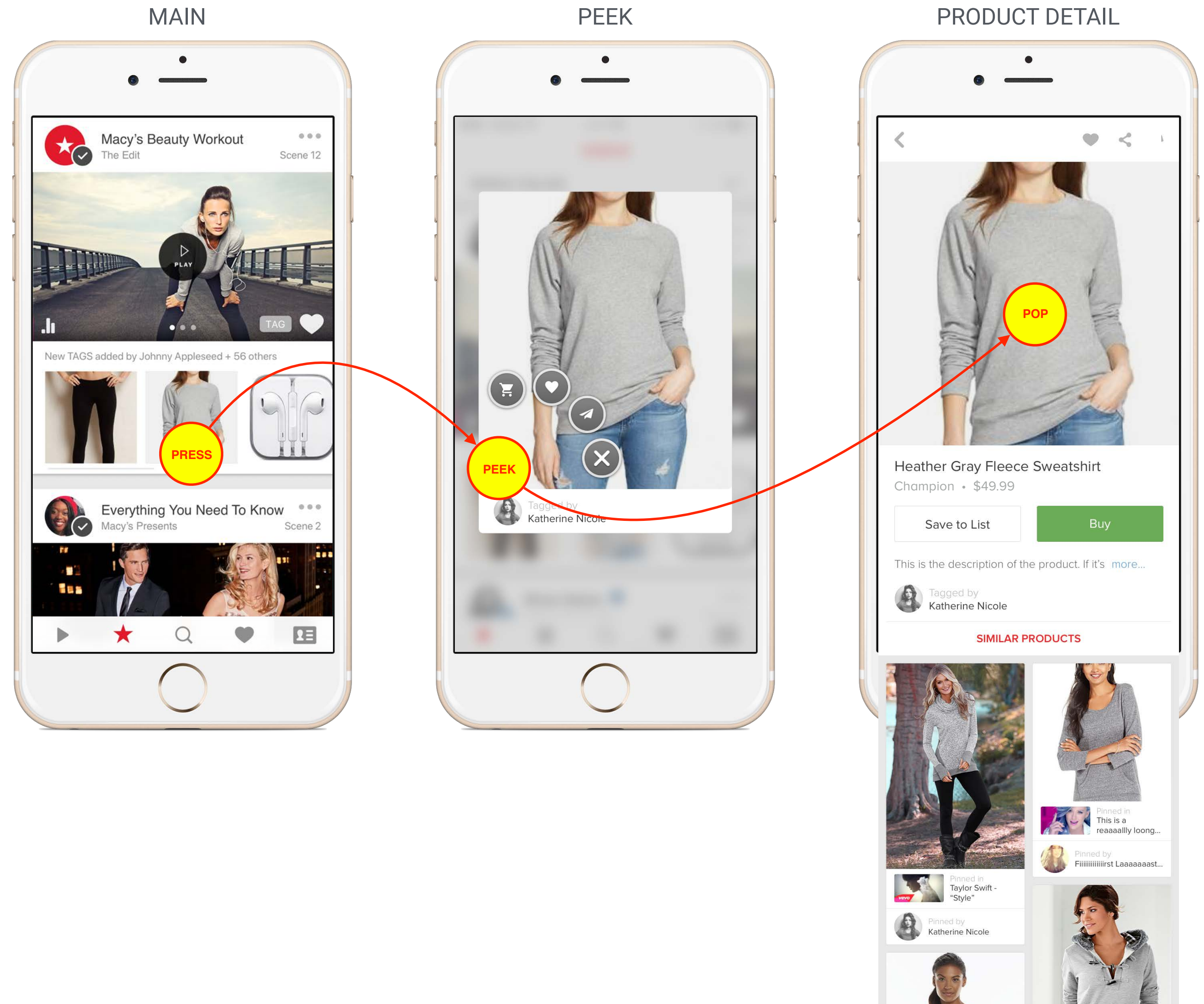


Macy's *VIEW*

Shoppable Video App Concept

Product Details

- From any screen you can interact with product thumbnails
- You can press “medium” to “PEEK” at an image preview
- Or press “hard” to “POP” open a full Product Details page
- Peek opens a preview with shortcuts to Buy (cart), Like (heart), Share (plane), or Cancel (X). It also reveals the user that tagged the product to the scene
- Pop opens Product Details in full screen revealing Product Name, Description, Brand, Price, Image, and Tagger, plus action buttons Save to List, Buy, Like, and Share
- “Liking” (heart), adds it to the user’s list called “Likes” and can give the product more weight when viewed by other viewers
- “Sharing” (dot triangle) lets you share on Facebook, Twitter, Instagram and Pinterest accounts
- Every product is programmed to display Similar Products below it

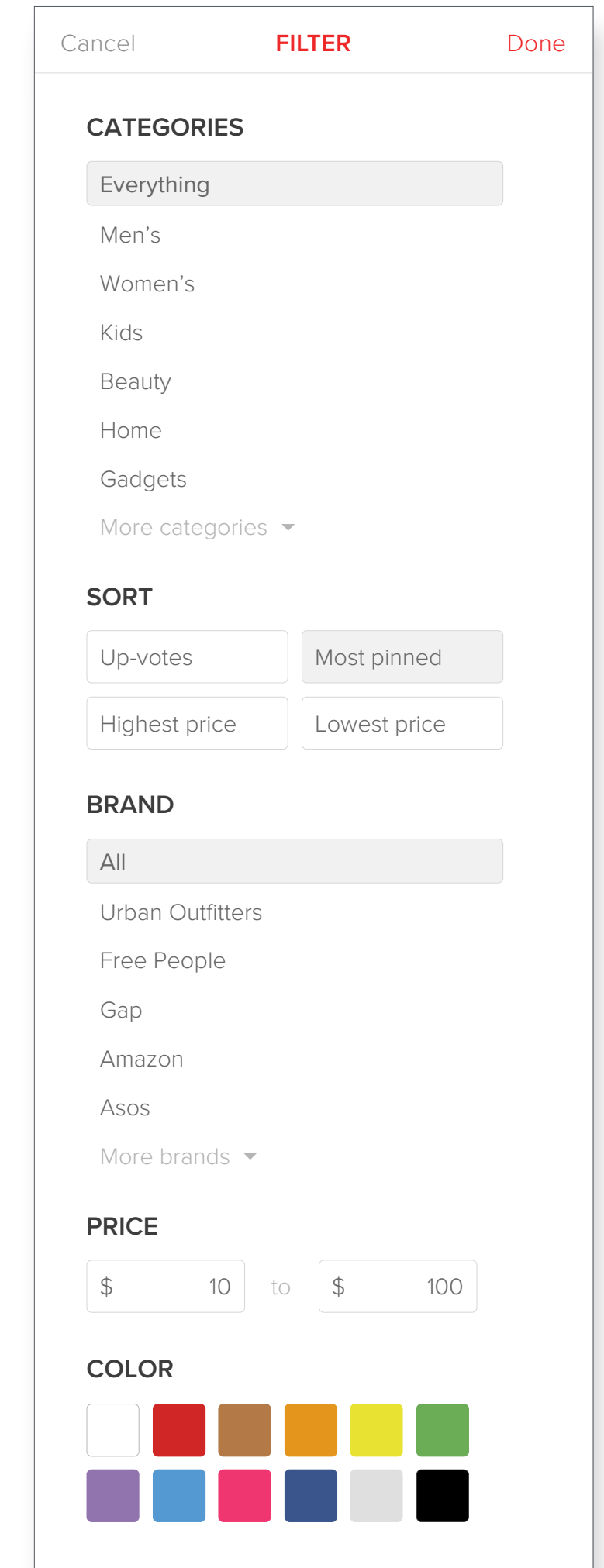
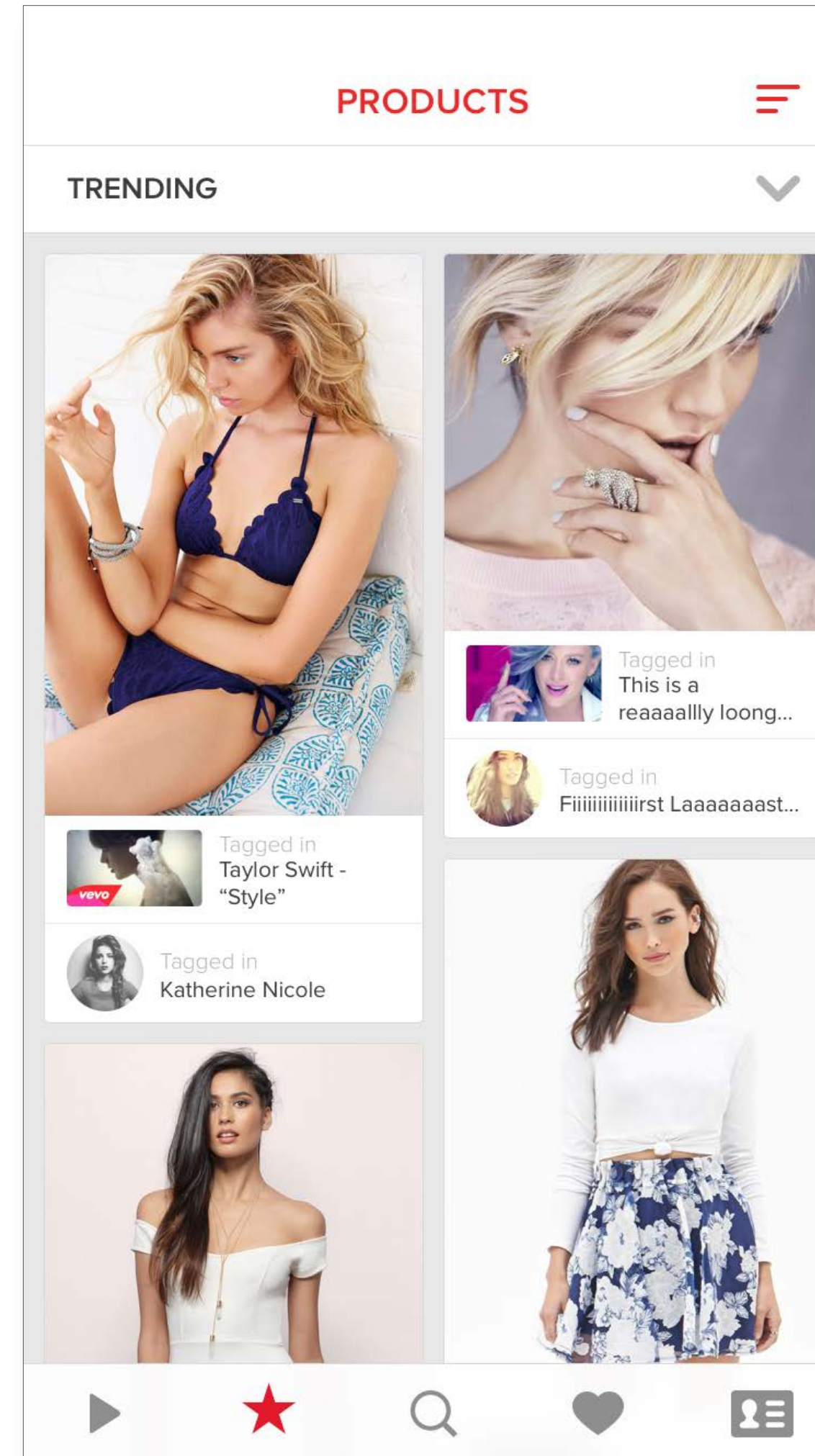


Macy's *VIEW*

Shoppable Video App Concept

Product Feed

- User sees product image, the video it was tagged to, and who tagged it
- By tapping the red lines in the header, user can filter their feed (see Filter)
- Tapping profile region brings user to that profile page
- Tapping video thumbnail brings user to Video Viewing screen where the video is paused at the point where the product was tagged to
- Tapping product image brings user to product page
- Tapping the Trending button lets the user switch how their product feed is curated

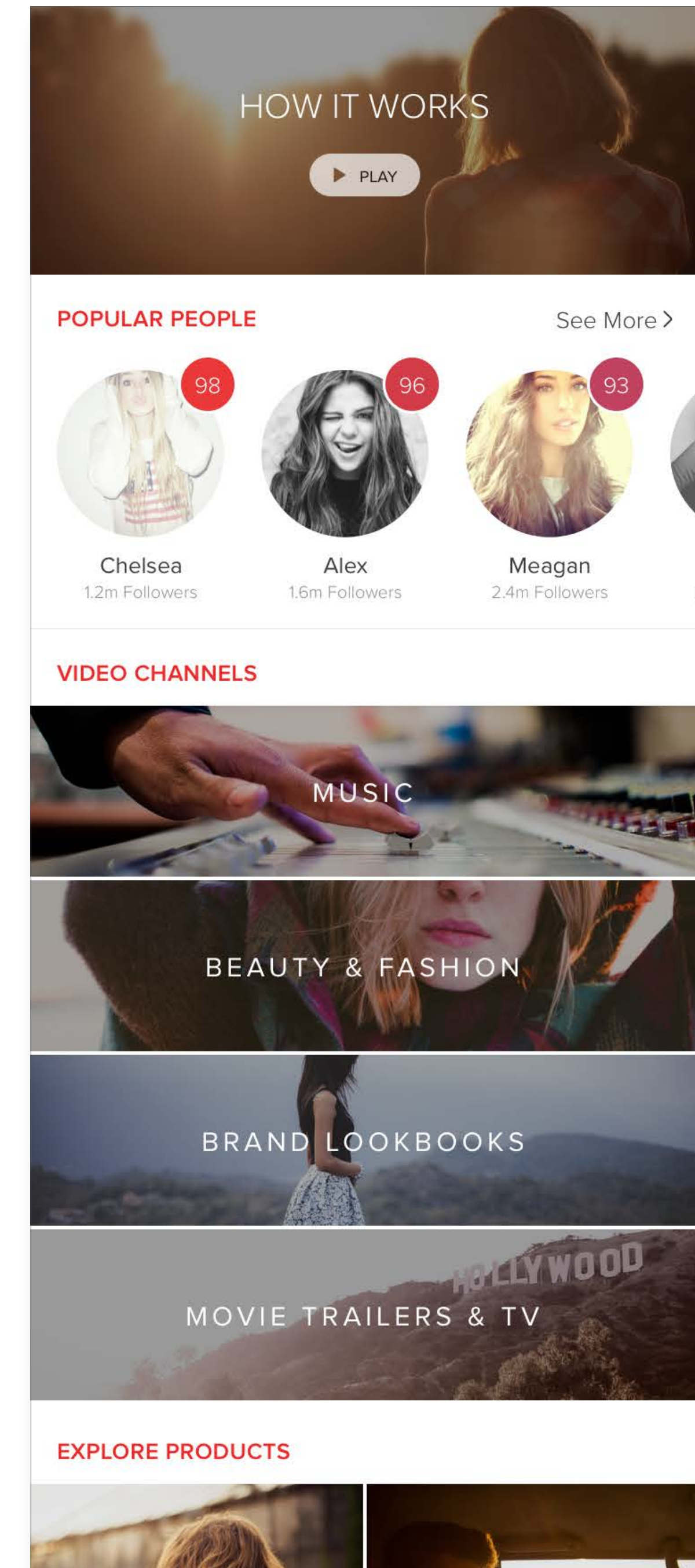


Macy's *VIEW*

Shoppable Video App Concept

Explore Screen

- User is presented Hero Video/How It Works video
- Popular People shows that week's most followed, most active, highest scored taggers
- Video Channels streamline the viewing experience by sorting videos by genre. Opens to a Video Feed
- Explore Products opens the user to a product feed with a filter for that category

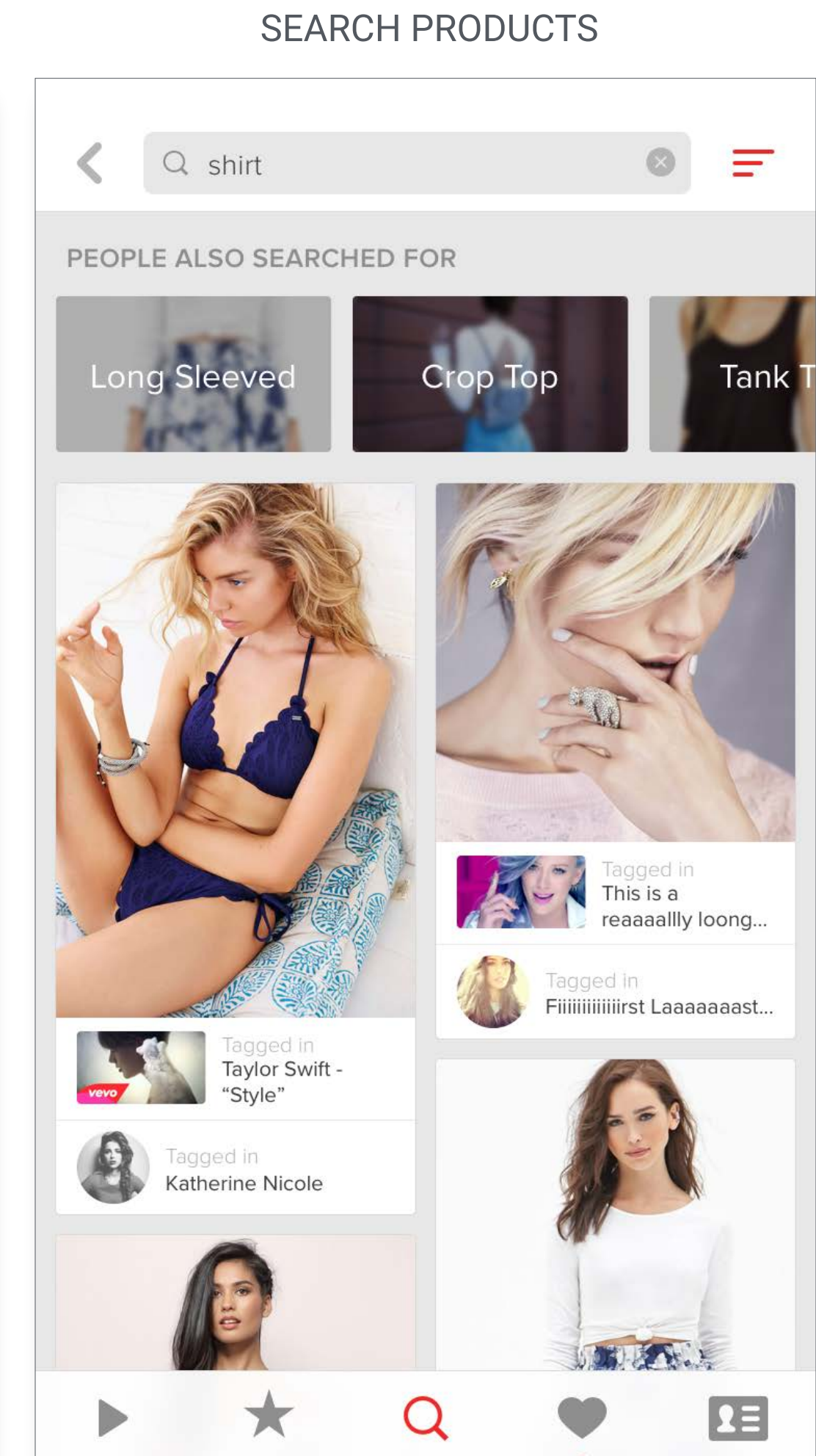
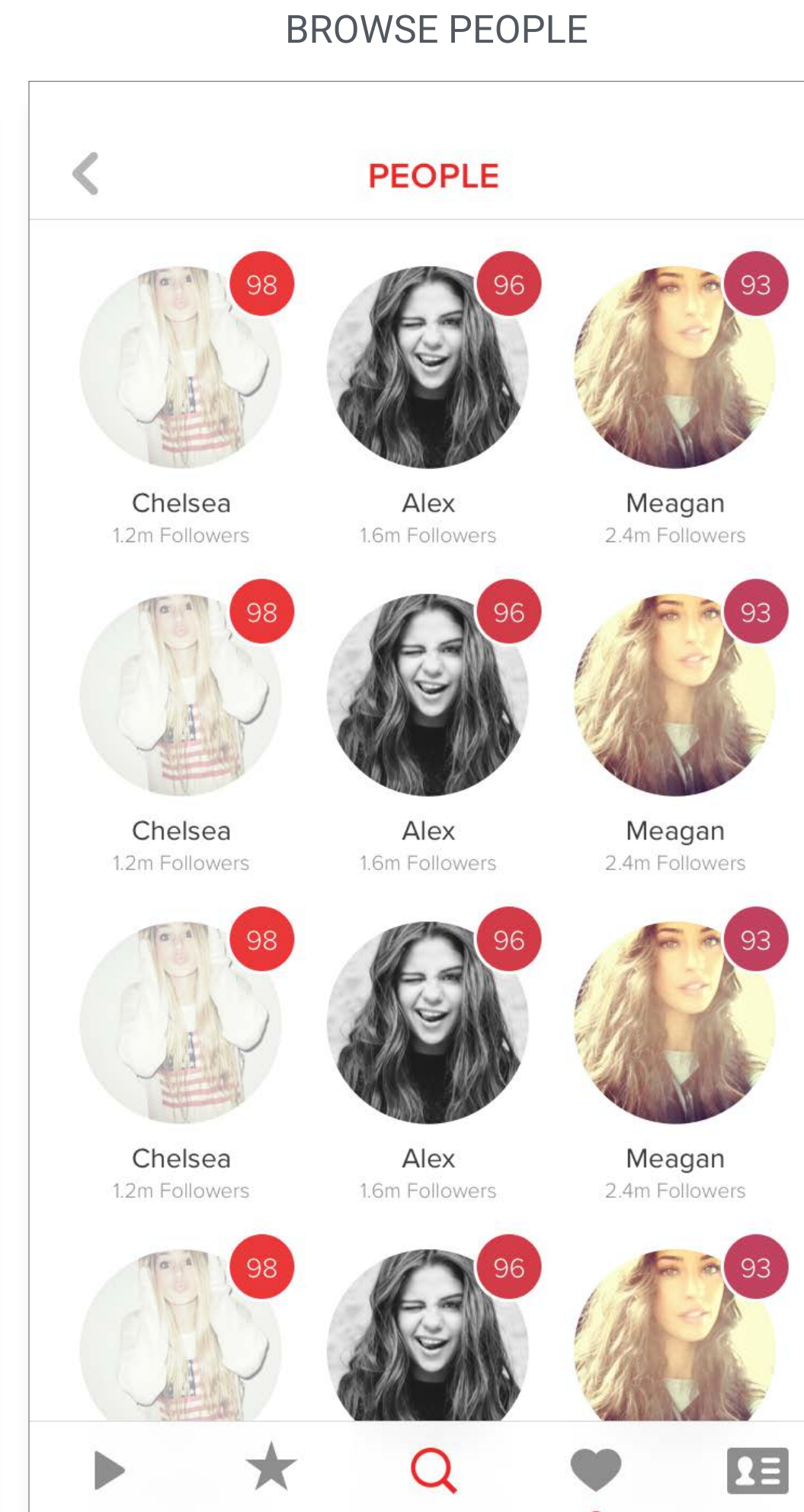
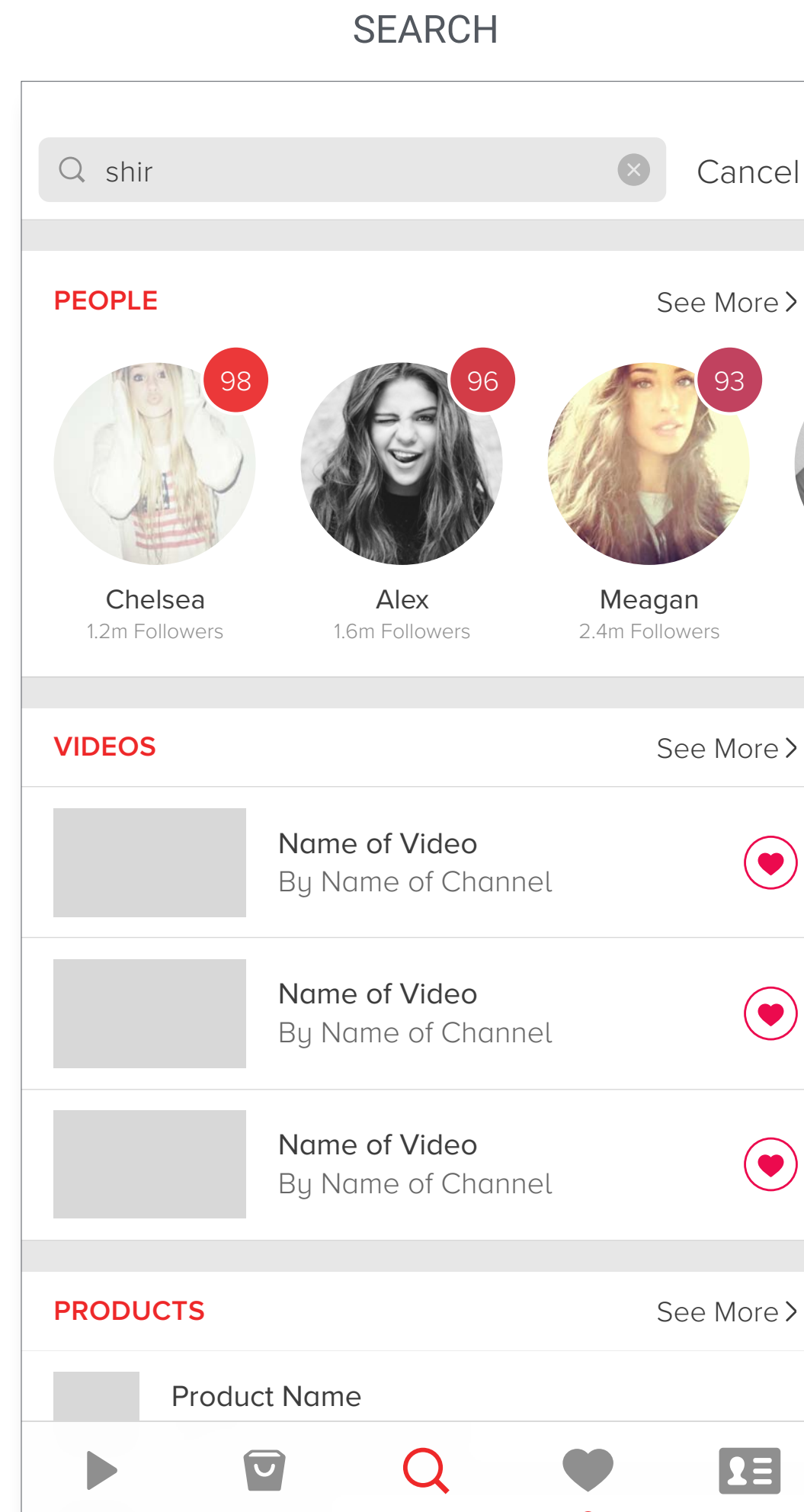


Macy's *VIEW*

Shoppable Video App Concept

Search

- User can search any keyword and will see the top 3 results for each category (People, Videos, Products)
- User can tap See More to see more options from that category
- User can Like a video directly from search page (heart)



Macy's *VIEW*

Shoppable Video App Concept

Profile

- User can upload their own Avatar image
- “Style Score Bubble” can change colors as it increases
- User chooses their own cover image
- Channels are validated with a “C” (creator) badge
- Users can see the lists the profile’s owner has created, and the videos that the profile’s owner has liked
- If the user is looking at a channel, they see the videos that channel has posted
- Lists show the three most recently added products

