

Presented by:

apogeeINVENT

Driving real business and opportunity through the online experience.



Contact Information:

Toll Free Number:
(866) 808.2963

Website:
www.ApogeeInvent.com

eMail:
info@ApogeeInvent.com

Corporate Mailing Address:

PO Box 167
St. Anthony ID 83445

Physical Locations:

St. Anthony, Idaho
Portland, Oregon
Costa Mesa, California
London, England U.K.

ApogeeInvent Product Enhancements

Project Team Introduction

ApogeeInvent has been working as a team in the online technology arena since June of 2004. The founding partners Beto Paredes and Joseph Frazier have over ten years of experience in this field. Both take special interest in every project, monitoring the development process as it occurs.

At ApogeeInvent, we are always excited to begin a new project. Our team, consisting of experienced software engineers and professional designers, has worked together on numerous projects since the company's inception. We have completed over 1700 projects to date and have written over two million lines of code, creating a memorable presence for many successful companies. We are certain this project will be equally successful.

All our projects are managed by Dwight Calwhite, CTO, and are created by accredited designers, writers, and software engineers. All are degreed professionals with extensive experience in every part of the project, from start to completion.

Product Enhancements: Price

Each Product Enhancement comes with the basic product enhancement platform. Any customizations to the product enhancement platform will be billed hourly.

Embedded Video Player: \$495

- **Embedded Player** – This is our default standard video player with volume adjuster, full screen button, seek bar, and time indicator displaying total play time and current run time counter.
- **Video pre-uploaded** – Client can choose size of player to be displayed on page up to 550 pixels wide. We require that video is delivered to us in .FLV format or we can re-format video at an hourly rate for media design found on our website. We will upload the video for you.
- **Page Option** – Embedded player will be placed on one page of clients choosing and the design will be formatted around the player.
- **SEO Features-** Including embedded player can increase visual appeal of your site, keep visitors interested longer, and increase your Search Engine Optimization (SEO). The more content included on your site, and the more users that stay longer, the greater your popularity ranking will be.

Language Switching: \$495

- **Language Selection** – You can select a language other than English in which your website visitors can view the website. This will allow foreign users to be able to understand and use your technology.
- **Content Translation** – You will provide the foreign language content or ApogeeInvent can provide Spanish language translation at our standard design/content hourly rate found on our website.
- **Installation** – We will add the foreign language text to each content based page as an alternative to the English standard text.
- **Switcher** – Website visitors will be able to use a link selector near the top or bottom of the site in order to pick their default language while they browse. Language settings will be saved for each user so they only have to select their language preference once per visit.

Automatic Language Switching: \$695

- **Language Selection** – You can select up to 2 languages other than English in which your website visitors can view the website. This will allow foreign users to be able to understand and use your technology.
- **Automatic Translation-** The website text will be automatically translated into the language selected by each website visitor. You are not required to provide or purchase translated versions of your website text. Translated text is provided by computer software and is not guaranteed to be fully accurate.

- **Automatic Updates** – With the Automatic Language Switching enhancement your website text is translated in real-time, so there is no need to worry about managing many different languages. When you change the English version, the foreign language versions will also change.
- **Switcher** – Website visitors will be able to use a link selector near the top or bottom of the site in order to pick their default language while they browse. Language settings will be saved for each user so they only have to select their language preference once per visit.

RSS Page Set Up \$695

- **Share Feeds-** Set up your blog, news, or other information to be easily grabbed by website visitors and shared on other sites. We will create an RSS icon on your page(s) that will allow visitors of your site to subscribe to your feed. Allows users to easily syndicate your feed on other sites to share your information with others. Get your information out on the web with this no maintenance feature that will increase traffic to your site!

Flash Upgrade: \$695

- **Flash Upgrade-** This upgrade will add motion and excitement to your platform. Dynamic elements increase traffic and keep users on your site longer. Make your technology both efficient AND highly attractive by upgrading your graphics to include flash elements.
- **10 Extra Design Hours Added** – With this product enhancement you receive 5 hours of additional design credit hours added to the total design hours of your contract.
- **Converted Hours** – This snap in allows all your current or remaining design hours plus the 10 extra hours to be used for flash work.

Image Gallery: \$695

- **Visual Gallery** – Add a photo gallery to any part of your platform to increase its visual appeal. From inventory to art displays, and business or personal photos of past event, conferences, and activities, this gallery can serve many purposes to keep users interested and informed.
- **Custom Setup** – Tell us how many images you want in each row of the gallery and what size you prefer them to be.
- **Unlimited Storage** – This full image gallery can include unlimited number of photos, only limited by the disk storage on your website hosting account.
- **Captions-** Each image can include a caption below it. You simply type in the caption when in the Gallery Manager while you are uploading images.
- **Image Management** – You will have the ability to add, delete, change display order, or edit captions on the photos in your gallery at any time. Images are uploaded using our standard file upload tool.
- **Secure Login** – Management of this enhancement will be protected behind a secure login and password protected portal.

Image Carousel: \$495

- **Add Excitement** – This product enhancement adds a rotating image carousel that scrolls a random selection of your images along the bottom of the website.
- **Gallery Upgrade or Standalone** – The carousel can be used as an addition to the Image Gallery in which case it will scroll random images from the gallery. Alternatively you can use this product enhancement alone and supply us with the images you want the carousel to choose from. We will resize and install the images into the carousel for you.
- **SEO** – More unique content will increase your ranking in the search engines. Having moving images will also keep visitors on your site longer, which also increases popularity rankings in the search engines.

YouTube Aggregator: \$695

- **Video Aggregation** – Draw more traffic and keep users on your site longer with streaming video through our YouTube Aggregator. Your website visitors will be presented with properly formatted YouTube videos embedded directly on your site.
- **Installation** – We will install the YouTube Aggregator on a page for your customers to view. This page will fit in with the design theme of your website and will include paging to keep the list of videos from growing too long for a single page.
- **Search** – There will be a keyword search above the list of YouTube videos which will allow website visitors to quickly find the video they want to view based on keywords in the title.
- **Content Management** – You can upload your own content or select from millions of available videos online to broadcast whatever you want to say to your audience. The Video Manager will allow you to add, delete, title, and change display order of the YouTube videos.
- **Secure Login** – Management of this enhancement will be protected behind a secure login and password protected portal.
- **SEO Features** – Including video can increase visual appeal of your site, keep visitors interested longer, and increase your Search Engine Optimization (SEO). The more content included on your site, and the more users that stay longer, the greater your popularity ranking will be.

Simple Blog: \$695

- **SEO Features-** Include a blog on your site to inform readers and dramatically increase your Search Engine Optimization to bring in more users. More content increases your ranking on the search engines. Include this feature to make your web technology a search magnet and information center. This is a perfect and affordable marketing technique for any company or individual to add to its website.
- **Sharing Capabilities-** People will be able to share your blog on social sites including Twitter, Facebook, MySpace.
- **Secure Login-** The blog will only be accessible by a secure login that is password protected. The Admin will be able to set permission levels for who is allowed to post so anyone you allow can manage the blog for you.
- **User-Friendly Interface-** The blog will be manageable by anyone and will convert the text automatically, so no HTML experience is necessary to edit, delete or add posts.

Audio Library (Podcasts): \$695

- **Unlimited Storage-** Keep an archive library of unlimited audio casts from any type of activity--include training sessions, or perhaps allow your company conference calls to be posted on your website for investors to review. Perhaps you want to broadcast your sermon or a classroom session. Allow your users to play music and other audio files with this advanced audio library that allows your files to be easily uploaded, downloaded, and stored.
- **File Conversion-** Files can be stored in any type of audio format and are automatically converted to play on demand.
- **Unlimited Categories-** You can manage your audio files with any number of categories and sub categories for easy user access.
- **File Descriptions-** include brief or detailed descriptions of the audio files stored in your library for users or internal management purposes.

Calendar Event Manager & Simple CRM: \$1,295

- **Full calendar system-** Get an interactive calendar that will display events, allow users or administrators to set and show appointments, and has multiple permission levels for different users. This is the perfect tool for companies of any type to share upcoming events, activities, meetings, or appointments and allow users to interact, update, or view the calendar. Keep your users up to date with our advanced calendar event manager.
- **Permission Levels-** Only users with the correct access can log in and edit the calendar.
- **Secure Login-** Administrative privileges are protected by a secure login and password.
- **Custom Event Management-** Include repeating events, set individual appointments, and many other customized options that will allow you to completely manage your calendar.

Communication Forum Module: \$1,295

- **Administration control-** This interactive forum will allow administrators to post and set permission levels for users.
- **User Participation-** With this forum on your website users will have the ability to participate in discussions, questions and answers, articles reviews, and so much more! Participation is what will keep visitors coming back to your site to read and review forums and be a part of something larger than themselves.
- **SEO-** Best of all, this feature will maximize your Search Engine Optimization by increasing the content on your site. More content and user participation increases your popularity ranking and number of keywords, which in turn will improve your overall ranking.
- **Moderator Management-** Set users to become moderators of your forum to lead discussions and manage content.
- **Filtering System-** A basic filtering system is built in to filter out inappropriate language and other content added by users.

RSS Syndication: \$1,295

- **Automatic Feed** - This module will pull in RSS that will be set up in the back end administration account. It will automatically set up new pages on the website based on aggregated industry news that is being posted in various syndicates across the internet.
- **Automatic ongoing Search Engine Optimization** - The feature will add greatly to the ranking of the website and create instant content. Each of the RSS pages will have a link library at the bottom of the news pages giving the search engines the ability to read all the news and increase the density of the website. Over time this will greatly increase the website's popularity listing online.
- **Multiple streams-** can pull in streams from multiple websites

POP Mail System (our gmail equivalent): \$1,295

- **Email System-** Get a full emailing system for your company, complete with the ability to manage folders, accounts, and administrative privileges to settings. This system comes with full capabilities of any standard email system.
- **Secure Login-** Each account will be able to have its own secure username and password that can be managed by Admin.
- **Email Signature-** Customize a signature with content or graphics of your choice.
- **Personalized Accounts-** You will be able to assign any number of personalized accounts for each employee / user with your company name. This is a perfect marketing tool—ensure your company is displaying its name through every email, and have it customized to suite the specific needs of your company.

Document Library and User Management: \$1,295

- **File Management-** The system will have a complete document library for the Administrator to access. Any number of files can be uploaded, categorized, and managed through this system.
- **Secure Login-** Management of the library is allowed only through a secure login that is password protected.
- **Downloadable Documents-** These files can also be sent to clients/employees to be downloaded via a secure link. Make your documents accessible from anywhere in the world by acquiring a complete online document library. This system supports any kind of document format.
- **Multiple Permission Levels-** You can set different permission levels for different users, so confidential information is only available to those with the correct permission level, company information only available to employees, and general documents can be quickly accessed over the web by clients or guest users. Never worry about leaving your computer at home or at the office when you have a full document library available from any location.
- **Unlimited Categories-** Includes the ability to create unlimited categories and sub categories so file management becomes simple and efficient for any user.
- **Document Editing-** Edit, delete, or upload documents quickly and easily from any computer.

- **Document Descriptions-** Include descriptions or summaries of what is contained in each document; the administrator can edit these summaries at any time.

Social Media Marketing and ePR Upgrade: \$1,295

- **Twitter Sidebar** – You can choose to include Twitter feeds as a sidebar on the site, and link to your Twitter account to increase your follows as well as link ins for improved SEO.
- **Facebook Wall Access**– Your Facebook wall can be accessed directly through the website so users can have increased interaction and see the latest action without leaving your site.
- **META DATA-** Your unique meta data will be re-configured daily in accordance with the latest search engine trends. This means that a formula built into the site will scan your website regularly and update the meta data accordingly to the most popular terms. Search engine most popular searches will also be recorded so your meta tags will have the most accurate and most searched terms.
- **Simple Blog**
 - **SEO Features-** Include a blog on your site to inform readers and dramatically increase your Search Engine Optimization to bring in more users. More content increases your ranking on the search engines. Include this feature to make your web technology a search magnet and information center. This is a perfect and affordable marketing technique for any company or individual to add to its website.
 - **Sharing Capabilities-** People will be able to share your blog on social sites including Twitter, Facebook, MySpace.
 - **Secure Login-** The blog will only be accessible by a secure login that is password protected. The Admin will be able to set permission levels for who is allowed to post so anyone you allow can manage the blog for you.
 - **User-Friendly Interface-** The blog will be manageable by anyone and will convert the text automatically, so no HTML experience is necessary to edit, delete or add posts.
 - **Optional Activation** – Turn the blog on or off as you choose through the control panel of your website.
 - **Twitter Feeds** – You can elect to have Twitter feeds included in your blog, which increases link-ins and keeps you content updated regularly.
 - **Sharing** - Allows visitors to easily send a Blog Post to WordPress, Facebook, Twitter or as an email.
 - **Comments** – Users can send a comment that may be posted to the blog post. This is a simple user entry form that does not require actual sign up.
- **RSS Page Set Up**
 - **Share Feeds-** Set up your blog, news, or other information to be easily grabbed by website visitors and shared on other sites. We will create an RSS icon on your page(s) that will allow visitors of your site to subscribe to your feed. Allows users to easily syndicate your feed on other sites to share your information with others. Get your information out on the web with this no maintenance feature that will increase traffic to your site!
- **YouTube™ Aggregator**
 - **Video Aggregation** – Draw more traffic and keep users on your site longer with streaming video through our YouTube™ Aggregator. Your website visitors will be presented with properly formatted YouTube™ videos embedded directly on your site.
 - **Installation** – We will install the YouTube™ Aggregator on a page for your customers to view. This page will fit in with the design theme of your website and will include paging to keep the list of videos from growing too long for a single page.
 - **Search** – There will be a keyword search above the list of YouTube™ videos which will allow website visitors to quickly find the video they want to view based on keywords in the title.
 - **Video Archive** – The administrator / site owner will be able to archive selected videos and click on the ones you wish to be displayed on the site / blog.
 - **Content Management** – You can upload your own content or select from millions of available videos online to broadcast whatever you want to say to your audience. The Video Manager will allow you to add, delete, title, and change display order of the YouTube™ videos.
 - **Secure Login** – Management of this enhancement will be protected behind a secure login and password protected portal.

- **SEO Features** – Including video can increase visual appeal of your site, keep visitors interested longer, and increase your Search Engine Optimization (SEO). The more content included on your site, and the more users that stay longer, the greater your popularity ranking will be.

Languages

Our technology is written in a combination of PHP, various other web languages (XML, Soap, AJAX) and Action Script (flash code base) on a MySQL database structure. Our choice of language is based on flexibility, usability and a very strong existing code library that we have developed over time.

Weekly Meetings

Company will be allotted a one hour weekly meeting time during the project with the project managers of ApogeeInvent to discuss progress. Access to additional meetings will be provided upon company's request. These additional meeting times will count towards the customization credit hours allotted in this package.

Training

We will give your staff full training on how to use the system. We can do this individually for up to 3 staff members or we can do up to 3 conference meetings to review the use of the system. Further training can be requested at an hourly rate.

Further Development on this Project

Once the system is in place we offer you continuing development services per hour on this particular project. We only bill when we are working on your projects. We are usually available to handle anything you need.

Apogee 2 Year Limited Warranty

If your application fails to perform the specifications outlined in this contract, we will investigate the conditions which led up to the problem(s) of concern. If it's determined that the conditions which created the issue were directly related to the software/web development performed by ApogeeInvent we will remedy the issues as quickly as possible.

Forthwith there are certain conditions such as choice of database structure, pre-existing code, service of the host, server attacks, moving the software away from installation point and other potential factors that may be determined by us to be in breach of this warranty. As a condition of this warranty no other party outside of assigned ApogeeInvent staff may alter, access or move the code or software in any way without consultation and permission from ApogeeInvent's executive staff. In the instance of such a violation, the warranty is void immediately.

Late Payment Policy

To ensure to the swift completion of your project, please make all your payments in a timely manner. All of the code for the projects we work on is to remain on the ApogeeInvent development server prior to an agreed to launch date. Client is able to access, test and use the code base on our servers in the same way they would if it was live on their servers. At launch, once the product cost and/or invoicing has been paid in full, we will transfer the code to the environment of choice for the client. We often work on live versions after the code has been launched. Once the project is launched we reserve the rights to maintain user log in information to the client's live code base during development and until all invoices are paid in full. We back up the code that we work on at the end of every work week. If payment is not executed within 5 business days of the due date on the Net 7 billing cycle, and arrangements for alternative payment is not made, ApogeeInvent will cease all development on the project until payment is made. A late payment fee of the greater of \$15 or 5% of the unpaid installment amount will also be added to the unpaid invoice(s). Although we are usually very flexible with clients that keep in good communications over payments, ApogeeInvent reserves the right to roll back the code to the previous version before the development was done in the period that remains unpaid. It is also under our discretion to shut off a platform at any time if payment has not been made in full, or charge hosting fees once the project is completed and remains on our server.

Refund Policy

Apogee Design does not generally offer refunds. However, because we value our customer's satisfaction, if a customer feels that an ApogeeInvent product or service has excessively failed their expectations then they may contact us via email for individual consideration of a full or partial refund. As a convenience ApogeeInvent offers the ability to use credit and debit cards for smaller payments toward products and services rendered. By signing this agreement client agrees not to charge back their payments to ApogeeInvent and instead to work with ApogeeInvent on arrangements for refund if one is offered. Refunds are fully left to the discretion of ApogeeInvent.

Project Credit Hours, Timeframe and Deadlines

Software and website development and distribution deadlines are meant to be a guideline, and we fully intend to meet all deadlines quoted to our customers. Due to the nature of custom agile development, timeframes can be compromised by unforeseen events or new client requests in the design and engineering process. We want our clients to have creative freedom to take the project in any direction they choose. However, keep in mind that requests made by you outside of this proposal, or third-party involvement, can add additional time and cost to the platform. Features that are listed may, as a result, go over credit hours if the client decides to take the project development in a new direction. We fully understand our client's have deadlines surrounding funding and marketing objectives for delivery of their product. We do everything we can to match our development speed and delivery to these deadlines. In the software industry unrealistic deadlines can result in a poor quality of software and therefore on occasion we will extend deadlines to assure that high quality and usable products are produced from our projects. We do not guarantee that project completion will occur by the quoted deadline or credit hours.

Custom Development

All custom development that we do outside of our standard priced website and software platforms are billed hourly based on the current pricing found on our website. Due to the nature of custom development, we offer our clients incremental reporting on their projects. All of the engineering we do is well documented and submitted with our invoicing. Hours spent in client meetings, coding, debugging, testing and installing the platform are all considered billable hours.

Ownership

Client is receiving an unlimited license to possess and use the software platform developed by ApogeeInvent as they see fit within the constraints of their own enterprise. Client may sell their business and the platform along with it, valuing the software application with that purchase, but may not simply replicate the code structure and begin selling the code base as a product or duplicate it for any other purpose other than backup without further contracting with ApogeeInvent. The code base and modules used to develop the client's project are part of the ApogeeInvent dynamic skeleton code base and rights are retained by ApogeeInvent and their developers. Client agrees to allow ApogeeInvent to use their project in marketing efforts including but not limited to samples, case studies, in their portfolio, or other locations. ApogeeInvent may also include a small label on the work they have performed.

Entire Agreement

This agreement contains the entire understanding of the parties and supersedes any and all previous verbal and written agreement or understandings. There are no other agreements, representations or warranties not set forth in this agreement. This agreement will bind, and inure to the benefit of, the parties and their respective successor and assigns. Any modification, amendment, or waiver of any provision of this agreement may be made only in writing and signed by both parties. The failure by any party to exercise any rights granted herein upon the occurrence of any event set forth in this agreement shall not constitute a waiver of any such rights upon the occurrence of any such event. In the event any provision of this agreement is held to be in violation of any law, statute, regulation, ordinance, or court order, this agreement shall be deemed modified accordingly and to the extent necessary to comply therewith and shall otherwise continue full force and effect. This agreement shall be governed by, and construed in accordance with, the laws of the State of Idaho, and any action, claim or proceeding under this agreement shall be commenced exclusively in the federal or state courts located in the State of Idaho. This agreement may be executed in several counterparts, each of which shall constitute one and the same instrument. Section or paragraph headings in the agreement are for convenience of reference only.

Arbitration Provision

If any dispute arises among the parties, they agree to try first in good faith to settle the dispute by mediation administered by the American Arbitration Association (AAA) under its Commercial Mediation Rules. All unresolved disputes shall then be decided by final and binding arbitration in accordance with the Commercial Arbitration Rules of the AAA. Fees charged by any mediators, arbitrators, or the AAA shall be shared equally by all parties. In agreeing to arbitration, we both acknowledge that in the event of a dispute over fees, each of us is giving up the right to have the dispute decided in a court of law before a judge or jury and instead we are accepting the use of arbitration for resolution.

Signature

Upon client signature and initial of each page this contract will be officially enacted and stand as the legal and binding document for the work to be accomplished.

Client Name (Please Print) _____

Business Name (If Applicable) _____

Sign _____ Date _____

Fax Number for contract signature delivery _____ - _____ - _____

.....

Please fax to 360.251.8734 (Every page with initials and this signature page)

.....

ApogeeInvent Official Representative

Name _____

Title _____

Sign _____ Date _____