

**World Exposition Shanghai China 2010
Expo Shanghai Online**

**GUIDE FOR DEVELOPMENT AND CONSTRUCTION
OF THE BROWSING PAVILION**

(Exposure draft)



Bureau of Shanghai World Expo Coordination

July 2008

INTRODUCTION

This “World Exposition Shanghai China 2010 Online--Guide for Development and Construction of the Browsing Pavilion” (hereinafter referred to as the “Guide”) is formulated to help Participants to understand the construction procedures of the Browsing Pavilion of World Exposition Shanghai China 2010 Online (hereinafter referred to as “Browsing Pavilion”).

This Guide contains information about the following aspects: overview, the description of Browsing Pavilion, construction procedures and miscellaneous on construction. Provided in the Appendixes are the guide for the “Online Pavilion Exhibition Proposal”, templates of forms to be filled out by the Participant, description of online pavilion content materials, etc. This Guide is made in two versions in Chinese and English. Along with further progress of preparations of Expo 2010, the Organizer will update this Guide on a timely and continuous basis to ensure that all necessary information is promptly provided for Participants.

Should you have any suggestions and comments on the information contained in the Guide, please feel free to contact the Organizer:

Expo Shanghai Online Program Office
Communication and Promotion Department
Bureau of Shanghai World Expo Coordination

Address: Expo Mansion, No. 3588, Pudong South Rd, Shanghai, China
Postal code: 200125

E-mail: tech@expo2010.gov.cn

Contact persons: Ms. Rong Jiachen	Tel: +86-21-2206.2084 (International Participants)
Ms. Yu Lei	Tel: +86-21-2206.2086 (Domestic Participants)
Mr. Shen Feifei	Tel: +86-21-2206.2264

Fax: +86-21-22060311

Website: www.expo2010china.com

CONTENT

1. APPLICABILITY OF THE DOCUMENT	1
2. TERMS AND DEFINITIONS	1
3. OVERVIEW	3
3.1 Construction Target	3
3.2 Description Of The Browsing Pavilion	3
4. CONSTRUCTION PROCEDURES	5
4.1 Responsibilities Of The Organizer And The Participant	5
4.2 General Procedures	5
4.3 Detailed Description Of Construction Procedures	7
4.3.1 <i>Confirmation of Participation</i>	7
4.3.2 <i>Submission of Proposal</i>	7
4.3.3 <i>Development and Construction of Online Pavilion</i>	7
4.3.4 <i>Pre-launch</i>	7
4.3.5 <i>Integration and Online Activation</i>	8
4.3.6 <i>Operation and Maintenance</i>	8
4.3.7 <i>Content Update</i>	8
4.4 Participant’S Deliverables	8
4.4.1 <i>Online Pavilion Exhibition Proposal</i>	8
4.4.2 <i>Package of Content Materials for Online Pavilion Construction</i>	8
4.4.3 <i>List of Content Materials for Online Pavilion Construction</i>	8
4.4.4 <i>Confirmation Sheet for Online Pavilion Launch</i>	9
4.4.5 <i>Application Form for Updates of Online Pavilion</i>	9
4.4.6 <i>Package of Online Pavilion Updates</i>	9
4.4.7 <i>List of Materials for Online Pavilion Updates</i>	9
5. MISCELLANEOUS	10
5.1 Commercial Activities	10
5.2 Intellectual Property	10
5.3 Emergency Plan	11
APPENDIX A: GUIDE FOR “ONLINE PAVILION EXHIBITION PROPOSAL”	
COMPOSITION	12
A.1 Template Of Online Pavilion Exhibition Proposal	12
A.2 Guide For “Online Pavilion Exhibition Proposal” Composition	13
A.3 Example Of An “Online Pavilion Exhibition Proposal”	14
APPENDIX B: NOTES ON CONTENT MATERIALS FOR ONLINE PAVILION	
CONSTRUCTION	20
B.1 Notes On Content Materials For Online Pavilion Construction	20
B.2 Submission Of Content Materials For Online Pavilion Construction	25
APPENDIX C: CONFIRMATION SHEET FOR ONLINE PAVILION LAUNCH	27
APPENDIX D: APPLICATION FOR ONLINE PAVILION UPDATES	28
APPENDIX E: LIST OF MATERIALS FOR ONLINE PAVILION UPDATES	29

1. Applicability of the Document

The Guide provides Participants with such information as construction procedures, reference templates and guide for composition of the “Online Pavilion Exhibition Proposal” of Browsing Pavilion. The related definitions and descriptions are quoted from the “Participants Manual” and other correlative documents.

2. Terms and Definitions

[World Exposition Shanghai China 2010 Online]

Featuring joint participation by the Expo Organizer and Participants, World Exposition Shanghai China 2010 (hereinafter referred to as “Expo Shanghai Online”) will present by using internet and multimedia technologies an online version of Expo 2010 Shanghai China featuring a combination of virtual presentation and reality, thus creating an internet platform enabling alternative experience and real time interaction, in addition to other supportive functions.

As an integral part of Expo 2010 Shanghai China, as well as its introductory channel, supplement and extension, Expo Shanghai Online offers such functions as promotion, tour guide, exhibition and education.

[Online Pavilion]

Built on the basis of the Online Platform of Expo Shanghai Online, the Online Pavilion features a combination of the virtual display, the physical pavilion and the online virtual exhibition space. The Online Pavilion falls into two types, depending on varying degrees of exhibition presentation desirable to the Participants: Browsing Pavilion, and Experiencing Pavilion.

[Exhibited Items]

Exhibited items are items displayed in the forms of text, pictures, videos, animations, 3D objects, etc., to be browsed and interacted with by online visitors. Exhibited items can be substantially the same as those exhibited in the physical exhibition, or virtual items not existent in the real Expo 2010 Shanghai China.

[Browsing Pavilion]

Also known as the Type A Online Pavilion. It enables online visitors to have access through its browsing function to an all-around view of spatial layout and the main contents in an online pavilion, and to have an understanding of the exhibited items through texts, pictures, audios, videos and animations. The Browsing Pavilion features an interior layout substantially the same as that of the corresponding physical pavilion.

The Browsing Pavilion is constructed by the Organizer and provided free of charge for Participants that have selected this pavilion type.

[Experiencing Pavilion]

Also known as the Type B Online Pavilion. Online visitors can roam in the online pavilion to get an in-depth understanding of the exhibited items through texts, pictures, videos and 3D objects, as well as more vivid experience through real-time interaction and other individualized functions.

The Experiencing Pavilion features an interior layout substantially the same as that of the corresponding physical pavilion, on which base an extended virtual space, in which virtual exhibited items can be constructed to extend and expand the Expo theme and the artistic conception of the corresponding physical pavilion.

The Experiencing Pavilion is funded and constructed by the Participant.

3. Overview

3.1 Construction Target

Featuring joint participation by the Expo Organizer and Participants, and by using various advanced technologies applied in the fields of internet, 3D, multimedia and so on, Participants will be able to present their wonderful physical exhibitions on the internet, so as to attract more visitors to their physical pavilions, and promote their social, scientific, historic and cultural information in a wider scope and for a longer period.

Participants can also make full use of the features and advantages of the internet to achieve a variety of interactions between online visitors and Participants as well as between visitors themselves, to help perfect the presentation of their ideas and concepts, to offer online visitors a vivid and unforgettable alternative and interactive experience, and to provide an opportunity for those who cannot make it to the physical Expo site.

3.2 Description of the Browsing Pavilion

The Browsing Pavilion contains an interior substantially the same as that of the corresponding physical pavilion. Online visitors can gain an understanding of a pavilion's interior layout and the major items exhibited in the form of text, pictures, videos and 3D objects by browsing the pavilion panoramically from various places inside.

The exhibited items in the Browsing Pavilion can have the following functions:

- Displays in the form of pictures and text
- Displays in the form of audio and video
- Displays in the form of 3D objects

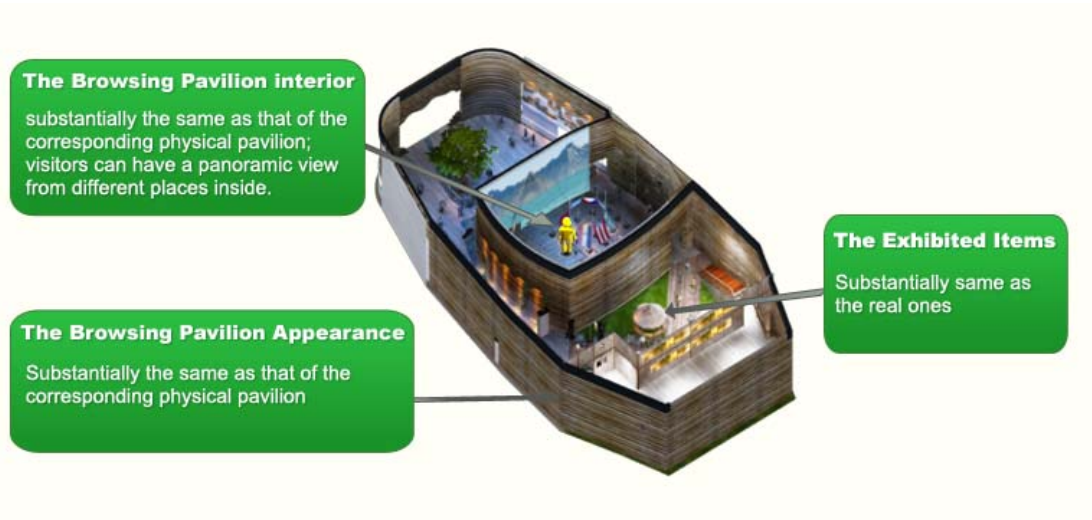
The Browsing Pavilion will be constructed by the Organizer and provided free of charge to Participants. Languages shown in the Browsing Pavilion are Chinese and English.

The Online Pavilion Appearance is substantially the same as that of the corresponding physical pavilion. The Participant who designs and builds its own physical pavilion (self-built pavilion in the real world expo), or who creates individualized decorations on the appearance of its rented pavilion façade, shall submit to the Organizer the related content materials of the pavilion appearance. Please refer to Appendix B for detailed guidelines of content materials delivery.

The Online Pavilion Interior describes the pavilion interior layout, including the spatial layout, all the booths, hallways, sidewalls, entrances and exits therein. The interior of the Browsing Pavilion shall be substantially the same as that of the corresponding physical pavilion. The content materials of the pavilion interior shall be provided by the Participant.

The exhibited items of the Browsing Pavilion shall be substantially the same as that of the corresponding physical pavilion and can be exhibited in various media forms such as text, pictures, 2D/3D animations, videos, audios, etc.

A probable Browsing Pavilion is illustrated below:



4. Construction Procedures

4.1 Responsibilities of the Organizer and the Participant

The Organizer shall take responsibilities in the following aspects:

1. Developing, building and maintaining the system online platform.
2. Developing and constructing the Browsing Pavilion.
3. Formulating, elucidating and revising the “Guide for Development and Construction of the Browsing Pavilion”.
4. Integrating the finished Browsing Pavilion into the system online platform.
5. Operating and maintaining Participants’ Browsing Pavilions.
6. Other relevant work.

The Participant shall take responsibilities in the following aspects:

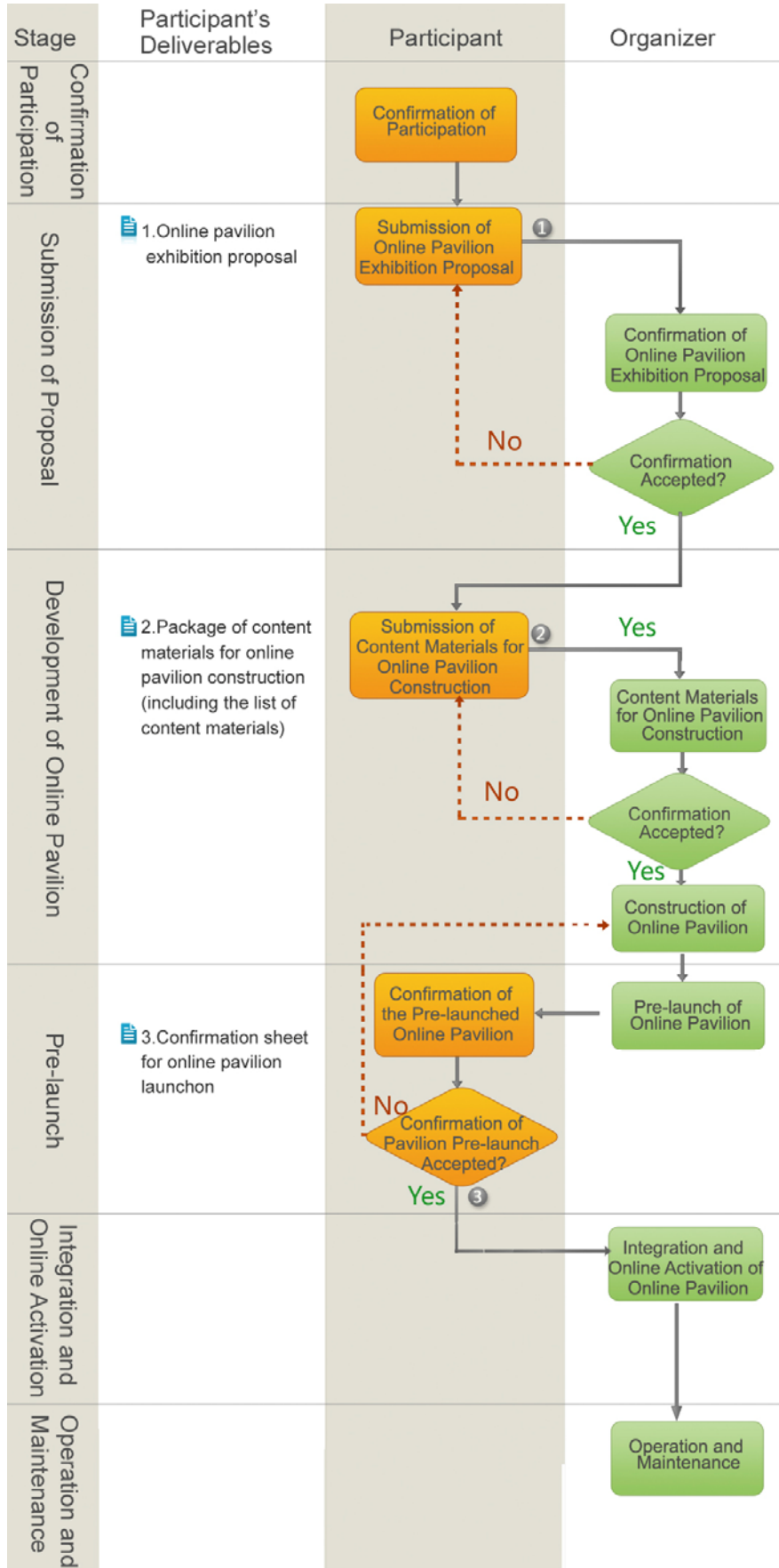
1. Completing its “Online Pavilion Exhibition Proposal” of the Browsing Pavilion and other relevant documents in line with the “Guide”.
2. Submitting to the Organizer the content materials required for construction of the Browsing Pavilion.
3. Submitting to the Organizer the materials required for updates.
4. Other relevant work.

4.2 General Procedures

The general construction procedures of the Browsing Pavilion are divided into six major stages. The important dates are scheduled as follows:

June 30th, 2009	Conclusion of participation confirmation
July 31st, 2009	Conclusion of submission of “Online Pavilion Exhibition Proposal”
Aug. 31st, 2009	Conclusion of submission of content materials for online pavilion construction
Mar. 31st, 2009	Conclusion of Browsing Pavilion pre-launch
May 1st, 2010	Opening of Expo Shanghai Online pavilions
Oct. 31st, 2010	Conclusion of Expo Shanghai Online updates

The general flow chart is shown as follows:



4.3 Detailed Description of Construction Procedures

4.3.1 Confirmation of Participation

Description:

Participation confirmation marks the initiation of the construction of Browsing Pavilion. During this stage, the Participant shall confirm with the Organizer its participation in the Browsing Pavilion construction. Upon receipt of confirmation, the Organizer will convene consultations or meetings on Expo Shanghai Online with the Participant.

When the Participant has confirmed its participation, the Organizer will designate contact persons to keep in close communication with the Participant for related matters.

4.3.2 Submission of Proposal

Description:

Proposal submission is the second stage of the whole process of development and construction of Browsing Pavilion. During this stage, the Participant shall submit to the Organizer the "Online Pavilion Exhibition Proposal", which is to be reviewed by the Organizer. Upon acceptance of the "Proposal" by the Organizer, the Participant proceeds to the stage of development and construction of Browsing Pavilion.

Participant's deliverables

"Online Pavilion Exhibition Proposal", (See Appendix A for details)

4.3.3 Development and Construction of Online Pavilion

Description:

Development and construction is the third stage. During this stage, the Participant shall submit to the Organizer the content materials package required for online pavilion construction prior to August 31st, 2009. Upon acceptance of the deliverables from the Participant, the Organizer shall develop and construct the Browsing Pavilion according to the "Online Pavilion Exhibition Proposal" and the content materials submitted by the Participant. The completed online Browsing Pavilion will then be pre-launched.

Participant's deliverables

Package of Content Materials for Construction of Online Pavilion (including the list of the content materials) (See Appendix A for details)

4.3.4 Pre-launch

Description:

Pre-launch is the fourth stage. During this stage, the Organizer shall deploy the completed Browsing Pavilion to the pre-launch environment, which is to be confirmed by both the Organizer and the Participant. Then the confirmed Browsing Pavilion will be integrated into the online platform and online activated.

Participant's deliverables

"Confirmation Sheet for Online Pavilion Launch" (See Appendix C for details)

4.3.5 Integration and Online Activation

Description:

During the fifth stage of development and construction, the Organizer will deploy on the Expo Shanghai Online Platform the already confirmed Browsing Pavilion, which is to be officially activated online on May 1st, 2010.

4.3.6 Operation and Maintenance

Description:

During this stage, the Organizer will offer operation and maintenance services for the activated online pavilions, so as to guarantee trouble-free access for online visitors.

4.3.7 Content Update

Description:

In case of a need for updating the information displayed online after the online activation, the Participant shall submit a written application to be reviewed by the Organizer. Upon acceptance of the application by the Organizer, the Participant shall submit the contents that are to be updated by the Organizer.

The deliverables:

“Application Form for Updates of Online Pavilion” (See Appendix E for details)

Package of Updates

4.4 Participant’s Deliverables

4.4.1 Online Pavilion Exhibition Proposal

Participants are required to complete and provide the Organizer with the “Online Pavilion Exhibition Proposal”. The “Proposal” shall describe the exhibited contents of the Browsing Pavilion as well as the requirements of the Participant, so that the Organizer can have a comprehensive understanding of the contents and effects of the Browsing Pavilion.

Please refer to Appendix B for detailed information of the “Guide for Online Pavilion Exhibition Proposal”.

4.4.2 Package of Content Materials for Online Pavilion Construction

A package is a collection of standard, non-encrypted compressed files in ZIP or RAR format. The “Package of Content Materials for Online Pavilion Construction” consists of content materials of the pavilion appearance, interior and the exhibited items that are needed by the Organizer to construct the Browsing Pavilion, and shall be provided by the Participant.

Please refer to the “Notes on the Content Materials for Online Pavilion Construction” as specified in Appendix B for detailed illustration.

4.4.3 List of Content Materials for Online Pavilion Construction

The “List of Content Materials for Online Pavilion Construction” is a document defining information such as name, type, quantity, content and path of the files associated with the content materials to be submitted by the Participant to the Organizer. The “List” shall be

located under the root directory of the package of content materials for online pavilion construction.

Please refer to Appendix B for more information.

4.4.4 Confirmation Sheet for Online Pavilion Launch

The “Confirmation Sheet for Online Pavilion Launch” is a document made by the Participant to confirm the official launch of the online pavilion.

Please refer to the “Confirmation Sheet for Online Pavilion Launch” as specified in Appendix D for more information.

4.4.5 Application Form for Updates of Online Pavilion

The “Application Form for Updates of Online Pavilion” is a written request submitted by the Participant, who is in need of updating the information displayed online after the official activation of its online Browsing Pavilion, to the Organizer for updates. This “Application Form” shall describe the contents to be updated as well as the related timetable.

Please refer to the “Application Form for Updates of Online Pavilion” as specified in Appendix D for more information.

4.4.6 Package of Online Pavilion Updates

The “Package of Online Pavilion Updates” contains materials used to update Participant’s online exhibition. Please refer to the guidelines of “Notes on the Content Materials for Online Pavilion Construction”, which meanwhile apply to the “Package of Updates”, as specified in Appendix B.

4.4.7 List of Materials for Online Pavilion Updates

The “List of Materials for Online Pavilion Updates” is a document defining information such as name, type, quantity, content and path of the files associated with the content materials to be submitted by the Participant to the Organizer. The “List” shall be located under the root directory of the online pavilion updates package.

5. Miscellaneous

5.1 Commercial Activities

The general regulations on commercial activities of the physical World Expo 2010 Shanghai China also apply to the Expo Shanghai Online. As the World Expo is in nature an operation for public interest and due to the special nature of the Internet, commercial activities in relation to Expo Shanghai Online are restricted to a certain extent. For general regulations on commercial activities, please refer to Chapter III of the General Regulations of Expo 2010 Shanghai China.

5.2 Intellectual property

As part of Expo 2010 Shanghai China, Expo Shanghai Online shall follow the general regulations applicable to Expo 2010, and the Special Regulation No.11 Concerning Intellectual Property Rights issued by the Organizer shall also apply to Expo Shanghai Online.

The Organizer pays full attention to the IPR protection of official Participants in relation to their online exhibitions; however, the content materials provided by official Participants must not be involved in any IPR infringements against other parties. The Organizer shall not make any examination to substantiate the content materials provided by official Participants and their related rights. In the event that the Organizer is involved in an IPR dispute with other parties caused by the content materials provided by an official Participant, the Organizer shall be entitled to demand necessary remedial measures from the official Participant concerned, while reserving the right to claim damages.

Participants shall wholly and independently own the Intellectual Property Rights of content materials and related files.

Unless otherwise stated, the confirmation by an official Participant of participation in Expo Shanghai Online shall be deemed to permit the Organizer, or any institution(s) designated by the Organizer, to use free of charge all or part of its content materials in the form of online transmission or by any other reasonable means during the existence of Expo Shanghai Online. Official Participants may indicate to the Organizer restrictions on using the online content materials. However, any indications that are contrary to any of the following three conditions shall be deemed invalid:

- a) The Organizer, or any institution(s) designated by the Organizer, shall have the right to use the content materials in the form of online transmission on the website of Expo Shanghai Online and its related web pages;
- b) The above right shall be valid until at least October 31st, 2010;
- c) The above right is not subject to geographical restrictions.

5.3 Emergency Plan

Where the Participant fails to submit the content materials for online pavilion construction by August 31st, 2009, the Organizer shall have the rights to make for such Participant a simple introductory presentation in the form of web pages.

In case of any failure that occurs after the official online activation of Participant's Browsing Pavilion, the Organizer shall cooperate with such Participant to promptly determine the cause and remedy the failure.

Appendix A: Guide for “Online Pavilion Exhibition Proposal” Composition

Made in three parts, the template of the “Online Pavilion Exhibition Proposal”, the Guide for Composition of the “Proposal” and a proposed example of the finished “Proposal”, this Appendix aims to help Participants understand the purpose of composing and submitting such a “Proposal”, and provides guides and suggestions concerning the composition. This “Proposal” shall be submitted by the Participant after its official confirmation of participation in the construction of Browsing Pavilion.

A.1 Template of Online Pavilion Exhibition Proposal

Online Pavilion Exhibition Proposal

Participant	
Date of Proposal Submission	YY/MM/DD
<p>Notes on the Online Pavilion Exhibition Proposal are recommended to comprise the following three parts:</p> <ol style="list-style-type: none"> 1. The contents and requirements of the online pavilion 2. The contents and requirements of the exhibited items 3. Others <p>(Please attach the Online Pavilion Exhibition Proposal in a single document with this form)</p>	
Signature of the authorized representative of the Participant	
Please Contact	<p>Expo Shanghai Online Program Office, Communication and Promotion Department, Bureau of Shanghai World Expo Coordination</p> <p>Address: Expo Mansion, 3588 Pudong (S) Rd., Shanghai, 200125 Contact person: Mr. Chen Xiaobo (+86.21.2206.2085) Ms. Yu Lei (+86.21.2206.2086) Fax: +86.21.2206.0311 Email: tech@expo2010.gov.cn</p>

A.2 Guide for “Online Pavilion Exhibition Proposal” Composition

Participants are required to deliver to the Organizer a brief description of the “Online Pavilion Exhibition Proposal”, and shall fill out the template of the “Proposal” according to the guidelines specified by the Organizer.

Notes on Proposal Submission

Please submit a hard copy of the “Online Pavilion Exhibition Proposal” in English, along with an electronic version in PDF format in CD-ROM, to the Expo Shanghai Online Program Office prior to July 31st, 2009.

The “Online Pavilion Exhibition Proposal” of the Browsing Pavilion can be substantially the same as that of the physical exhibition at Expo 2010 Shanghai China. In case the exhibited items existent in the physical exhibition are not to be displayed online, an explanation shall be given herein.

Aimed at demonstrating Participant’s expectations and ideas of the online exhibition of its Browsing Pavilion, and describing the exhibiting contents and forms, the “Online Pavilion Exhibition Proposal” is recommended to comprise the following three parts:

1. The contents and requirements of online pavilion

To introduce the online pavilion in terms of the designing concept, interior layout, etc.

2. Proposal for Exhibited items

To introduce the background information, designing concept, exhibit forms and effects of the exhibited items of this Browsing Pavilion.

3. Others

Matters not mentioned so far can be described herein.

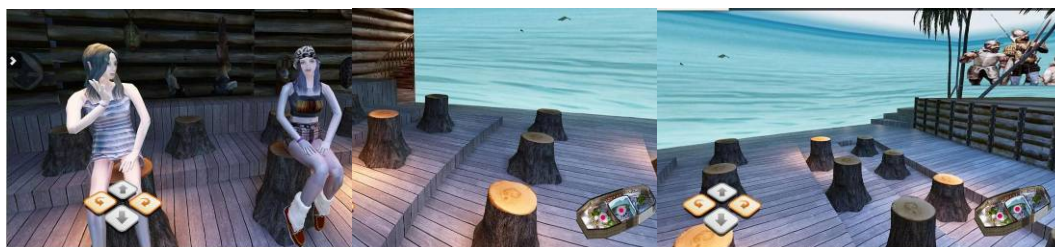
A.3 Example of an “Online Pavilion Exhibition Proposal”

Exhibition Proposal of Online Pavilion

Participant	XX
Date of Proposal Submission	June 26th, 2009
The Online Pavilion Exhibition Proposal of XX (Participant)	
I. Theme of the exhibition	
This Browsing Pavilion of XX will develop the theme of “The vital capital of openness, diversity, harmony and fortitude”.	
II. Goal of the exhibition	
To showcase the diverse urban life of the Pacific island countries featuring many different tastes and traditions, and to convey to the visitors the ideas of harmony, affiliation and common prosperity.	
III. Interior layout of the pavilion	
1. Pavilion division	
This pavilion is divided into two halls, respectively named as “Knowing the islands” and “The fabulous islands”.	
<i>Exhibition hall 1: Knowing the islands:</i> In this hall we expect to leave our online visitors with a comprehensive impression of the island countries scattered in the Pacific ocean, through concentrated exhibition on such three different levels as people, city and country.	
<i>Exhibition hall 2: The fabulous islands:</i> In this hall we expect to present to our online visitors the natural landscapes and the urban sceneries as well as the human cultures of the Pacific islands, to showcase in an all-round way the capital of vitality, openness, diversity, harmony and fortitude.	
2. Spatial layout	
The pavilion has two floors. The second floor is dedicated to the hall of “Knowing the islands” and the first floor to the hall of “The fabulous islands”. The spatial layout and design of each hall are shown below.	
<i>Hall 1 “Knowing the islands”</i>	<i>Hall 2 “The fabulous islands”</i>
3. Set-up of the pavilion interior	
Set-up of the interior of the hall 1	



Set-up of the interior of the hall 2



IV. Exhibited items

The exhibited items are set up to highlight the features of the island countries while maintaining a balance between the emphasized expression and the diversified exhibition. Focusing on the keynotes of hospitality, friendliness, cooperation, shared prosperity and common development, the exhibition will enable the audience to feast their eyes on the enchanting natural sceneries and human cultures and bear in their minds a wonderful memory of these fabulous islands.

1. Overview of the exhibited items

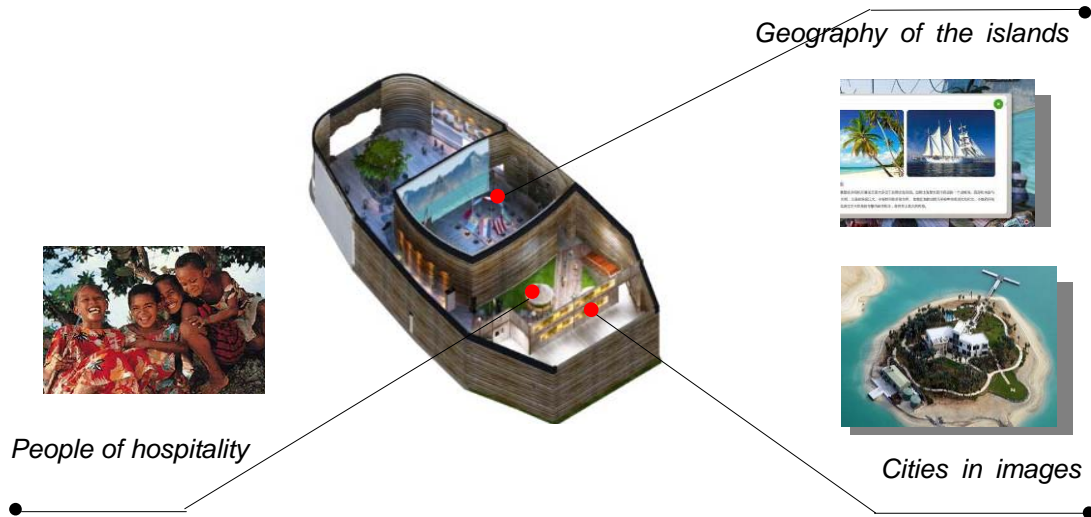
There are six exhibited items set up in this online pavilion:

No.	Exhibited item	Exhibits location
1	<i>Geography of the islands</i>	<i>Hall 1</i>
2	<i>Cities in images</i>	<i>Hall 1</i>
3	<i>People of hospitality</i>	<i>Hall 1</i>
4	<i>The arts of totem</i>	<i>Hall 2</i>
5	<i>Kaleidoscopic inhabitancies</i>	<i>Hall 2</i>
6	<i>The natural landscapes</i>	<i>Hall 2</i>

2. Illustration of the exhibited items set-up

The following two figures illustrate the positions of the six exhibited items in the pavilion.

Hall 1



Kaleidoscopic inhabitancies

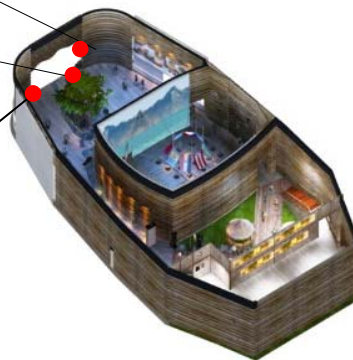


The natural landscapes

Hall 2



The arts of totem



3. Introduction to the exhibited items

A brief introduction is given to each exhibited item:

Exhibited item No. 1, "Geography of the islands"

This item will give online visitors the geographic knowledge of these Pacific island countries, i.e., their respective territories and locations, etc.



Exhibited item No. 2. "Cities in images"

An array of photos will show visitors the typical cities of these island countries in different historical times, which expatiate on the diverse urban structures, features and lifestyles.



Exhibited item No. 3. "People of hospitality"

Diverse cultural elements and the hospitable people of the islands will be showcased. Visitors will be able to experience the prosperous and harmonious co-existence of a diversity of traditions, such as arts, foods and inhabitanicies, which, reflects the great wisdom stipulated by its multi-cultural and multi-ethnic communities in the course of urban development.



Exhibited item No. 4. "The arts of totem"

This exhibit demonstrates to visitors a treasure among the various Pacific art forms—totem.



Exhibited items No. 5. "Kaleidoscopic inhabitancies"

Dwelling house is the essential architectural factor making up a city. The presentation of the many types of dwelling houses will introduce to the visitors the inherent architectural styles and philosophies of the Pacific islands.



Exhibited item No. 6. "The natural landscapes"

To show visitors the unique and charming natural landscapes of the Pacific island countries



Signature of the authorized representative of participant

XXX

Please Contact

Expo Shanghai Online Program Office,
Communication and Promotion Department,
Bureau of Shanghai World Expo Coordination

Address: Expo Mansion, 3588 Pudong (S) Rd., Shanghai, 200125

Contact person: Mr. Chen Xiaobo (+86.21.2206.2085)

Ms. Yu Lei (+86.21.2206.2086)

Fax: +86.21.2206.0311

Email: tech@expo2010.gov.cn

Appendix B: Notes on Content Materials for Online Pavilion Construction

Made in two parts, the “Notes on the Content Materials for Online Pavilion Construction” and “Submission of Content Materials for Online Pavilion Construction”, this Appendix aims to help Participants understand the content materials required for construction of a Browsing Pavilion, including the description, the purpose and the specifications.

B.1 Notes on Content Materials for Online Pavilion Construction

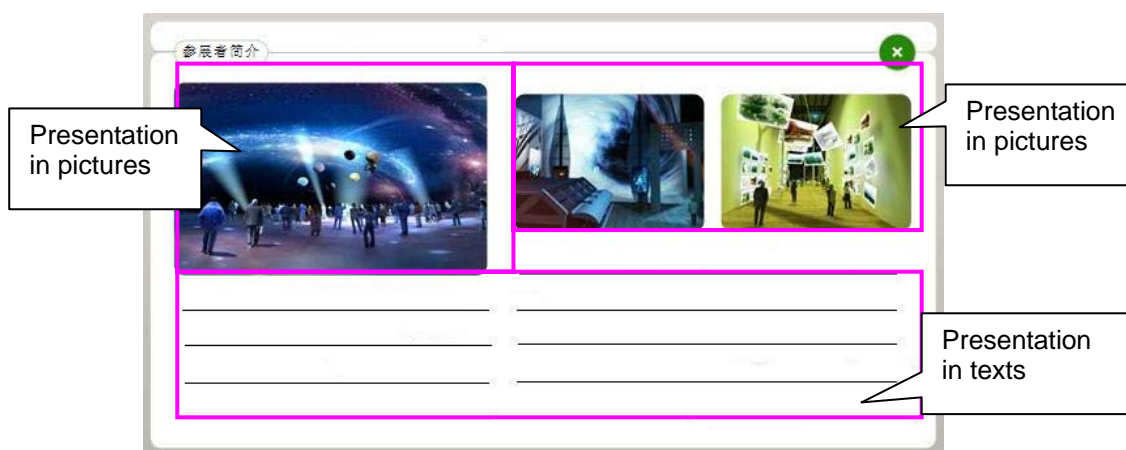
During construction of the Browsing Pavilion, the Participant shall provide content materials including the general information of the pavilion, the pavilion interior layout and the exhibited items. The Participant who designs and builds its own physical pavilion, or creates individualized decorations on its rented pavilions façade, is required to submit to the Organizer the relevant content materials of pavilion appearance. The general information of the pavilion includes introductions respectively to the Participant, the pavilion, events and souvenir. Information of the pavilion interior and the exhibited items will be used for production of the online pavilion and its exhibition. The Organizer is responsible for construction of Participant’s Browsing Pavilion.

The Browsing Pavilion offers both Chinese and English versions. Texts included in the delivered content materials shall be prepared in both languages.

An example of the completed Browsing Pavilion is shown as follows:

(1) Introduction to the Participant

Introduce the Participant in texts and pictures



(2) Introduction to the pavilion

Introduce the pavilion in texts, pictures or videos, regarding for example its exhibition theme and features.



(3) Introduction to the events

Introduce the events to take place in the online pavilion, regarding the contents, the meanings and the timetable, in the form of text, picture and video.



(4) Souvenirs

Introduce a variety of souvenirs offered to visitors in the form of text or pictures.



(5) Description of the pavilion spatial layout

Describe the pavilion interior in texts and pictures, including the spatial layout and designing pattern, etc.



(6) Description of the pavilion inner decoration

Describe the pavilion's inner decorations, such as decorating patterns and materials, lighting, etc.




(7) Description of the exhibited items

Describe the exhibited items in the form of text, pictures, videos, etc.

展项描述

名称: _____
编号: _____



图腾

图腾历史悠久，是原始艺术文化的一种特有形式。根据刻纹、材质的不同，用途也大相径庭，常被用来祭祀、装饰、收藏。图腾广泛运用夸张的手法，并不注重写实，而是试图展现一种自然的本性，具有强烈的节奏和动感，将粗犷与细腻巧妙的结合。其线条流畅，神态各异，栩栩如生，尽显浓郁民族风情和神奇的艺术魅力。图腾以其特有的艺术价值赢得巨大的国际声誉，是馈赠亲友的极品。

Presentation in text

Presentation in picture or video

Presentation in pictures

Table: The Content Materials for Online Pavilion Construction

No.	Deliverable		Quantity	Specifications	Usage
1	Introduction to the Participant	In texts	1	≤200 words	Introduce the general information of the Participant
		In pictures	>3	≥640x480, in JPEG format	Introduce the general information of the Participant
2	Introduction to the pavilion	In texts	1	≤200 words	Introduce the general information of the pavilion, e.g., exhibition theme, features, etc.
		In pictures	>5	≥640x480, in JPEG format	Display the pavilion outside appearance
		In videos	>2	≥640x480 in resolution, in AVI format	Display the visual effects of the pavilion
3	Introduction to the events	In texts	1	≤200 words	Introduce the events including the contents, timetable, meanings, etc.
		In pictures	>5	≥640x480, in JPEG format	Display the visual effects of the events
		In videos	>2	≥640x480, in AVI format	Display the live effects of the event sites
4	Introduction to the souvenirs	In texts	1	≤200 words	Introduce in brief the souvenirs
		In pictures	>5	≥640x480, in JPEG format	Display the visual effects of the souvenirs
5	Spatial layout of the pavilion	In texts	1	Describe in details please	Introduce the interior layout of the pavilion, e.g. the spatial layout, the designing pattern, etc.
		Concept drawings	Optional	≥640x480, in JPEG format	Display the visual effects of the pavilion interior space
6	Inner decorations of the pavilion	Design plans	Optional	≥640x480, in JPEG format	Design the pavilion interior. Plans may include drawings with plan, elevation and side views
		In texts	1	Describe in details please	Describe the inner decoration, ornament, lighting, materials, etc.
7	Appearance of the pavilion	In texts			
		Pictures of inner decorations	Optional	≥640x480, in JPEG format	Describe the visual effects of the inner decoration, ornament, lighting, materials, etc.
8	Exhibited items	Notes in texts	1	Describe in brief please	Describe the exhibited item including its meaning, history, purpose, etc.
		In pictures	>5	≥640x480, in JPEG format	Display of the visual effects of exhibited items
		In videos	Optional	≥640x480 in resolution, in AVI format	Describe the videos of the exhibited items

B.2 Submission of Content Materials for Online Pavilion Construction

Participants are responsible for providing the content materials for online pavilion construction, which shall be packaged by category and submitted in the form of CD-ROM or via channels specified by the Organizer prior to August 31st, 2009.

List of construction material of Online Pavilion

No.	Deliverable	Quantity	File Path / File Name
1	Introduction to the Participant	In texts	
		In pictures	
2	Introduction to the pavilion	In texts	
		In pictures	
		In videos	
3	Introduction to the events	In texts	
		In pictures	
		In videos	
4	Development of the representative city	In texts	
		In pictures	
5	Introduction to the souvenirs	In texts	
		Concept drawings	
6	Spatial layout of the pavilion	Design plans	
		In texts	
7	Inner decorations of the pavilion	In texts	
		Pictures of inner decorations	
8	Exhibited items	Notes in texts	
		In pictures	
		In videos	

Appendix C: Confirmation Sheet for Online Pavilion Launch

Confirmation Sheet for Online Pavilion Launch

We hereby confirm acceptance of the effect of the online pavilion pre-launch on
____DD____MM____YY, and grant permission to the Organizer to officially launch the
online pavilion on the Expo Shanghai Online platform on May 1st, 2010.

Participant:_____

Signature of the authorized representative of the participant:_____

Appendix D: Application for Online Pavilion Updates

Application Form for updating content in Online Pavilion

Participant				
Date of Application				
Plan of Online Pavilion Updates	Description of Updates	Timetable of Updates		
		Y	M	D
		Y	M	D
		Y	M	D
		Y	M	D
		Y	M	D
		Y	M	D
		Y	M	D
		Y	M	D
		Y	M	D
		Y	M	D
		Y	M	D
Signature of the authorized representative of the Participant				
Date of Submission of Application for Updates	Y	M	D	
Please send to	Expo Shanghai Online Program Office, Communication and Promotion Department, Bureau of Shanghai World Expo Coordination Address: Expo Mansion, 3588 Pudong (S) Rd., Shanghai, 200125 Contact person: Mr. Chen Xiaobo (+86.21.2206.2085) Ms. Yu Lei (+86.21.2206.2086) Fax: +86.21.2206.0311 Email: tech@expo2010.gov.cn			

Appendix E: List of Materials for Online Pavilion Updates

List of Materials for Online Pavilion Updates

No.	Deliverable	Quantity	File Path / File Name
1	Introduction to the Participant	In texts	
		In pictures	
2	Introduction to the pavilion	In texts	
		In pictures	
		In videos	
3	Introduction to the events	In texts	
		In pictures	
		In videos	
4	Development of the representative city	In texts	
		In pictures	
5	Introduction to the souvenirs	In texts	
		Concept drawings	
6	Spatial layout of the pavilion	Design plans	
		In texts	
7	Inner decorations of the pavilion	In texts	
		Pictures of inner decorations	
8	Exhibited items	Notes in texts	
		In pictures	
		In videos	