



Quick Start Guide

*Version 6
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This SitePal Quick Start Guide is designed to provide you with a quick overview of SitePal. Specifically, this guide briefly explains how to:

- Log into SitePal
- Open a Scene
- Select a Model for Your Character
- Choose a Background for Your Scene
- Add Audio to Your Scene
- Choose a Player
- Publish your Scene

For detailed information and instructions on using SitePal, refer to the SitePal User's Guide.

1. Log into your SitePal account

Log into your SitePal account at <http://www.sitepal.com>.

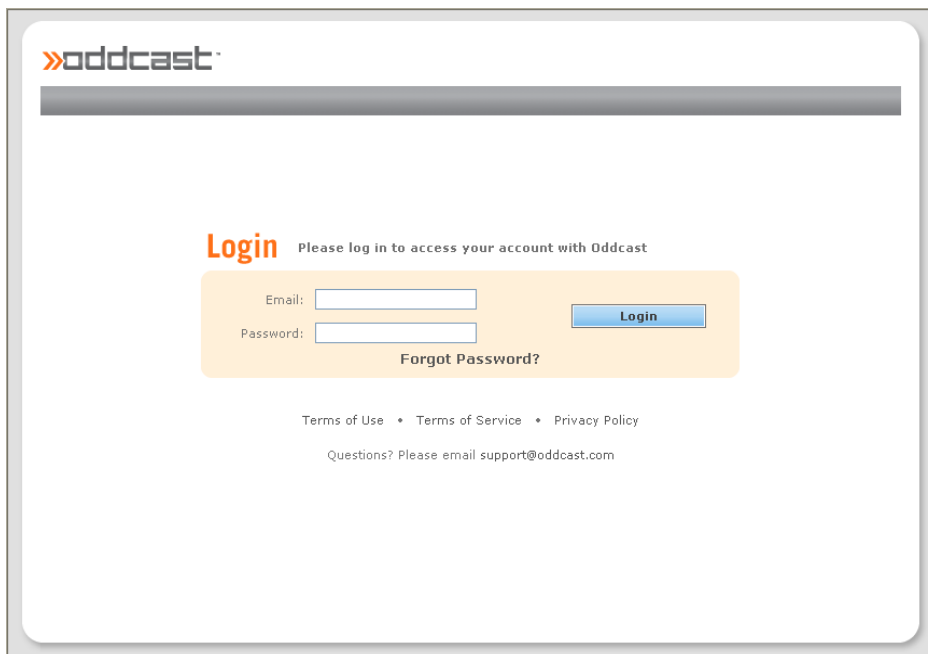


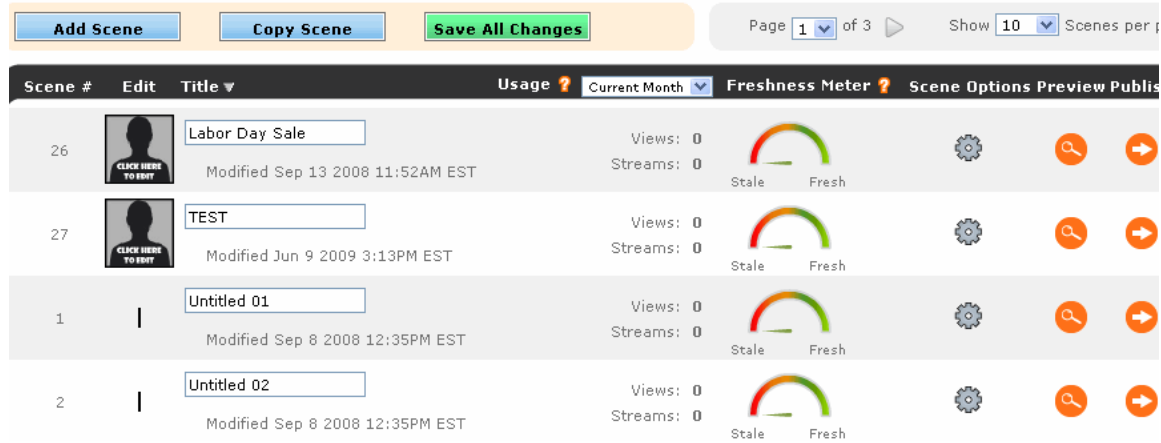
Figure 1 - Login page

Different pricing levels and features are available for SitePal customers at each level: Bronze, Silver, Gold, and Platinum. For more information on pricing and available features for each customer level, please visit <http://www.sitepal.com/packages>.

2. Open a Scene

The easiest way to create a SitePal **Scene** is to edit a pre-configured Scene that comes included with your SitePal account. You edit a Scene by selecting it from your **Scene List**. The Scene List allows you to select a model for your Character, accessorize your Character, change the background for the Scene, add audio, and choose a Player.

Edit Scenes





















Scene #	Edit	Title	Usage	Current Month	Freshness Meter	Scene Options	Preview	Publish
26		Labor Day Sale Modified Sep 13 2008 11:52AM EST	Views: 0 Streams: 0	Current Month	 Stale Fresh			
27		TEST Modified Jun 9 2009 3:13PM EST	Views: 0 Streams: 0	Current Month	 Stale Fresh			
1		Untitled 01 Modified Sep 8 2008 12:35PM EST	Views: 0 Streams: 0	Current Month	 Stale Fresh			
2		Untitled 02 Modified Sep 8 2008 12:35PM EST	Views: 0 Streams: 0	Current Month	 Stale Fresh			

Figure 2 - Scene List

3. Select a Model for your Character

The **Models** page allows you to select a model for your Character. You can select a pre-defined **2D Illustrated** model, or you can create your own photorealistic **3D Photoface** model, based on an actual photograph. If you are a Silver, Gold, or Platinum user, save a 3D Photoface model to a Scene. Free and Bronze-level users can create 3D Photoface models, but they **cannot** save 3D Photoface models to Scenes.



Figure 3 - Models page

The **Accessories** page allows you to customize the "look and feel" of your model by adding and altering accessories, such as hair, glasses, eye and mouth attributes, etc.

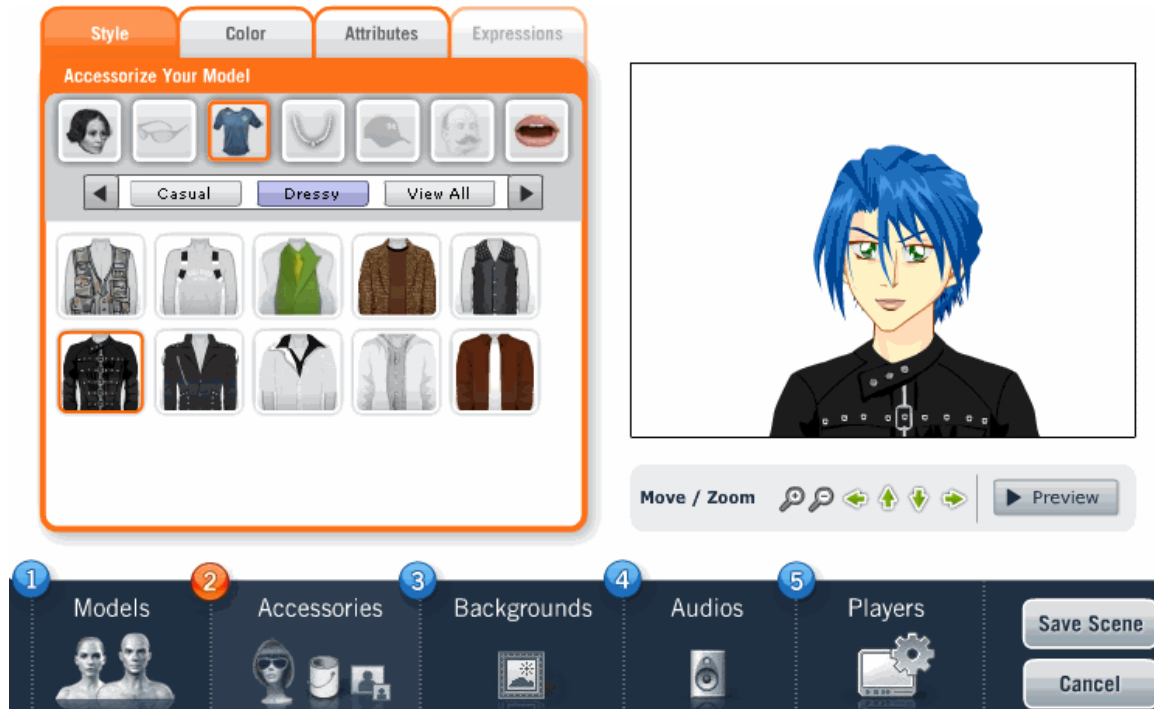


Figure 4 - **Accessories** page

You can customize the:

- **style** characteristics of your Character, including hair, glasses, costumes, hats, and more.
- **color** characteristics of your Character, including hair, skin, eyes, and mouth
- **attributes** for your Character, including mouth, nose, shoulders, and more
- expressions of your Character, including surprised, angry, sad, happy, and more.

✓ **Note:** You can only accessorize 3D Photoface Characters with **facial expressions**. The **Style, Color, and Attributes** options are **not** available (as they are with 2D Illustrated models). By contrast, you **cannot** assign Facial Expressions to 2D Illustrated models. This accessory is only available for 3D Photoface models.

4. Choose a background for your Scene

A **background** is a graphical image that you incorporate in a SitePal Scene. Backgrounds give your SitePal Scenes context and atmosphere. Use an appropriate background to give your Web site a polished, professional look that reinforces the relevancy of your SitePal Scene. Platinum users have an unlimited number of Backgrounds. Gold, Silver, and Bronze users, however, can only use a finite number of Backgrounds.

You can use the predefined backgrounds that are included with SitePal, or you can upload your own background images to use in your Scenes.



Figure 5 - *Backgrounds* page

5. Add audio to your Scene

SitePal uses advanced technology to synchronize your **audio** recordings with your Character's lip movements. This effect is known as lip-syncing and it enhances the overall realism and impact of your SitePal Characters. Platinum users have an unlimited number of audios. Gold, Silver, and Bronze users, however, can only use a finite number of audios.

You can add audio for your Scene by:

- recording it with a microphone
- uploading an audio file
- recording it using a telephone
- converting text into synthesized audio
- having professional voice talent record your message.

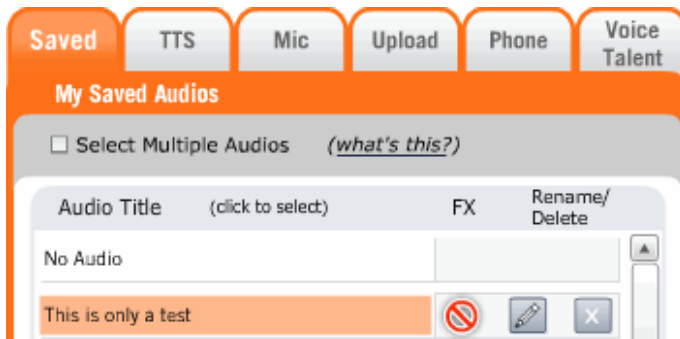


Figure 6 - Audios page

6. Choose a Player

SitePal allows you to select a **Player**, i.e., the window in which your SitePal Scene plays. The Player is the frame of the window in which your SitePal Character appears. You can start with a preconfigured Player that is included with SitePal. Or, you can change the appearance of the Player and select which playback controls to include with your Scene.

The following types of SitePal Players are available:

- **Standard.** Includes a speaking Character. **Platinum, Gold, and Silver Packages.**
- **FAQ.** Enables your Scene to answer frequently asked questions on your Web site. **Platinum, Gold, and Silver Packages.**
- **Lead.** Visitors can submit their contact information. **Platinum, Gold, and Silver Packages.**
- **AI.** Incorporates the AI Knowledge Base. The AI Player type includes a text box where your users can enter questions for your Character. **Platinum and Gold Packages.**

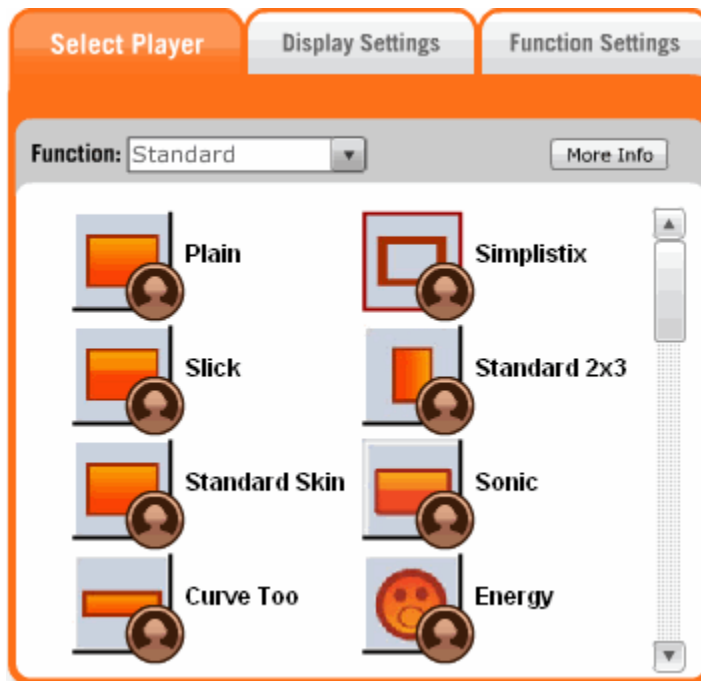


Figure 7 - *Players* page

7. Publish your Scene

Publishing a Scene means to embed, or insert, the code for a SitePal Scene in a Web page, Flash page, Facebook page, MySpace page, Ebay page, or in an email. The embedded code generates a link to your Scene which is hosted on an Oddcast server. The SitePal **Publish Wizard** allows you to set the properties for your embedded code and copy the code into a Web environment.

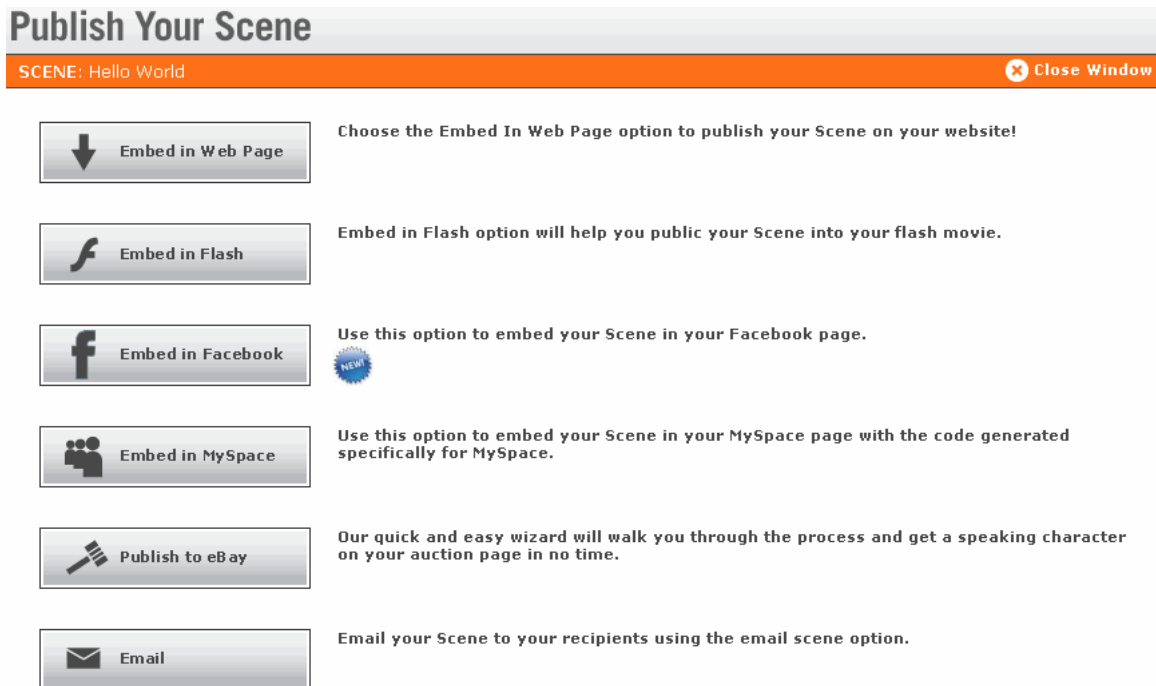


Figure 48 - Publish Wizard

You can embed a saved Scene using one of the following methods:

- **In-page embedding.** Allows you to insert a Scene or Show into your Web page at a specific location in the page. The Scene becomes a static part of the page until you manually removed the code. In addition, you must place in the embed code at a specific location within the HTML.
- **Overlay embedding.** Allows you to add a Scene or Show on top of your page as a floating item. With overlay embedding you do not need to change your Web page's layout to include a Scene or Show.