

The logo icon consists of three stacked squares: a dark blue square on top, a light blue square in the middle, and a light gray square on the bottom.

# **TAPEMYDAY**

ENJOY. SHARE. REMEMBER

An introduction to the TMD Boxed system



## ENJOY. SHARE. REMEMBER.

The digital world is ever-changing and with that, photo and video sharing needs evolve as well. TAPEMYDAY understands this change and acts on it by designing solutions that fit the modern consumer's demand.

We help you sell more photos and videos and drive online awareness of your attraction.

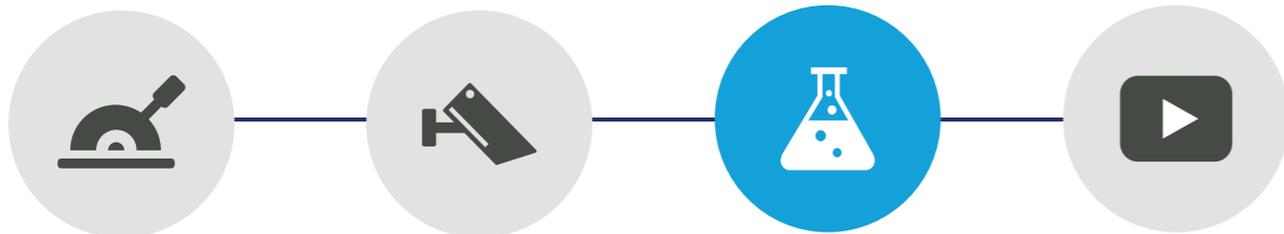
## Table of Contents

This document contains information about the TMD Boxed system, which is a self-contained, single camera unit that operates with complete independence from your network. Here we will show you how the system is set up, how it works and what the specifications are of this system.

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## Process

Any TapeMyDay system at its core shares the same high-quality approach to image acquisition and image processing. With exact configurations varying per application and user requirement, the below describes our principle workflow:



### Trigger.

This is the cue that initiates action, Triggers can come in many forms.

### Capture.

A recording is made. Several cameras may coordinate tasks.

### Make.

The recipe defines how each video is mixed into the desired end-product.

### Sell.

The end-product is ready for sales and moments away from being enjoyed by your guests.

## Your partner in imaging solutions that work,

When you provide a world class experience, you want your guests to bring home a lasting memory that reflects the pride, care and quality that was invested in building your attraction.

In an era where smartphones are prevalent, video content is just as desirable as print photos and everything is a click away, you need integrated solutions that cater to the evolving demands of the modern consumer.

TAPEMYDAY has understood these evolving dynamics and is dedicated to providing solutions that work. Our methods of generating all types of media content are reliable, highly automated, and cutting-edge.

Whether to venture into a jointly designed custom solution, or to implement existing building blocks to the highest effectiveness, we are your committed partners. Let's start building a roadmap that fulfills your attraction imaging needs today.



## System Overview

Below and stretching across pages, is a visual representation of the system.

As an overview, the TMD Boxed system works as follows: triggering is based on an infrared sensor that reacts to Line of Sight being broken. The camera proceeds to record several seconds of film. This film is mixed with default video and audio, called Stock footage. Content is included once at normal speed, once as a slow-motion replay. Once completed, the resulting media is available for preview and transfer to a removable media device (USB). It can now be sold by your operating staff.

In more detail, the solution is comprised of a few key elements. Each of these elements has its unique and essential duty. Starting from the guests' viewpoint, we move from left to right: Both the **sensor**, the **camera** and the **light** connect to a **Connectivity Hub**. This Hub coordinates all data streams.

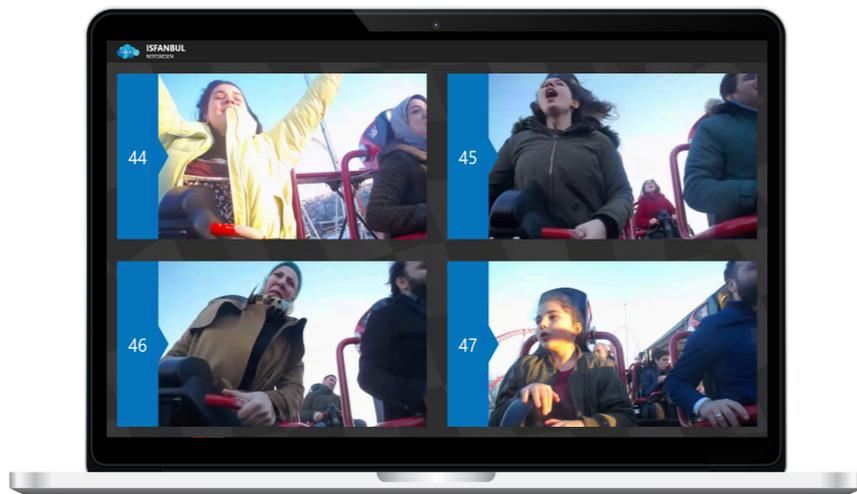
The Connectivity Hub sends its data on to the **Processing Unit**, which is built for interpreting and converting large volumes of data. From here, it is handed off to the **Core System**, where the video end-product is created, displayed and distributed through the **Sales Unit**.



## The Journey

TMD Boxed is a self-contained solution, meaning it does not require any outside connection. All cabling is included within the sturdy flightcase setup. The system is largely pre-configured. Before first use, we will make sure that all settings are perfect. Within no more than a day's time, you will benefit from this powerful video capturing and processing unit that will drive sales at any attraction.

- 1 Receive flightcase
- 2 Select the attraction
- 3 Set up the reader
- 4 Set up the camera
- 5 Set up the sales point
- 6 Start sales



### Real examples

These example images show the system in action. Due to smart positioning of trigger and camera, you can create powerful shots that speak for themselves and have high sales conversion. We are here to help you define these opportunities.



## Specifications

The below specifications provide a more in-depth overview of the system's features. Many of these features can be configured to your needs upon completion of the installation.



The maximum velocity of movement within the **FoV** is 10 km/h at a camera to sensor distance of 16 meter. These two parameters can change, but are correlated.



The resulting video contains 5 seconds recording time. This will be repeated in slow-motion (additional 8 seconds).



The video will contain an intro and outro with stock material (video or picture). Stock material should be provided by your marketing department.



The end-product video can contain audio. This will be stitched into the video.



The maximum length of the recorded film is 5 seconds with a 15-second interval between recordings at minimum.



The Live preview screen will show the 6 most recent videos that are recorded.

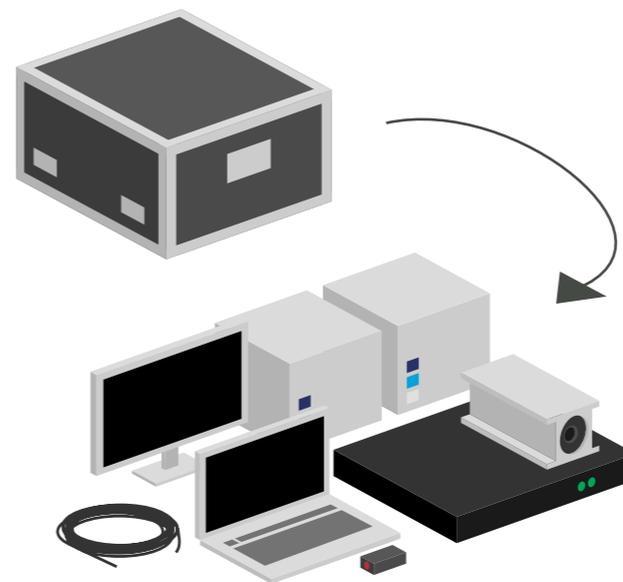


It is possible to retrace and view older videos on the preview screen using the unique video number.



One of your staff members is stationed near the preview screen to show videos and guide the sales-process.

All of the TMD Boxed system fits in a single, sturdy flight case. Cabling is included and setting everything up will take one IT expert around 4 hours of work.



### Things to remember...

TMD Boxed is robust and powerful. It has been designed with optimal efficiency in mind. Please take notice of the following topics to ensure a smooth workflow:

- The sensor reach (distance between sender / receiver and reflector) is 150cm at max.
- The power must remain connected to all devices. In case of a power loss, the connectivity HUB and optical fiber converter need to be reconnected.
- Recent videos may be overwritten after a power loss.
- Bright light from the surroundings (e.g. sunlight) may affect the functionality of the sensor.
- Smoke or vaporized air from the surroundings may affect the functionality of the sensor.



All of our solutions are in compliance with European privacy regulations.

**FoV** means Field of View, that part of the world that is currently visible through the lens of the camera.

## Contact

In this document we have provided you with all the information you need about the TMD Boxed system. If you have any further questions regarding the TMD Boxed system or the documents provided, please feel free to contact us.

If you are already in the possession of a TMD Boxed system, please reference the contact details provided to you for any suggestions or questions regarding the solution.

If you wish to inquire about this solution or our products and services, please contact CK Foo with the information provided below.



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