

See Before Building  
3458 Steele St.  
Denver, Co 80205

March 26, 2009

To Whom It May Concern:

Please review this proposal for a Google 3D Marketing package.

**SCOPE OF WORK :: GOOGLE 3D MARKETING PACKAGE**

- **Photo-textured 3D model:**
  - o See Before Building uses photos of all facades and details in conjunction with our software to generate a 3D model that accurately represents your project in a "photo-textured" style.
  - o Full scale digital model can be used for marketing materials, still images, animations, shadow studies, etc.
- **Google Earth Presentation:**
  - o See Before Building will provide a small .kml file that can be accessed from your website and even emailed to potential customers.
  - o Google Earth Presentation in .kml format includes:
    - 3D photo-textured model
    - Custom branded html information "bubbles" about your project, including but not limited to photos, prices, web links, square footages, location, videos/animation, amenities, etc.
    - saved strategic/flattering views of your building accessible with the click of a mouse
- **Hi Def .wmv file and DVD of downtown tour**
  - o See Before Building will generate:
    - a high definition (resolution: approx 1280x720) movie file of the downtown tour highlighting your project
    - a DVD (resolution: approx 720x486) of the downtown tour highlighting your project
    - a low resolution (resolution: approx 320x180) movie file, optimized for email and streaming, of the downtown tour highlighting your project.
  - o See Before Building will post the animation on youtube.com where users will be able to watch in standard resolution and HD
  - o Animation will provide views from outer space and zoom all the way down to highlight your building and surrounding downtown context
- **Google 3D Warehouse:**
  - o See Before Building will upload your 3D photo-textured model to Google's 3D Warehouse.
  - o 3D Warehouse page will be branded with company/project logo and is "Google searchable"
  - o From your project's 3D Warehouse page potential customers are able to:
    - Access Google Street View to see the real site in a panoramic environment (if available)
    - view the building location in Google Maps
    - view the building in 3D using Google Earth and the Google Earth plugin
    - Download the 3D model in several formats including .skp and .kmz.
    - Click on the logo or link to visit the company/project website
    - Learn more about the project in the model description
- **"3D Buildings" layer in Google Earth:**
  - o See Before Building will submit your model for inclusion in the "3D buildings" layer of Google Earth (allow 4-8 weeks after model completion)
  - o Exposure to 400 million users on Google Earth

A deposit/notice to proceed of 50% is required. Remaining 50% due on completion.

Full completion projected at 4 weeks after receiving required information and notice to proceed.

Thank you for taking the time to review this proposal. We look forward to working with you.

Respectfully,

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Michael Brightman, M.Arch Date: \_\_\_\_\_