

**TV Pro Inc.**  
**1802 South 9<sup>th</sup> Street**  
**Saint Louis, MO 63104**  
**Telephone 1-877-384-8633**

**Information form:**

Please print these pages and complete the information below. Be sure to include this form and any others with your movie film or photographs.

MasterCard – Visa Information

*Credit Card Account Holder and Billing Address*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Telephone # \_\_\_\_\_ (day) \_\_\_\_\_ (evening)

Website url \_\_\_\_\_ Email Address \_\_\_\_\_

\_\_\_\_\_ Visa      \_\_\_\_\_ MasterCard

Account Number \_ \_ \_ \_ \_

Expiration Date: Month \_\_\_\_\_ Year \_\_\_\_\_      CVS #(Security Number) \_ \_ \_

Visa /MasterCard 3 digit CVS numbers on back of card.

**Shipping Address**

*Please complete if different from above.*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Telephone # \_\_\_\_\_ (day) \_\_\_\_\_ (evening)

# Website Design and Development

TV Pro Inc can design a very functional and attractive website for a reasonable price. We work with small corporate businesses that do not have the budget or staffing available to implement a Professional Look to the company site. Our rates are simple, \$75.00 per hour. We can give you a very accurate estimate if you simply direct us to examples of what you like and how the site is to function. Once we have an idea of your taste and needs our staff will create a unique and functional website that will serve your companies needs. We work with you to identify keywords that will increase your standing with search engines, a tool by which a majority of customers will find your business. This philosophy guides us behind each page constructed within your domain.

Our services include:

- Flash Animation with Adobe After Effects.
- Video Compression for the internet/intranet
- Integration of video into Macromedia Flash, QuickTime, RealPlayer or Windows Media formats
- HTML, ASP, and customized scripting
- E-Commerce suggestions and integration
- Search Engine Optimization
- Comprehensive web reports detailing traffic to your website
- Help with domain registration
- Website hosting
- Website Consultant and Re-seller

Sample Portfolio

<http://www.toddvideo.com/>

<http://www.randallgallery.com/>

<http://www.thebluffsonbroadway.com/>

<http://www.truffesfinefoods.com/>

<http://www.generalsupplyinc.com/>

<http://www.multipresentations.com/>

<http://www.bestparties.com/>

<http://www.jhconh.edu/>

# Streaming Configuration for Internet/Intranet Use

## Codec (*Windows Media, QuickTime, RealPlayer*) and Speed Selection

Indicate in the table below the format(s) and speed(s) needed to encode the video for internet/intranet use. If the host is not a video server, encoding the video at several speeds will allow those with faster connections a choice to view a higher quality video.

### Format Considerations:

1. Streaming Delivery – Can be placed on any high-speed server.  
This allows one speed with one file of that codec. Individual files, each with it's own delivery speed can be hyper-linked allowing the visitor to determine the appropriate bitrate (speed) that best matches their systems capability. This is the preferred format for a corporate intranet or for http protocol where the file is placed on server with the rest of your html file. Not for a dedicated Media Server.
2. SureStream Delivery – Real Server or Windows Media server required  
This enables different speeds with one file of that codec. When the visitor clicks on the video link, the Server will determine automatically which speed will be best for the visitors' viewing.
3. Progressive Download Delivery – an alternative to streaming  
This allows visitors with slower modems to first download the video, and then plays it with the same quality as those with high-speed cable/DSL and corporate networks. For this format, it is recommended that the video be two minutes or less in duration since the file must be completely downloaded before viewing. A one-minute high quality progressive video will range between 2.5MB to 4.5MB in file size. This is usually preferred for the internet or corporate intranet.

The charge for encoding Single Stream, Progressive Downloading video that is 10 minutes or less is \$175.00 for the **first** codec. Each additional minute of video thereafter is \$2.00. If another codec is required (i.e. AVI and QuickTime) of the same video the price is \$99.00 for the **second** codec up to 10 minutes. Each additional minute of video thereafter is \$2.00 per minute.

The charge for encoding a **SureStream** *Windows Media* or *RealPlayer* is \$175.00 for up to the first 10 minutes plus an additional (\$1.00 per minute) times (total length of program in minutes) times (the number of different delivery speeds). For example, a 15-minute video with one bit-rate speed contained within the stream would be \$175.00 for the first 10 minutes plus \$15.00 for the one SureStream. For a second bit-rate speed in that stream there would be an additional \$15.00 charge and so on. Please Note that SureStream Streaming video can contain multiple speeds within one file but requires a WindowsMedia or RealPlayer server.

# Form For: Streaming Configuration

One form needed for each individual Video. Please complete this page first.

Tape Label \_\_\_\_\_ (as indicated on tape)

Indicate with an X(s) the Codec and Target Audience required for this videotape or if a required audio codec is needed indicate it inside the appropriate box below.

## Codecs and Delivery Speeds.

Encoding Speeds	20 Kbs	34 Kbs	45 Kbs	100 Kbs	150 Kbs (1)	225 Kbs	300 Kbs	400 Kbs
Target Audience	28 Kbps Modem	56 Kbs Modem	Single ISDN	Dual ISDN	Corporate LAN – T1	256 Kbs DSL-Cable	384 Kbs DSL-Cable	450 Kbs DSL-Cable
RealPlayer Video 9								
Windows Media 4 (2)								
Windows Media 7 (3)								
Windows Media 8 thru 10 (4)								
QuickTime, Ver. 7 Flash Shockwave								
Progressive (6)(7) Indicate Codec								
SureStream RealPlayer Server (4)								

- (1) 150 Kbs is the typical bitrate for corporate LANs. The exact value that you select should depend on the network traffic and processor speed of the playback machines.
- (2) Windows Media 4 is compatible with Windows 95, 98, NT 4.0, XP, Windows 2000, ME.
- (3) Windows Media 7 is compatible with Windows 98, Windows 2000, XP, ME
- (4) Windows Media 8 or 9 is a higher quality version than Version 7 but will not play on Windows 95 or NT 4.0.
- (5) RealPlayer Surestream requires that the encoded video be placed on a RealPlayer Server so that multiple speeds can be played from a single file
- (6) Windows Media Server required to play multiple speeds from a single file
- (7) Indicate inside the box which codec (RealPlayer (rm), Windows Media (wmv) or QuickTime (mov) for Progressive Downloading.

### Recommendations:

Window Size (aspect ratio) 320 pixels wide by 240 pixels high.

Frame Rate 15 fps for 28 Kbs, 56 Kbs modem and Single ISDN users  
30 fps for speeds 150 Kbs and above

**Note:** reducing the frame rate from 30 fps to 15 fps can decrease file sizes, however the quality will be slightly compromised. A smaller window size of 240 pixels wide by 180 pixels high will also decrease the file size substantially, but the window view will be reduced significantly. Quality will remain unchanged or improved on slower systems. Windows sizes must have a ratio of 4 X 3 or 16 X 9 for streaming formats. For example, multiply both the 4 and the 3 by the same number or the 16 and 9 to obtain a window size. This does not apply to MPEG-1 for a VCD (Video CD).

**Delivery to CD-Rom Configuration Form or VCD  
Audio/Video for Insertion into a PowerPoint Presentation  
Audio compression to additional codecs available in needed.  
One form needed for each individual Video**

Tape Label \_\_\_\_\_ (as indicated on tape)

**Indicate with an X(s) the Format(s) required for this videotape.**

\_\_\_\_\_MPEG-1 \_\_\_\_\_AVI \_\_\_\_\_QuickTime \_\_\_\_\_Your CD-Rom player speed

The recommended window size for AVI and QuickTime is 320 pixels wide by 240 pixels high. For MPEG-1 the window size must be 352 pixels wide by 240 high. Full screen (640 x 480) pixels may also be acquired for AVI and QuickTime only. Please note: The Playback machines must contain a 24x or higher speed CD-Rom player and at least a 266 MHZ processor or higher. File sizes may exceed what can be placed onto a CD. Please call us at 1-877-384-8633 if the video is longer than 15 minutes.

Please indicate window size with an X for the following formats if applicable.

AVI \_\_\_\_\_(320x240) \_\_\_\_\_(640x480)

QuickTime \_\_\_\_\_(320x240) \_\_\_\_\_(640x480)

MPEG-1 \_\_\_\_\_(352x240)

All of the above formats can be placed on a CD-R for playback provided your Web Browser has the appropriate plug-in for the particular codec.

For insertion into a PowerPoint presentation any of the above formats may be used. If you require audio only indicate the format here you desire:

mpg( ) avi( ) mp3( ) wav( ) aif( ) au( ) vox( ) wma( ) rm( )

For wma or rm circle which version. Version 7 Version 8 Version 9

Pricing for audio only is treated in the same manor as that of an avi file on page below.

For MPEG-1, the Video Compact Disc (*Video CD* or *VCD*) is a standardized digital video storage format. It is based on the commonly available Compact Disc technology, which allows for low cost video authoring. Video CD's can be played in most DVD standalone player, dedicated VCD players and finally, modern Personal Computers with multimedia support.