ScoreSAN™

Prepared for CHEST Project
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FACILITATING ARTISTIC JOBS
for Europe's 15Million creative persons

Executive Summary

ScoreSAN™ is the working title of an idea, which when implemented will give Europe's 15 million creative people **_direct access_** to the vast artistic projects on the continent. ScoreSAN's digital tools will allow production developers to select and hire the services of talented individuals to perform a specific function within the software tool of choice, irrespective of their location.

Introduction

Movies, Television Series, Docudramas, Horror films and other types of media production depend on a large pool of talents. In 2009, James Cameron enlisted 2200 people to produce AVATAR, THE MATRIX enlisted 760, the new DARK KNIGHT had to manage 11,000 people. Even in 2014, film producers/directors continue to invest in logistics(airplane tickets, hotel expenses and computers), moving media production talents and their computers, from all over the world to enable them contribute to media projects. This is not limited to movies alone but also to UEFA football telecasts, ESPN live programmes or John de Mol's THE VOICE OF HOLLAND. Producers, Directors and Studio Executives are finding it harder, expensive and cumbersome to manage talents on these types of projects. The talents include technicians, editors, artists and compositors who need direct access to software, 3d animation tools, speciality hardware and effects project files. Independent cinema producers, editors and voice over studios also face similar challenges producing and managing content for theatrical release or tv presentation. Europeans have one of the most talented pool of creative people who use the same types of software tools to accomplish artistic projects.

Solution

Using an Internet connection and ScoreSAN's PLUGIN tools, movie Producers, Directors and Studio Executives anywhere in Europe will be able to:

- hire talents anywhere from the EU without physically traveling to project location
- invite and manage talented individuals to enable them contribute their expertise on any media project
- easily administer, approve assets, oversee editing projects and media content via the software tool of choice
- manage remote production assets from third party freelancers all within the production software

ScoreSAN's PlugIn tools are designed to manage artists, performers, voice-over talents and all media production data. ScoreSAN's plugin is UNIQUE; giving talents temporary access to projects within popular Non Linear Editing (NLE) Suites - **AVID MediaComposer**, **Apple Final Cut Pro**, **Adobe CS** and **EditShare' Lightworks**. Movie
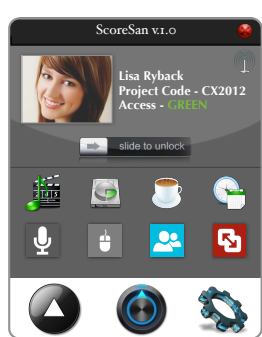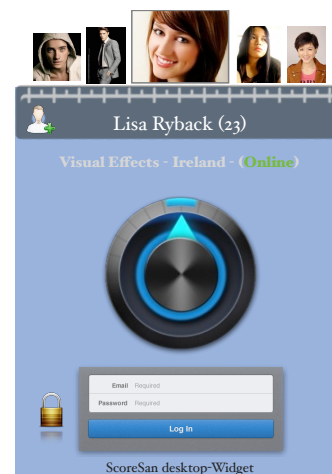
and Television production talents who are invited to participate on a media production are able to contribute their creative skills via the ScoreSAN web-enabled desktop widget and NLE PlugIn. Clients who use SCORESAN are able to administer who, how and when a creative person is able to participate in a production. The ScoreSAN plugin tool(s) will offer its clients the freedom, security and restricted access to their media data wherever they are in the EU. The SCORESAN set of tools(Desktop Widget, Online Manager and NLE PlugIn) will benefit users who want to be able to show or share their project files with approved "artists, studio executives and media colleagues" without the need to physically carry disks, memory sticks or other storage devices.

Products and Services

ScoreSAN's products and services are as follows:

1. **ScoreSAN Desktop Widget** - Internet Powered widget to perform administrative functions. Appears on user's desktop and allows Producers/Directors to search for talents via the scoresan database. Production initiators such as producers and executives are able to quickly scan through Europe's pool of talents. They are able to automatically assign a **project code** that determines ACCESS LEVELS - Red(Minimum), Yellow(Standard) and Green(Administrator).
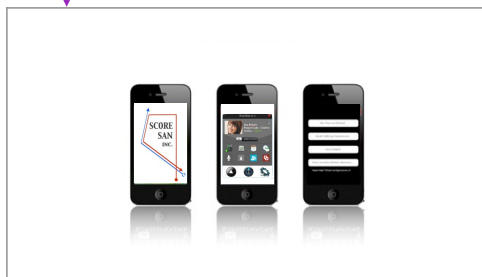
2. **ScoreSAN NLE PlugIn** - This is the plugin tool which appears within any NLE and DAW application via the Effects Panel. Talents can get to contribute to the editing process, send in graphics, preview project, transfer content and perform

other functions based on their ACCESS LEVELS.

ScoreSan desktop-Widget

Desktop Plug-In

*Mobile Plug-In

ScoreSAN SaaS - Web and Mobile centre for managing accounts, making payments and requesting support

Project Outline

ScoreSAN's market will be segmented into five distinct groups. **The first group** is the very large production companies like Nederland 1,2,3, NoS, Endemol, Eye Works BV, Studio 100, SBS, RTL, Warner Bros., Industrial Light and Magic, Miramax and the other well known Western Entertainment labels. **The second group** are located regionally; beginning in the Schengen region and to the rest of Europe, which number about 9million registered creative technicians. **The third group** are online production services that already operate some form of Social Media presence; they include KEMPS, Mandy and Vimeo which has been growing at an annual rate of 35% in their membership. **The fourth group** is collectively the New and Emerging motion picture production landscapes - Australia, Brazil, South Africa, Nigeria whom, collectively, spent about 5,2Billion USD in 2010 according to the NYSE, buying Non-Linear Editing Software Suites. **The fifth group** which ScoreSAN will target are motion picture and television content distribution corporations. They do syndication, dubbing, subtitling and content management; we estimate this group to number about 50,000 medium-sized SMEs with a 57% annual budget spent on extra production tools such as Hoek & Sonépouse and Pathe.

Development Outline

Description	
Design and Build SaaS Manager	
Design and Build Desktop Widget	
Design and Build Native NLE plugin v1.0	

* There is no budget at this time.

Conclusion

Thank you for finding the time to read and consider the merits of ScoreSAN.For further information, please contact Sal d'Souza, MA.