



## Adobe PDM - AEM Media – OnDemand (2013v3)

The Products and Services described in this PDM are subject to the applicable Sales Order, the terms of this PDM, the General Terms, the OnDemand Exhibit or the OnPremise exhibit, as applicable.

Products and Services described in this PDM are also subject to the terms of the PDM for AEM 5.6.1 (either Perpetual – OnPremise, Subscription – OnPremise, or CloudHosted Managed Services).

This PDM covers the following Products and Services:

Name of Products and Services	Type
AEM Dynamic Media	OnDemand Services
AEM Personalized Media (except for Line No. 4)	OnDemand Services
AEM Video	OnDemand Services
AEM Image Authoring Add-on	OnPremise Software

### AEM Dynamic Media and AEM Personalized Media – Product Description

#### 1. AEM Dynamic Media

- 1.1 **License Metric.** AEM Dynamic Media usage is measured in Dynamic Media VPMs. Customer’s committed volume and pricing of Dynamic Media VPMs is set forth in the applicable Sales Order.
- 1.2 **Description.** During the License Term, Customer’s AEM Dynamic Media commitment includes all functionality of the AEM Dynamic Media package described below, 60 gigabytes of storage, up to 10 accounts set-up for use on Customer Sites, and unlimited AEM Users for use only with AEM Dynamic Media. The AEM Dynamic Media package consists of the following 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.
    - (2) 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) **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 AEM Dynamic Media package includes up to 10 concurrent Media Portal seats.
  - (E) **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.
  - (F) **AEM Dynamic Media Publishing System.** Publish, manage, and enhance dynamic content for delivery across marketing channels or touch points.

#### 2. AEM Personalized Media

- 2.1 **License Metric.** AEM Personalized Media usage is measured in Personalized Media VPMs and counted for each AEM Personalized Media feature, as described below, enabled on Customer Sites. Customer’s committed volume and pricing of Personalized Media VPMs is set forth in the applicable Sales Order.

- 2.2 **Description.** During the License Term, Customer’s AEM Personalized Media commitment includes the ability to enable each of the AEM Personalized Media features (each feature incurs separate Personalized Media Visits when enabled), up to 10 accounts set-up for use on Customer Sites, and unlimited AEM Users for use only with AEM Personalized Media. Should Customer license AEM Personalized Media without an accompanying AEM Dynamic Media license, Customer will be entitled to limited use of AEM Dynamic Media only to the extent necessary to enable the following features:
- (A) **Visual Configurator.** 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.
  - (B) **Web-To-Print.** Real-time composition technology and framework to enable custom web-to-print solutions for creating customized and personalized documents.
  - (C) **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.

### 3. AEM Video

- 3.1 **License Metric.** AEM Video is licensed per-Instance of AEM DAM Standard enabled.
- 3.2 **Description.** AEM Video enables video capabilities for use with AEM Dynamic Media, 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.
- 3.3 **Product Limitations and Use Restrictions.** Licensing of AEM Video requires that Customer has a current and active license for AEM Dynamic Media. AEM Dynamic Media Users are authorized to access or use AEM Video Instances licensed by Customer.

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### AEM Dynamic Media and AEM Personalized Media Add-ons – Product Description

AEM Dynamic Media, Personalized Media Add-ons are add-on components that can only be added, for a cost, to the base license of AEM Dynamic Media or AEM Personalized Media to enhance the functionality of the AEM deployment. Add-ons can only be added and function with a licensed related base product.

### 4. AEM Image Authoring

- 4.1 **License Metric.** AEM Image Authoring is licensed per-Instance per year.
- (A) 10 instances are included with AEM Personalized Media.
- 4.2 **Description.** AEM Image Authoring allows a User to author master images and enable advanced “color swatching” capabilities – including textures, patterns, folds, repeats, etc.
- 4.3 **Product Limitations and Use Restrictions.**
- (A) AEM Image Authoring is licensed to the Customer as an OnPremise Software subscription license, pursuant to terms of the OnPremise Software Exhibit (2013v3).
  - (B) Customer’s license grant for use of AEM Image Authoring will be limited to installing one copy of each purchased license of AEM Image Authoring on a single workstation.
  - (C) Customer will not install AEM Image Authoring on any server or shared or hosted system. Customer will not allow AEM Image Authoring to be shared or accessed by multiple workstations or use by multiple users.

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### Additional Terms.

5. The AEM Media Products and Services are only available as OnDemand Services (except as specifically designated below) and as add-ons to active licenses of AEM DAM Standard Edition (either an OnPremise or an OnDemand, Cloud Hosted version).
  6. **Support.** Adobe Customer Support and Client Care for AEM Dynamic Media & AEM Personalized Media: Adobe provides 24x7x365 unlimited access to Adobe Client Care for a maximum of 5 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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## 7. Additional Definitions.

- 7.1 **“Dynamic Media Visit”** means a site visitor’s activity on the Customer Sites. A single Dynamic Media 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 Dynamic Media Visit begins and will be counted.
  - 7.2 **“Personalized Media Visit”** means a site visitor’s activity on a single webpage containing an AEM Personalized Media feature. A site visitor’s activity is measured as a single Personalized Media Visit either until the expiration of 30 minutes of the visitor’s inactivity on the webpage or 12 hours of continuous activity by the visitor on the webpage, after which a new Personalized Media Visit begins and will be counted for purposes of this Agreement. A Personalized Media Visit will be counted for each AEM Personalized Media feature enabled by Customer on a the visited webpage, e.g. if 2 AEM Personalized Media features are enabled on a visited webpage then a single visitor’s activity session on such webpage will count as 2 Personalized Media Visits; if three features are enabled on a visited webpage then a single visitor’s activity will count as three Personalized Media Visits.
  - 7.3 **“VPM”** means Visits per Month and is calculated as the total number of visits (either Dynamic Media Visits or Personalized Media 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.
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