

SIM TV Internet Video Channel Development Guide

Launching a SIM Community Channel requires just a few easy steps. The information in this document explains what we need from you to get your custom-branded channel ready for viewing.

Step 1: What we need from you.

The illustration below represents a typical channel page in the SIM Community section. The illustration key describes the information and files we need to build your channel.

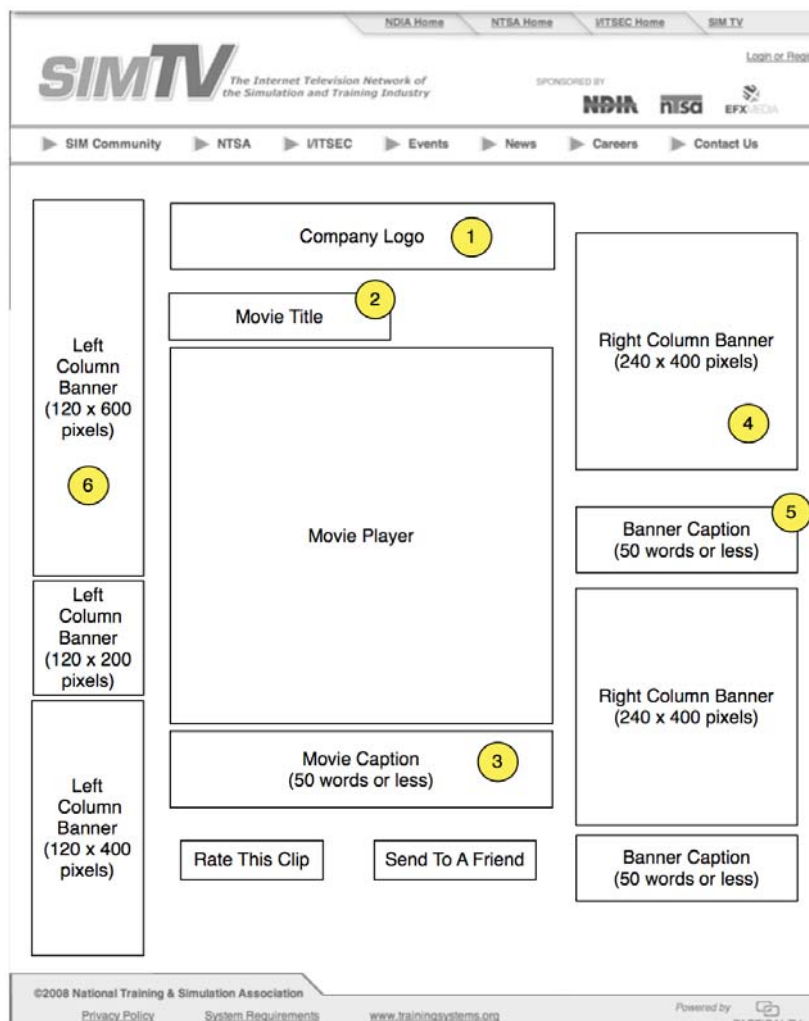


Illustration Key

1. **Company Logo** – Your company logo will sit at the top of your Channel page(s). We can accept most formats of image files but would suggest EPS, Jpeg or Tiff files.
2. **Movie Title** – Please submit a title for each movie you want posted. This title will be displayed above the movie player when that movie is selected.
3. **Movie Caption** – A brief description of the movie content. Please limit the captions to 50 words or less.
4. **Right Column Banner(s)** – The banner graphics in the right column are designed for promotional purposes. You can post banner ads for your organization, promote and link to a page on your corporate site, or link to a particular video within your SIM Community channel. You decide how you want to use this space.

Below are banner graphic specifications to use as guidelines:

- **All** banners must be 240 pixels wide.
 - Standard rectangle graphics are 240 wide x 400 tall.
5. **Banner Captions** - You have the option to place a caption under the right column banner graphics. Please limit the captions to 50 words or less.
 6. **Left Column Banner(s)** – The left column is also promotion space. The banner graphics cannot exceed 120 pixels in width. The illustration shows standard sized “skyscraper” banners but you may use any vertical size you want with the total length not to exceed 1200 pixels.

Step 2: Video Options

The SIM TV Internet Television Network serves Flash Video to its’ audience. This document details the various video formats you can deliver to SIM TV for compression to the Flash Video format. It also contains specifications for you to compress your own Flash video files if you choose to do so.

Video Format Options

Digital Movie Files

If your organization would like to deliver your video content as a digital movie file, we accept the following formats:

- Uncompressed or High Quality Quicktime Movie
- H.264 or Mpeg 4 Quicktime Movie

Image size for all movie files should be 480 x 360 pixels or larger.

Flash Video Specifications

NAVY TV serves Flash Video on our network. If you would like to deliver your content in Flash Video format, please use the specifications below.

Video

- Average rate 600 kbit/s
- VBV buffer size 5 sec
- Natural and Forced Keyframes - every 15 frames
- 2 pass encoding - 500 frame interval
- Deinterlace:
 - Automatic Field Order Detection
 - Create New Fields by Interpolation
 - Deinterlace Type - Complete Deinterlace
- Image Size – 400 x 300 - cropping depending on each video, progressive

Audio

- Lame MP3 - Bitrate based encoding
- Bit Rate - 96 kbit/s - standard settings
- Stereo, 22 kHz

Videotape

Your video content can be delivered on videotape. We accept the following formats:

- Digital Betacam
- Betacam SP
- Mini DV, DVCAM or DVCPPro-25

We also accept DVD and VHS but do not recommend these formats for quality reasons.

Please send your videotape(s) to: EFX Media
2300 South Ninth Street, Suite 136
Arlington, VA 22204
Attn: **SIM TV**

Step 3: Delivering Files

When your organization signs up for a channel on SIM TV, you will be emailed a Username and Password. This will enable you to upload your video, image and text files to the EFX Media FTP site.

You may upload your video, image and text files directly to the EFX Media FTP website. Point your web browser to the FTP address we will email to you along with your Username and Password. You will see the login screen.

- Enter your SIM TV Username and Password and click **“Login”**.
- Choose the folder with your company name,
- On the left, click **“Upload File(s)”**. A small window will open asking how many files you want to upload. The default is (1) file.
- Click **“Choose File”**. Navigate to the file(s) you want to upload and click it.

- Then click “**Choose**”.
- Now click “**Begin Upload**”. The upload will begin. It may take a few seconds or several minutes. It all depends on the size of the file and the upload speed of your Internet connection.

Once the upload is complete, a message will tell you that the “**File Has Been Successfully Sent**” You have a choice to return to the file listing or simply log out.

You may want to drop us an email to let us know what you have uploaded and what you want us to do with it. Send your notice to bscallon@efxmedia.com

Remember, ***Garbage in, Garbage out.*** If the file you send us is not of the very best quality, your movie will not make the best possible impression on your customers/viewers.

Please email bscallon@efxmedia.com with any questions about launching your SIM Community Video Channel.