



NO Britney. NO Boy Bands. NO Boss

Suzuki Portal Features:

Music Component

- A. **RM Records** provides catalog, content, A & R, licensing, clearance, label supervision, production and manufacturing of offline **Suzuki** Music CD's and Enhanced CD's - aka, "Drive-Back-Discs". (see our "DBD" diagram). Offline promo's include **Suzuki** presence at live events, give aways, scratch cards, branded merchandise, banners, newsletters, viral campaigns— all driving traffic to portal.
- B. Online **Virtual Battle-of-the-Bands** contest— upload your content to enter.
- C. Winner receives \$10,000, an **RM Records** recording contract, a custom website, a **Suzuki** commercial spot, and various endorsements (i.e. Ernie ball, Fender, etc...). Winner's Music products features "**Powered by Suzuki**" on all merchandise, CD's, Videos, etc...

Additional Features (mobile is optional)

1. **Downloads and Ringtones** – In this feature we will develop the web architecture, enabling users to access a variety of gratis content. Users will have access to a variety of products, including **Suzuki** branded music CD's to order online. As the portal continues to grow we will also support third party content submissions. Users will be able to create their own page, vote on their favorites and personalize an individual profile. Users will be able to share favorites with other users, resulting in a viral proliferation. This will be available for all PC's and phones that support content technology. **SMG** will be responsible for customized in-house production, brokering fulfillment contracts, distribution solutions, and third party rights (record labels, content providers, producers). Matrix will be responsible for all third party fulfillment costs (ie. Carrier fees, content licensing, etc...) Please note: **SMG** will offer in house content production and catalog at discounted rates.



2. **Photos, Video and Wallpaper** – In this add-on feature we will develop the architecture that will enable users to access a variety of visual content, including wallpaper. This section will consist of 20 custom wallpaper downloads designed by **SMG**, and will be scalable for adding more content in the future. In Addition, users can post their own photos, video and blogs, building **Suzuki**'s online community and return traffic.

3. **Events Calendar** – This feature will allow you to set up calendars and notifications on your PC and phone that will keep you in touch with **Suzuki** related events. This event calendar will have multiple portal representations. For example you will pull up an application on your phone or PC that will access a menu of choices. These choices will include music concerts, car shows, action sports, surfing, skateboarding, snowboarding, and motocross events.



RM Records will offer its music catalog of over **5,000** recordings, as gratis content to **Suzuki's** portal. We will also bundle our content with retail mobile solution software (i.e., DataPilot) distributed in major chain outlets, branded by **Suzuki**, every step of the way...

If third parties (end users) have recordings or digital content (video, entire catalogs, albums, individual masters or demos,) **Suzuki** and **RM Records** gives you a chance to generate exposure and build a fan base. Working with **Suzuki** and **RM Records** as your partner, your record can be marketed at these levels:

1. We will push your music into digital consumer platforms. Digital and mobile consumer platforms mean sites that *sell* your music (iTunes, Rhapsody, Napster), not pirate peer-to-peer networks.

This is done without the usual filters like A&R guys, radio programming directors or all the other people who think they know what the consumer wants, better than the consumer.

Your music will be available; and if users like it, they can have it. Period. Let people decide what is right for people, by people. We will create online contests and promotions to allow the public to vote on their favorite music and content. This becomes a **Virtual Battle-of-the-Bands**. Winners will have a chance to sign a recording contract and release their music commercially.

There is no need to wait for a success in your home country before you go international.

This is a great and fast way to build up a global fan-base. And you may have a chance to earn money with it, too.

2. If some markets deliver a positive consumer response in online digital domain, a physical record may be released in these markets, strengthening your success and broadening your fan base.
3. If the physical record is successful in the specific market we can offer more services in booking, merchandising, tie-in campaigns, advertisement deals, publishing deals etc.

Summary of Web Component

The 2006 Grand Vitara represents a major step toward the achievement of Suzuki's long-term goals in the U.S. market. The Grand Vitara launch was the first to embody Suzuki's "Way of Life" marketing campaign, and this proposal seeks to expand the reach and effectiveness of that campaign.

The purpose of the Buzz Site will be to position Suzuki models--and especially the new Grand Vitara--as the perfect vehicles to facilitate an active lifestyle. The new site will also help address the need, as shown by the JD Power Autosshopper study, to significantly strengthen the Suzuki Brand Image, especially among young consumers and Early Adopters. To be effective, the approach must be subtle, because a traditional hard-sell will be instantly tuned out by many in today's jaded, ad-zapping consumer audience.

The Buzz Site will utilize hip, edgy creative to achieve these goals and, ultimately, increase traffic to dealer showrooms. A primary goal will be to attract younger buyers and permanently impress them with the Suzuki Brand. This will be accomplished by associating Suzuki and its products with the values and tastes of today's savvy Internet viewers.

I. Exploration - Consulting and Project Management:

- Clarify and define key project objectives and success criteria
- Exploration of unique ideas and overall site consulting on what is hip and what is not.
- Research of talent that will be associated with the site (including all x-sports, music, and entertainment.)
- Identify the unique content and create reports for reviewing
- Define the overall site structure and navigational approach for the proposed site
- Identify and define content and content sources, when it changes, and who will change it
- Meetings with client representatives
- Coordinating the client's requests and goals with the designers and programmers

II. Design - Prototype User Interface and Site Structure (9 total):

- Define the Brand, the site, and its goals
- Art Direction- Design the look of the Brand: color scheme, style, imagery, fonts, and visual hierarchies.
- Define navigational goals

- Develop prototype compositions for 1 buzz site and 7 micro-sites, including – Home page portal, surfing, skateboarding, snowboarding, motocross, entertainment, music and activity vehicles. Also develop navigation structures with variations in look and feel. These compositions will be a few pages in depth to show style spacing, color, navigation etc...for management review.
- Interaction, communication and confirmation with client for content approval
- Collect feedback and make necessary modifications to present final prototype composition
- Validate prototype UI look and feel, content and functionality and sign off on this phase to go to next phase

III. General Development Buzz Site and 7 microsities (excluding Activity Vehicles):

The Buzz Site will seek an absolute cutting-edge image, utilizing games, animation and video as well as "extreme" graphics and copy. Keywords include: Keywords - Bold. Passionate. Smart. This will be the entrance portal to the whole site and its design will be very critical in establishing the cool factor and flow for the entire portal. The Buzz Site and each section will include:

- Art direction and continuity control for entire site
- Develop site map and architecture
- Design additional pages needed for site that are cohesive to the branded look and feel of the project
- The programming of all web pages
- Design and develop a media player for music
- Design and develop a video player for music
- Ability to add any thing on site to your personal page once you have logged in , for example - music archives, event calendars, and x-sports video and more for fast and easy access to check out later or show friends
- Development of flash site architecture, navigation, light animations, and pre-loaders
- Creating the necessary graphical components to support the user interface design (generate .gif/.jpg files)
- Create seamless integration between sections
- Develop html, java scripts, java, xml, and DHTML as needed
- Sound designing, music, and sound effects
- Video editing and compression as needed
- Implication of V/O's, sound effects, and music into project
- Final optimization of entire site using various optimizing software

** Note: This buzz site will featured multiple levels on one page and will essentially act as additional pages of content as you hit certain navigation.*

A. Surfing

1. Dynamic Calendar of Events
2. Mini-poster of event car
3. E-news scores of games
4. Link to pictures from events
5. Discount or free parking or event passes
6. Create your own postcard of the mini-poster to print and send to your friends.
7. Downloadable wallpaper for sizes (600X800, 1024X768, 1280X800, 1440X900 and 1680X1050).
8. Downloadable printable calendars.
9. Forward this information to a friend.
10. Dynamic spotlight of the month/week including photo gallery/text fields/ and links all dynamically from administration area with easy to use administration tool.

B. Snowboarding

1. Dynamic Calendar of Events
2. Mini-poster of event car
3. E-news scores of games
4. Link to pictures from events
5. Discount or free parking or event passes
6. Create your own postcard of the mini-poster to print and send to your friends.
7. Downloadable wallpaper for sizes (600X800, 1024X768, 1280X800, 1440X900 and 1680X1050).
8. Downloadable printable calendars.
9. Forward this information to a friend.
10. Dynamic spotlight of the month/week including photo gallery/text fields/ and links all dynamically from administration area with easy to use administration tool.

C. Skateboarding

1. Dynamic Calendar of Events
2. Mini-poster of event car
3. E-news scores of games
4. Link to pictures from events
5. Discount or free parking or event passes
6. Create your own postcard of the mini-poster to print and send to your friends.
7. Downloadable wallpaper for sizes (600X800, 1024X768, 1280X800, 1440X900 and 1680X1050).
8. Downloadable printable calendars.
9. Forward this information to a friend.

10. Dynamic spotlight of the month/week including photo gallery/text fields/ and links all dynamically from administration area with easy to use administration tool.

D. Motocross

1. Dynamic Calendar of Events
2. Mini-poster of event car
3. E-news scores of games
4. Link to pictures from events
5. Discount or free parking or event passes
6. Create your own postcard of the mini-poster to print and send to your friends.
7. Downloadable wallpaper for sizes (600X800, 1024X768, 1280X800, 1440X900 and 1680X1050).
8. Downloadable printable calendars.
9. Forward this information to a friend.
10. Dynamic spotlight of the month/week including photo gallery/text fields/ and links all dynamically from administration area with easy to use administration tool.

E. Music

1. Dynamic Calendar of Events
2. Mini-poster of event car
3. E-news
4. Link to pictures from events
5. Discount or free parking or event passes
6. Create your own postcard of the mini-poster to print and send to your friends.
7. Downloadable wallpaper for sizes (600X800, 1024X768, 1280X800, 1440X900 and 1680X1050).
8. Downloadable printable calendars.
9. Forward this information to a friend.
10. Dynamic spotlight of the month/week including photo gallery/text fields/ and links all dynamically from administration area with easy to use administration tool.

F. Entertainment

1. Dynamic Calendar of Events (Movie Release etc...)
2. Mini-poster of event car
3. E-news
4. Link to pictures from events
5. Discount or free parking or event passes
6. Create your own postcard of the mini-poster to print and send to your friends.
7. Downloadable wallpaper for sizes (600X800, 1024X768, 1280X800, 1440X900 and 1680X1050).

8. Downloadable printable calendars.
9. Forward this information to a friend.
10. Dynamic spotlight of the month/week including photo gallery/text fields/ and links all dynamically from administration area with easy to use administration tool.

IV. General Development/Programming of Activity Vehicles

This section will feature the specifics on each of the vehicles. The specifics will/may include for each vehicle:

1. Selected Grand Vitara used to build the activity vehicle and list of each aftermarket part used, the design team used, etc for the conversion.
2. Detailed photography highlighting the details for each conversion feature.
3. Technical presentations of the cars.
4. Create your own Mini-poster – Select from several backgrounds and headlines to create your poster.
5. Create your own postcard of the mini-poster to print and send to your friends.
6. Downloadable wallpaper for sizes (600X800, 1024X768, 1280X800, 1440X900 and 1680X1050).
7. Downloadable printable calendars.
8. Forward this information to a friend.

A. Video

This section will feature video. The base content will be the “Making of Base Jump”, TV commercials, and running footage from SuzukAuto.com. As video from events becomes available, it will be digitized and added.

A link will be provided to Amazon/EBay to accommodate the purchase of the Mooney Suzuki’s “Alive & Amplified” song.

B. Photos

This section will feature still photography taken of the vehicles and events.

The team taking the cars to the events will be give a login and password to upload photography (Similar to the photos of people and the Heisman Trophy during the Heisman tailgate events several years ago.)

C. Blog

This section will allow bloggers to document the highlights of the events, i.e. winners, weather, attendance, number of test drives, dealer presence, etc.; people’s reactions to the vehicles, and miscellaneous other buzz about the event. This code is supplied by Matrix Consultants and implemented by Thorsky Interactive.

D. FAQs

This section will provide content specific as well as traditional FAQs. Content specific FAQs will include:

- What is that music in the commercials?
- How does the base-jump guy get home at night?
- Where can I buy <after market accessory?

E. Traditional Links

This section will include E-News sign-up, download a brochure, get a quote, "Tell me what you think of the car", dealer locator, SWT accessories and Suzukiauto.com.

V. My Suzuki Personal page Develop and integrate:

- Design of and implication of the following:
- A password protected members only area
- Dynamic control of pictures and colors on page
- Custom content developed for members example – screensavers, wallpaper, etc..
- Ability to create favorites of things on the site like music archives, event calendars, and x-sports video for fast and easy access to show friends etc...
- Send to friend function exclusive to members
- This portal will be designed to expand to mobile device interaction in the future
- This area will tie into to entire site once you log on so you can browse around the site and add different things from different categories into your favorites. Ask if any questions

VI. Database Development and Integration (15 total):

- Design of and implication of the following:
- Create architecture for Access or SQL Database for whole site
- Database Development includes 8 sections – Heisman Surfing, Skateboarding, Snowboarding, Motocross, entertainment and music dynamic spotlight of the month pages that include multiple pictures, text fields, and links. In addition a database will be developed for the photos section of activity vehicles section to dynamically populated new event photos.
- Database development for 7 dynamic calendars
- Final optimization and quality control check of entire database

VII. Administration area for web site (15 areas):

- Design of and implication of the following:
- Create password protected administration area
- Administration areas include 15 sections – Surfing, Skateboarding, Snowboarding, Motocross, entertainment and music dynamic spotlight of the month pages that include multiple pictures, text fields, and links. In

addition an administration area developed for the photos section of activity vehicles. Lastly administration area developed for 7 dynamic calendars

- Coding of the administration site to access the database and populate the website in real time.
- Access member information and emails
- Final optimization and quality control check of entire database

VIII. Extreme Focus – Integrated Flash Animations:

- Each of the sections need to stand out, needs to be ultra cool, and need time spent on art directing and animating some flash animations that essentially pop out of each page and make you say wow. Create easy to change multiple templates that can be changed each week/month to showcase the rider/musician of the week/month. Design and animation of the following flash animations in 7 main areas:

1. Home page portal
2. Surfing
3. Skating
4. Snowboarding
5. Motocross
6. Music
7. Entertainment

Additional small flash animations integrated throughout site.

IX. SEO Optimization of every page:

- Page titles, keywords, meta-tags, and image naming structures including (alt) tags on images that match up to page meta data so images on the pages are also searchable.

X. Final Development:

- Edited and proofed content by copywriter
- Testing and validation of site design, content accuracy, functionality, and performance
- Populate project with final proofed and edited content
- Receive final sign off on copy, graphics, sound, music, V/O and functionality
- Client training on website

XI. Web Site Final Launch:

- Upload all files to server

- Configuring of server to work correctly
- Test all files and interaction on live Web server
- Human testing on actual web site
- Creation of Gold Masters on CD for archiving
- Sign off and closure