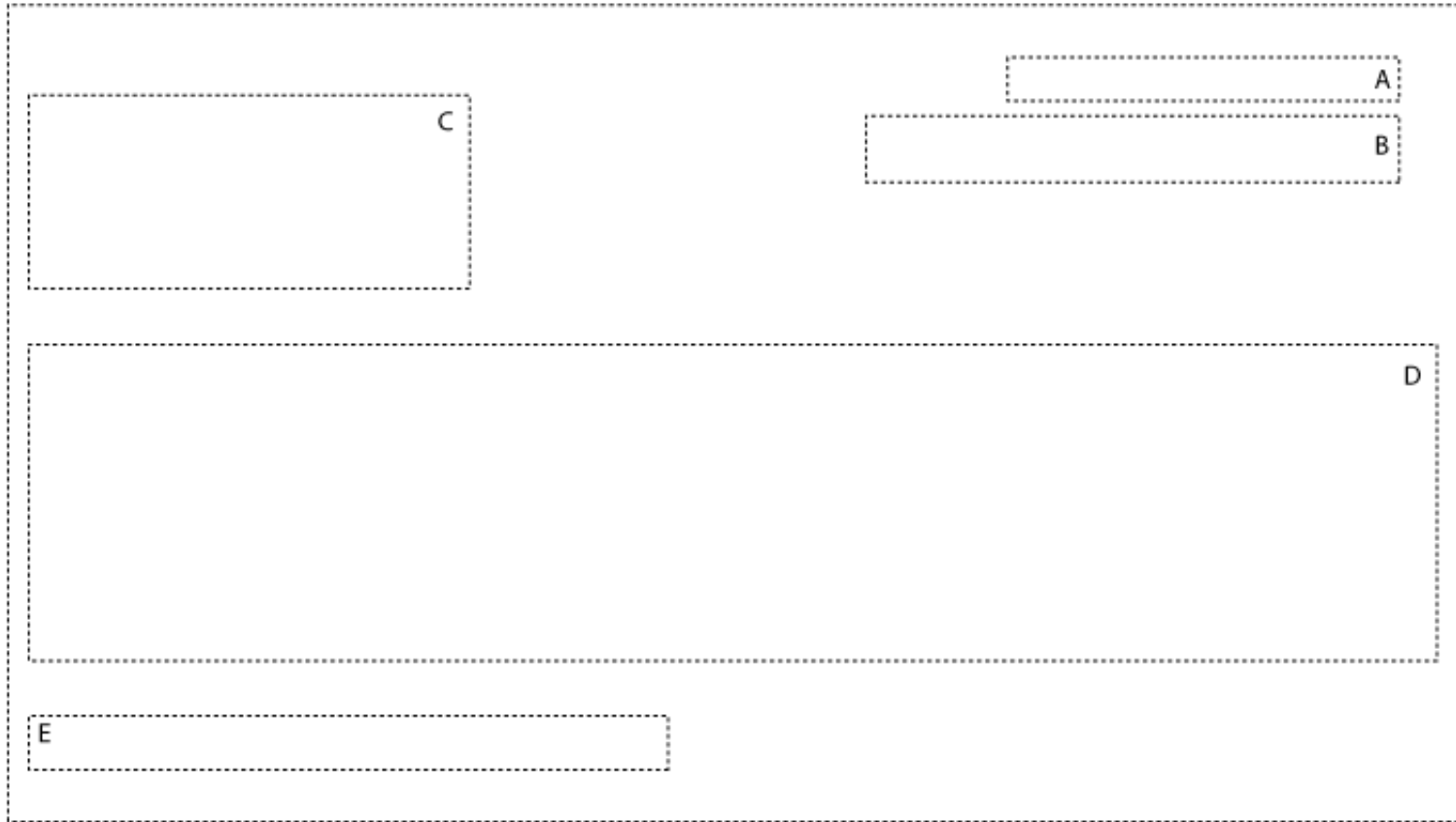


Background Spec



Background:

- Consist of grayscale XBOX Live Styled Static Image
- Animated Bubbles from EPIX level used on top
- Colorization layer used to colorize background based on time of content being viewed.

Background Colorization (v1):

- Colorization is based on time current content being viewed will air, so as the user scrolls thru content, the background corresponds to that user action.
- Morning 5am – 11am: #c9eef6 R:201 G: 238 B: 246 (user should never see in Geneva)
- Early Afternoon 11am – 3pm: #7adefe R:122 G: 222 B: 254
- Late Afternoon 3pm – 5pm: #2775e1 R:39 G:117 B:225
- Evening 5pm – 5 am: #062a74 R:6 G:42 B: 116

B. Dynamic Text Area:

- Displays Current Channel Selected Short Description and Current Time and Date.
- Display Current Channel Selected Short Description First. Fade off and display current time and date.
- Current Channel Selected Short Description displays for the first 10 seconds the user is browsing a specific channel. After 10 seconds Current Time and Date replaces Current Channel Selected Short Description and remains on screen dynamically updated time.
- Current Time and Date can only be over ridden when a different channel is chosen.
- Post Geneva: Promo Lines may be featured in this area.

C. Channels:

- Follows XBOX standard
- Currently contains Featured,1vs100,Reminders

D. GRID Content:

- Follows XBOX standard
- Currently contains TV Slots

E. Contextual Text:

- Follows XBOX standard

A. TextString01 (Mandatory):

- Displays Destination Title
- Displays “Primetime Guide”.

B. TextString02 (Optional):

- Displays in dynamic text area under Destination Title
- Channel Short Description
- Free Form
- Char limit: 40
- Font: Convection UI 32pt
- *Opacity: 60%*

B. TextString03 (Mandatory):

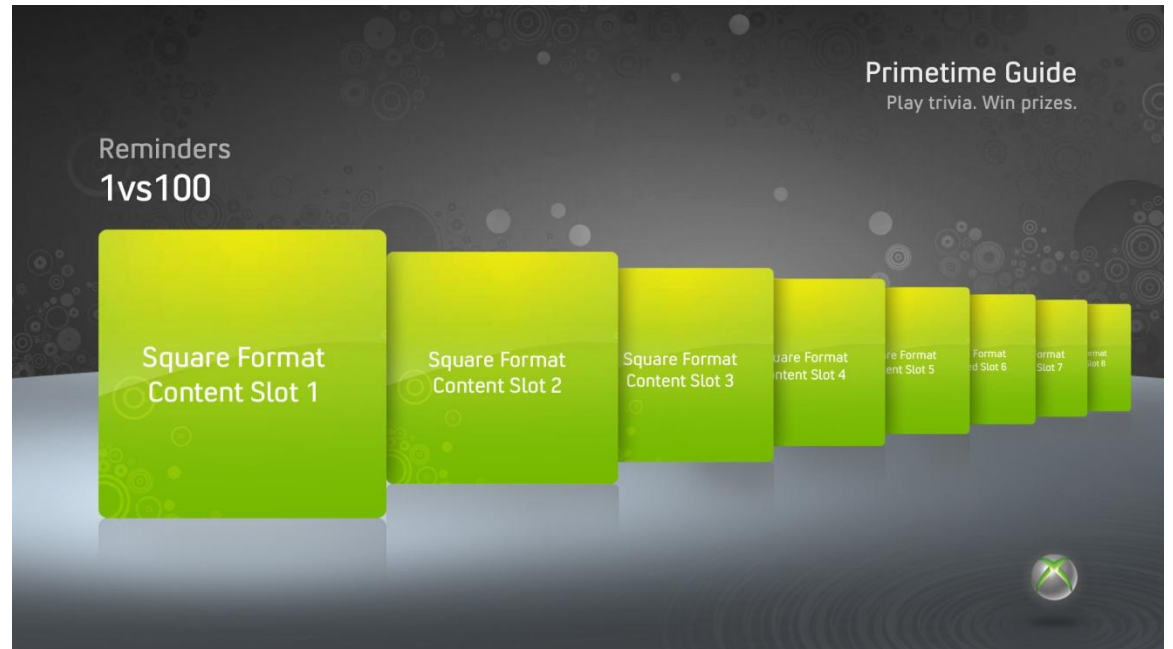
- Displays in dynamic text area under Destination Title
- Current Date and Time (Updating Live)
- Char limit: 40
- Font: Convection UI 32pt

Visual Flow of Dynamic Text Area

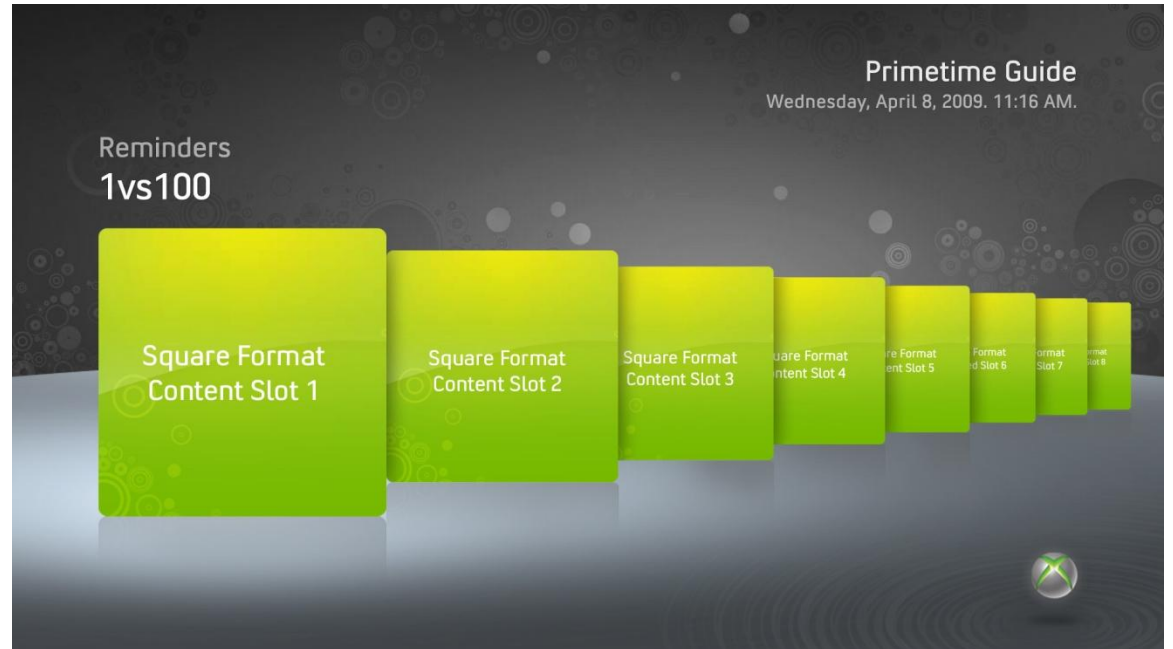
User arrives on Primetime destination. Dynamic Text Area displays short channel descriptor for Featured. In this case “See what’s on.”



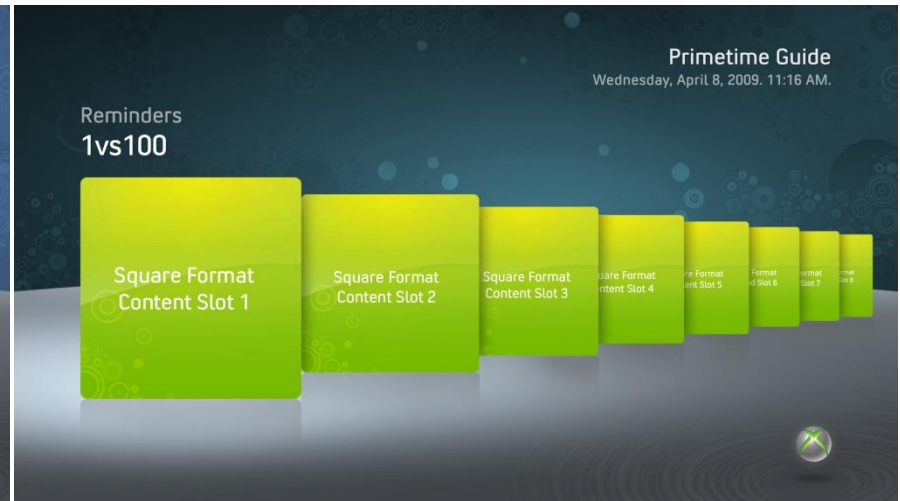
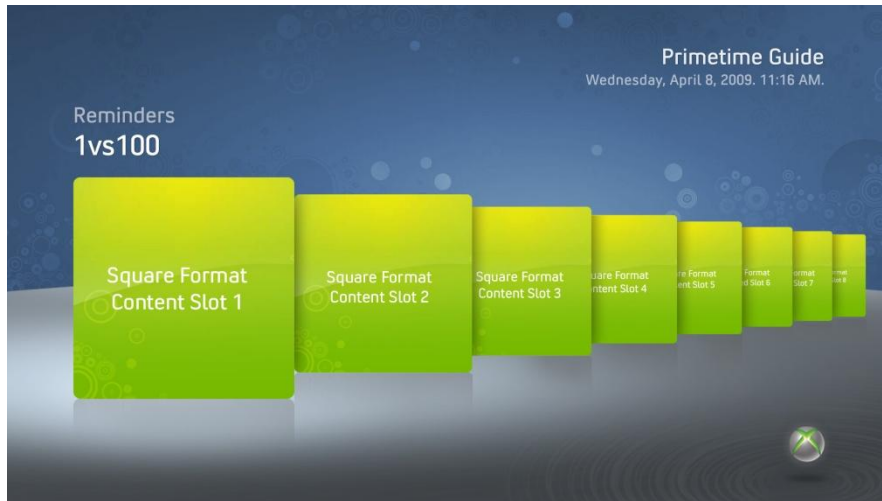
User navigates from Featured channel to 1vs100 (without sitting on the channel longer than 10 seconds). Dynamic Text Area updates to short channel descriptor for 1vs100. In this case “Play trivia. Win prizes.”



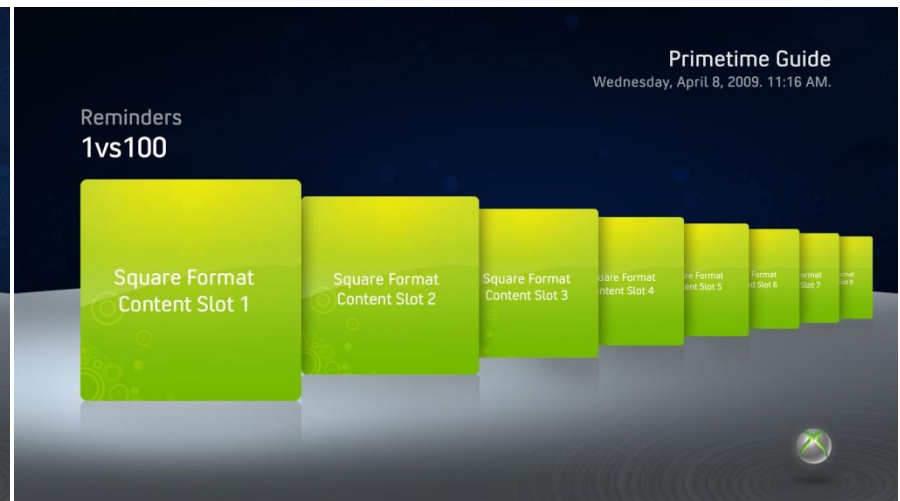
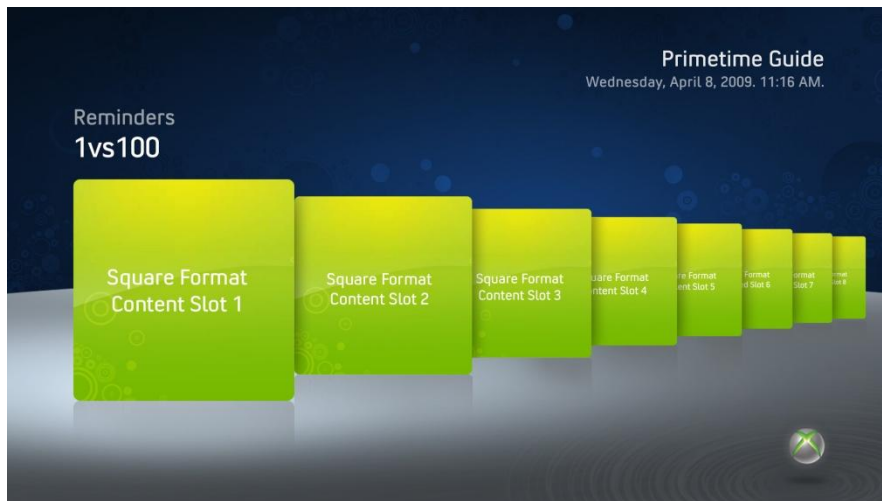
User continues to browse 1vs100 channel for longer than 10 seconds. Dynamic area text updates to display current time and date.



Visual Flow of Background Color Change
Displaying morning to evening.



Morning to Early Afternoon



Late Afternoon to evening