



## 1. Additional Terms for Adobe Scene 7

- 1.1. 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 shall 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 shall 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. Customer shall be responsible for maintaining at least the minimum specifications currently required for Adobe Scene7 referenced at: [www.scene7.com/platform/system\\_req.asp](http://www.scene7.com/platform/system_req.asp).
- 1.2. Adobe Customer Support and ClientCare for Scene7: Adobe monitors the Scene7 OnDemand and Managed Services 24x7x365. Customer may utilize up to 2 Supported Users and up to 5 Support Incidents per month. Support includes: Live Phone and Email Support from ClientCare; Searchable Knowledge Base; and OnDemand Training Modules.

## 2. Adobe Scene7 Product and Services Descriptions.

- 2.1. **Adobe Scene7 Base Platform Package (per license).** Adobe Scene7 Base Platform usage is measured in visitors per month (“VPM”) as set forth on the applicable Sales Order along with the Fees. VPM usage shall be measured using Customer's server logs and a third-party rating service. A license for each User of Adobe Scene7 Base Platform package, its components, add-ons, or additional instances, must be purchased separately. The Adobe Scene7 Base Platform package shall consist of the following components and functionality. Use of these components is licensed to Customer for use by every User included with Adobe Scene7 Base Platform package.
  - [Dynamic Imaging.](#)
  - [Dynamic Banners.](#)
  - [eCatalogs.](#)
  - [Media Portal.](#)
  - [eVideos.](#)
  - [Mobile/Multi-screen.](#)
- 2.2. **Adobe Scene7 Add-ons.** In addition to the Scene7 base platform, the applicable Sales Order may also enable the following Scene7 Add-ons for an additional Fee, as described in the Sales Order:
  - 2.2.1. **Visual Configurator.** Real-time rendering technology to enable online visual configuration for personalization and customization effects such as real-time rendering of colors textures, surfaces, patterns, monograms, engravings into product images or scenes.
  - 2.2.2. **Web-To-Print.** Real-time composition technology and framework to enable custom web-to-print solutions for creating customized & personalized documents. Adobe's first hosted cross-media publishing solution to create designer-controlled, Adobe Creative Suite template-based materials, leveraging Adobe proprietary text and color rendering technologies to output to web or print.
  - 2.2.3. **1:1 Templates.** Delivers personalized 1:1 rich media banners and advertising online (required for 1:1 targeted online banners for image templates or dynamic banners), where origin requests exceed 30% of total requests for account).
  - 2.2.4. **Media Portal Add-On Seat Packages.** Provides a self-serve environment providing portal users with administrator-controlled “views” into Adobe Scene7 assets for access to upload, browse, search, preview and export assets.
  - 2.2.5. **Email.** Delivers visually targeted, personalized email campaigns tied to customer profile, product and channel databases. (Note: This service is for image/template delivery only. Campaigns must be scheduled and called from Scene7's dedicated campaign farm. Drops greater than 500,000 emails are subject to approval.)



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- 2.2.6. **Image Server Rental.** For existing Adobe Scene7 customers only: Allowed to rent any number of Image Servers or Render Servers. Rental (no ownership) shall be co-terminus with the related Scene7 Cross Media Platform subscription. Image Server license rental is a prerequisite to Web-To-Print license rental.
- 2.2.7. **Image Authoring.** For existing Adobe Scene7 customers only: Workstation rental license to author master images to enable advanced “color swatching” capabilities – including textures, patterns, folds, repeats, etc.
- 2.2.8. **Template Server License Rental.** Template Server License Rental available to Web-To-Print customers only, is offered on a rental (no ownership) basis only and shall be coterminous with the related Scene7 Cross Media Platform subscription.

*Third Party Software Notices. In order to accommodate public demand for software that is interoperable with other products and platforms, Adobe, like other commercial software publishers, has designed its products to comply with public standards, and has incorporated code created and licensed by third parties, into its products. The creators of these public standards and publicly available code, as well as other third party licensors, require that certain notices and terms and conditions be passed through to the end users of the software. Such required third party software notices and/or additional terms and conditions are located at [www.adobe.com/products/eula/third\\_party/index.html](http://www.adobe.com/products/eula/third_party/index.html) (or a successor website thereto) and are made a part of and incorporated by reference into this Agreement. Customer acknowledges and agrees that Adobe’s licensors (and/or Adobe if Licensee obtained the Software from any party other than Adobe) are third party beneficiaries of this Agreement, with the right to enforce the obligations set forth herein with respect to the respective technology of such licensors and/or Adobe.*

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