



Adobe Scene7 – OnDemand (2013v3)

Products and Services described in this PDM are governed by the terms of this PDM, the Sales Order, the General Terms, the exhibit for OnDemand Services or the exhibit for OnPremise Software, as applicable.

This PDM covers the following Products and Services:

Name of Products and Services	Type
Adobe Scene7 Base Platform Package	OnDemand Services
Adobe Scene7 Add-ons (except for Line No. 3)	OnDemand Services
Scene7 Image Authoring Add-on	OnPremise 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 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, Client 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 to 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.

(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 a subscription basis, per Computer per year.

(B) **Description.** Scene7 Image Authoring allows a 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 the Customer as an OnPremise Software subscription license, pursuant to terms of the OnPremise Software Exhibit (2013v3).

(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. Adobe Scene7 Cross Media Platform is an on-demand solution that offers the Customer with a cross media platform for managing, enhancing and delivering dynamic, rich content to web, print, email, and mobile channels. Unless otherwise defined herein, capitalized terms will have the meanings ascribed to them in the corresponding Adobe General Terms. Unless otherwise specifically limited in the Sales Order, User Passwords and Log-in ID’s for the Adobe Scene7 Cross Media Platform will be provided to Customer in an amount mutually agreed upon by Customer and Adobe. Customer acknowledges that each of its Users that access the Adobe Scene7 Cross Media Platform will be bound by the terms and conditions of use required of each such User upon log-in to the Adobe Scene7 OnDemand Services.

4. **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.

5. Additional Definitions.

- 5.1 **“User”** means employee(s) or individual contractors (i.e., temporary employees) of Customer (not including customers, users, or visitors of Customer’s web site) that are authorized to have access to the OnDemand Services for purposes of administration and/or authoring. Users are licensed on a named user basis, meaning that a User license is granted to a single User who is authorized to access or use Adobe Scene7. Adobe Scene7 User license(s) may not be used concurrently (i.e. the same login ID may not be used by more than one User or computer at a discrete moment in time) or by multiple Users.
- 5.2 **“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.
- 5.3 **“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.
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