



Video Program Guideline

This document provides guidelines for each tier of the magicplan Video Content Program, which aims to incentivize users to create and submit video content showcasing the app's capabilities in exchange for an Amazon gift card. Follow the steps provided for each tier to create a video that meets the program's requirements and qualifies for a reward.

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Short Shot

Objective: Create a 2 to 4-minute video demonstrating the magicplan app's core features relevant to your project.

Steps to complete:

- 1. Device Setup:** Ensure you have an iPhone 12, iPad 11, or a superior model with LiDAR technology, and that the magicplan app is installed.
- 2. Job Site Preparation:** Visit your job site and showcase the relevant context. For example:
 - Remodeling project: Display the site before work begins.
 - Restorer: Show the scene of a water damage or fire damage job.
 - Inspector: Present the property you will be inspecting.
- 3. Launch the magicplan app:** Open the app on your device, ensuring you have a paid subscription.
- 4. Begin Screen Recording:** For iPhone or iPad: Swipe down from the upper-right corner to access the Control Center, then tap the "Record" button (red circle).
- 5. Create a Floor Plan:**
 - Start a new project, add a floor, and add a room by selecting "Scan with camera" and choosing the room type.
 - Calibrate your device and begin scanning walls and room elements like doors and windows.
- 6. Add Job-Related Objects:** After completing the floor plan scan, incorporate objects relevant to your project, such as cabinets and appliances for a kitchen remodel or specialized equipment for a restoration job.
- 7. Conclude Recording:** Stop the screen recording once the task is complete. Save the rough cut video.
- 8. Submission:** Submit your video according to the program guidelines, ensuring it meets the requirements for the Short Shot Tier.

Medium Shot

Objective: Create a 3 to 5-minute video demonstrating the magicplan app's core features relevant to your project, accompanied by a verbal walkthrough and footage of yourself using the app.

Steps to complete:

1. **Screen Recording:** Follow the steps outlined in the Short Shot Tier for screen recording.
2. **Secondary Device Setup:** Prepare a secondary device (camera, smartphone, or tablet) to capture footage of yourself while scanning the room. If possible, enlist the help of someone else to manage this device.
3. **Site and Self-Recording:** Start recording on the secondary device prior to initiating the screen recording.
4. **Narration:** While performing tasks from the Short Shot tier, provide a verbal walkthrough of your actions to create an audio guide. This can be done using a separate audio device, by enabling audio recording from your device's while screen recording, or by sending a separate audio recording that matches the timing of the video step by step.
5. **Conclude Recordings:** Once the tasks are complete, stop both the screen and secondary device recordings.
6. **Submission:** Save the screen recording and the secondary recording as rough cuts, and submit them along with the separate audio recording (if applicable) according to the program guidelines, ensuring it meets the requirements for the Medium Shot Tier.

Large Shot

Objective: Create a 5 to 8-minute video demonstrating the magicplan app's core features relevant to your project, accompanied by a verbal walkthrough, footage of yourself using the app, and an in-depth explanation of an advanced feature or integration.

Steps to complete:

- 1. Recording Process:** Follow the steps provided in the Medium Shot Tier for screen and secondary device recordings.
- 2. Additional Recording Tasks:** Along with the tasks from the Short and Medium Shot tiers, demonstrate an advanced magicplan feature or integration in the screen recording, such as:
 - Displaying before and after shots of your work
 - Custom forms and checklists
 - Adding photos and notes and exporting a report file
 - Creating a price list or job estimate and exporting the file
 - Integrating with third-party software (CAD, Project Management, CRM, etc.)
 - Utilizing a Bluetooth laser measurement device
- 3. Audio Explanation:** In the secondary recording, provide a detailed audio explanation of the advanced feature or integration being showcased.
- 4. Conclude All Recordings:** Stop both the screen and secondary device recordings upon completion of the task.
- 5. Submission:** Save the screen recording and secondary recording as rough cuts, and submit them according to the program guidelines, ensuring it meets the requirements for the Large Shot Tier.

Considerations

Upon successful completion and submission of your video, you will be eligible to receive an Amazon gift card as a reward for your participation in the magicplan Video Content Program if your video gets accepted. By participating in multiple tiers, you can create more engaging content and earn additional rewards.

Disclaimer: Please note that participation in the magicplan Video Content Program is voluntary, and by submitting your video, you acknowledge that you have read and agree to the program guidelines and terms.

Eligibility: In order to receive a gift card reward for your participation, you must first sign up for the magicplan Video Content Program and be accepted by the magicplan team. Signing up and being accepted as a participant ensures that you are eligible to earn rewards for approved video submissions.

Creative Agreement Contract: By participating in the magicplan Video Content Program, you agree to adhere to and abide by the Creative Agreement. This contract is provided to users who have been approved to participate in the program and sets forth the terms and conditions for creating, submitting, and utilizing your video content. It is essential to thoroughly review the contract to ensure you comprehend your rights and obligations as a participant in the program.