

September 15, 1998

Mr. Howard Latham  
Moore Data Management Services  
100 Washington Square  
Suite 1000  
Minneapolis, MN 55401

Dear Howard,

Thanks for taking the time to meet with Scott Lewis and me last Thursday. It was useful for us to get a better sense of how PictureWorks can add value to the experience realtors have using MLS/Xplorer.

Attached is a proposal of how we can work with you to help Moore Data achieve its goals. Please consider this proposal as a draft to be revised as necessary to better meet your needs.

We will do our very best to help real estate agents get the most out of MLS/Xplorer. We look forward to working with you on this project.

Sincerely,

Terrell W. Anderson

PROJECT PROPOSAL

**CREATING A PILOT PROGRAM TO INTEGRATE  
*PREPARE & POST* INTO MOORE DATA'S MLS/Xplorer**

MOORE DATA MANAGEMENT SERVICES

September 15, 1998

**PictureWorks Technology, Inc.**

## **CREATING A PILOT PROGRAM TO INTEGRATE *PREPARE & POST* INTO MOORE DATA'S MLS/Xplorer**

This proposal outlines how PictureWorks Technology, Inc. (PWT) will work with Moore Data Management Services to integrate the *Prepare & Post* image acquisition system with MLS/Xplorer. The first phase of the program and the one under discussion here is to create a pilot program to launch at this year's NAR convention to measure MLS' interest in *Prepare & Post*:

- Background
- Scope and Objectives
- Approach
- Deliverables
- Timing and Fees

### **BACKGROUND**

Moore Data is in the midst of launching MLS/Xplorer, a Web-based interface that real estate agents can use to search data and images in MLS databases. This professional tool will enable an agent to use this data to create more effective presentations to potential buyers.

Under development for the past 18 months, MLS/Explorer is being kicked off in Atlanta at NAR and will be rolled out to an additional six sites immediately thereafter. Although the structure of MLS/Xplorer is in place, there is an opportunity add to it additional features that will make it even more attractive to potential buyers.

Currently, seven MLSs have signed up for MLS/Xplorer. Moore Data Management Services believes that once MLS/Xplorer is launched and used successfully, that many additional MLSs will sign up for the program.

Moore Data believes that *Prepare & Post* will enhance the value of MLS/Xplorer by adding an easy way to submit images to the system. Although it is possible to submit multiple images to MLS systems today, it is rarely done because of the expense, difficulty, and low image quality. *Prepare & Post* makes submitting high quality images fast and easy.

### **SCOPE AND OBJECTIVES**

PictureWorks Technology will create a pilot product integrating *Prepare & Post* with MLS/Xplorer. The specific objectives of this project are to have a working prototype at NAR so that Moore Data Management can measure the level of interest its MLS partners have in a simple way to add images to its database.

Based on the success of the pilot, PictureWorks will fully integrate *Prepare & Post* with MLS/Xplorer so that it can be offered as an additional component of MLS/Xplorer.

## APPROACH

PictureWorks will create a customized version of *Prepare & Post* that

- will conform to the “look and feel” of MLS/Xplorer, and
- will be integrated functionally with the MLS/Xplorer.

## DELIVERABLES

***Prepare & Post.*** *Prepare & Post* software from PictureWorks Technology makes it easy to post images to a Web site. It is “drag and drop” simple.

*Prepare & Post* is an integrated imaging product that is comprised of both client and server components. *Prepare & Post* provides the realtor with a one-step digital picture submission tool that is accessed from an Internet Browser. The tool organizes, labels, and groups digital images which are then submitted to a server. User interaction with the digital picture submission tool is based on the simplicity of drag and drop. The client tool transparently handles the packaging of the images for sending as well as the specification of all required destination information. The server manages requests for the picture information and serves the photos to the user in the most interactive and efficient way possible. Users may select the image they wish to view and zoom in for more detail.

Until *Prepare & Post*, posting images to a database has been a difficult, time-consuming task that has been done only by the most expert computer users. No longer. Now even novice computer users can drag and drop images into a Web site without having to deal with complicated issues such as file formats, resizing, color depth, and transfer protocols.

Listings on Moore Data’s MLS systems can be enhanced with a variety of pictures that will help qualify prospective buyers. Agents listings, complete with high quality color photos, will be available to the thousands of realtors using the Internet every day. No one else has made submitting pictures to an MLS system this easy.

The benefits of an easy way to put images on the Web are many:

- Attract users with picture-rich real estate sites
- Make your listing or site look better and attract more agents than your competitors
- Post images easily, without learning any special software or programming

- Total accuracy in matching pictures with property data regardless where either is stored
- Secure storage and delivery of millions of pictures without additional burden to existing systems

**Server environment.** PictureWorks will integrate *Prepare & Post* with Moore Data's computing environment. PictureWorks Technology will host the images created by *Prepare & Post* and serve them when a user requests one of the images.

PictureWorks' technical staff will work closely with Moore's technical staff to address the many technical issues that must be resolved to complete the project including:

- Server Operating environment (e.g. Windows NT)
- Browsers and versions supported
- Image formats supported (e.g. JPEG, BMP, GIF)
- Languages supported

**Training and technical support.** PictureWorks will provide direct telephone and e-mail backup support to Moore Data Management's customers. PictureWorks will also provide training to *Prepare & Post*-enhanced MLS/Xplorer agents on a case-by-case basis. PictureWorks has a variety of curricula available to help agents integrate imaging into their marketing campaigns. PictureWorks will create a custom program in concert with Moore to meet the agents' needs.

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## TIMING AND FEES

**Project Schedule.** PictureWorks' development schedule will be designed to have a working prototype available to demonstrate at the NAR show in Anaheim. The specific timetable will be determined after our development group has spoken with the technical group at NAR. The specific features that Moore requires will also have an impact on the development schedule.

**Fees.** The pricing structure for a prototype integration of *Prepare & Post* with MLS/Xplorer will be about \$25,000. The fee will be based on our cost for development and will be determined more accurately once the specific details of the prototype have been agreed.

Scott Lewis 8/24/98 12:08 PM  
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A financial proposal for custom development and integration will be prepared after a technical assessment has been completed.

Pricing for training and support will be priced separately.

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