



CameoCast™ User's Guide

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Chapter 1

Getting Started With CameoCast™

Welcome to the CameoCast™ Network! You will find your experience on the CameoCast™ Network to be unlike anything you've ever experienced before. Your PC will be transformed into an entertainment and information hub, transcending the usual pipelines and alleyways that most users have to navigate through to get anything worthy from their PCs. The beauty of CameoCast™ is that it comes to you – from the moment you turn your PC on until the time you turn it off. Best of all, as a CameoCast™ member, you'll be part of a burgeoning community that is in step with continuously updated and stimulating content.

As a Beta Tester, you probably heard about us through one of the following channels:

- Cameo™ associates
- Western Digital associates
- Friends and/or family members
- Business partners
- Special network offer

What Is CameoCast™

CameoCast™ is a proprietary software application that resides on the hard drive of your PC and allows content to be politely sent to the hard drive. It provides the capability to display dynamic images and multimedia presentations during a system's idle times, i.e. start-up, screen saver and shut-down modes. What makes CameoCast™ unique is that it does not stream its content from an outside source or connection; it draws content directly from your system. The content is politely pushed onto your hard drive in the background during an online experience. In other words, while you're checking your e-mail or making a purchase from your favorite e-tailer, updated and customized content loads on your hard drive for future viewing. Then, when your system is idle, CameoCast™ kicks into gear and displays the content without the bump and grind associated with streaming media.

How CameoCast™ Works

Typically, when you turn on your PC, it's a waiting game. While a series of numbers and letters scurry across your screen and a cloud aimlessly floats by, the majority of users sit and stare at the screen, waiting for their operating system to be loaded. This is where CameoCast™ comes in.

Instead of the waiting, CameoCast™ starts the minute you turn on your PC. During your computer's BIOS check you'll immediately start viewing shows that are fun, informative and entertaining. The list of shows available for you to view is updated every time you go online. You also have the ability to click on the CameoConsole icon (see Chapter 2), where you're able to customize your viewing experience by specifying which shows you want to watch, save, send to a friend, or delete.



Installing CameoCast™

In order to install and use CameoCast™, your system must meet the following requirements:

PLEASE NOTE: You must have IE 4.0 or higher installed on your system in order to download and install CameoCast™.

System Requirements

PC (Windows-based)

The minimum system requirements to receive posters is as follows:

- 133 MHz Pentium processor
- 32 MB of RAM
- 1 GB hard drive
- 64-bit video card with 2 MB video RAM
- Windows 95 OS R2
- Display resolution 800 x 600, 16-bit (32,768) color minimum
- 33.6Kbps modem
- Internet connection
- Web browser (you must have IE 4.0 or higher installed on your system in order to download and install CameoCast™)
- Microsoft®Media Player 6.4 or newer

In order to experience the multimedia features of CameoCast™, you will need:

- 200 MHz MMX Pentium processor
- 32 MB of RAM
- 1 GB hard drive
- 64-bit video card with 2 MB video RAM
- 16-bit sound card
- Windows 95 OS R2
- 56Kbps modem
- Display resolution 800 x 600, 16-bit (32,768) color minimum
- Internet connection
- Web browser (you must have IE 4.0 or higher installed on your system in order to download and install CameoCast™)
- Microsoft®Media Player 6.4 or newer

At this time, CameoCast™ is currently not Macintosh compatible.



CameoCast™ Installation

Depending on how you heard of us, there are a few different ways you can install CameoCast™.

To install CameoCast™ through the website

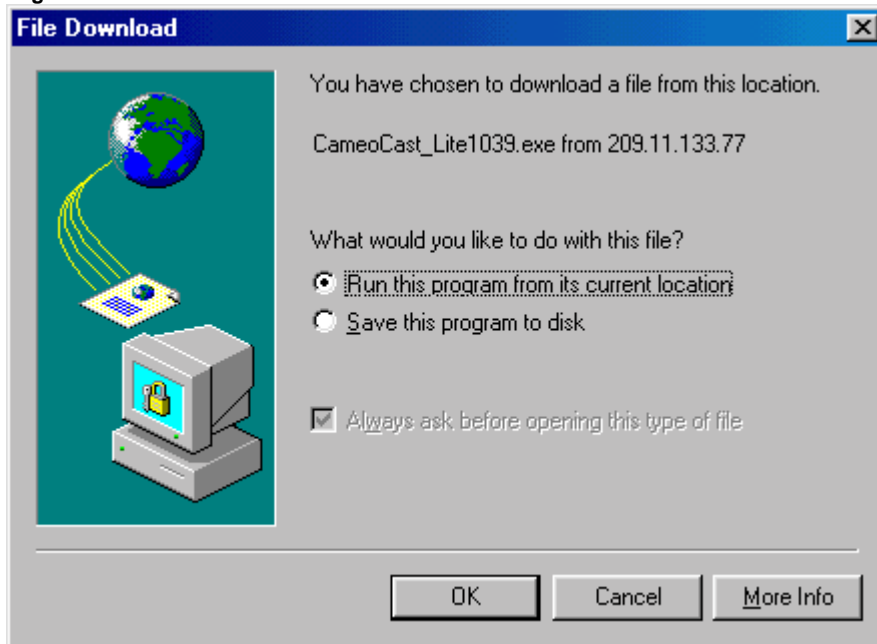
- (1) Close any open applications or programs that are currently running on your system.
- (2) In your web browser, go to the Cameo Beta website (<http://209.11.133.76/betamain/>) and select the *Download* button from the top navigation bar.
- (3) Based on your connection type you can select:
 - (a) **Full Install** – Recommended for users with high speed/broadband Internet access only. This should take approximately 15 minutes on a DSL/cable connection.
 - (b) **Lite install** – Recommended for users with dial-up Internet access. It routinely takes less than two minutes to download the lite installer. During subsequent online experiences, the remainder of the file will download in the background. Once CameoCast™ is completely loaded onto your system, a Cameo icon will appear on your desktop. When you click on the icon, you will be prompted to complete the installation process.
 - (c) **Request a CD.**

Lite install

There are basically two ways to initiate the lite install. For purposes of simplicity, we will illustrate how to run the program from its current location.

Run the program from its current location

Figure 1.1



Click OK to continue

Figure 1.2

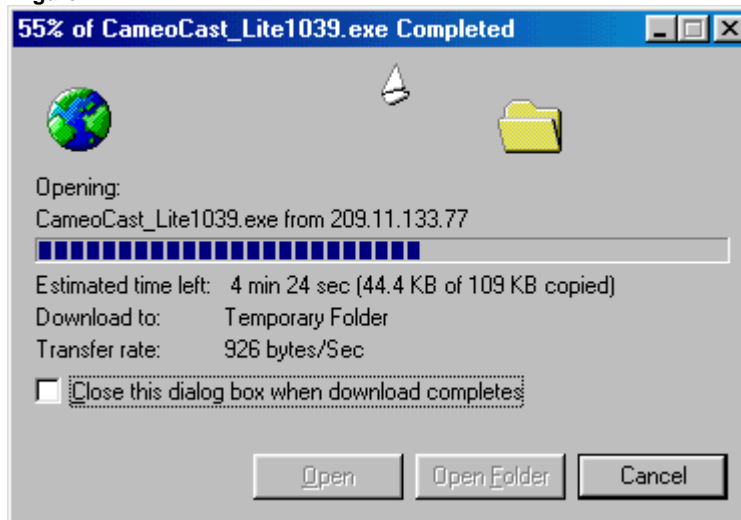
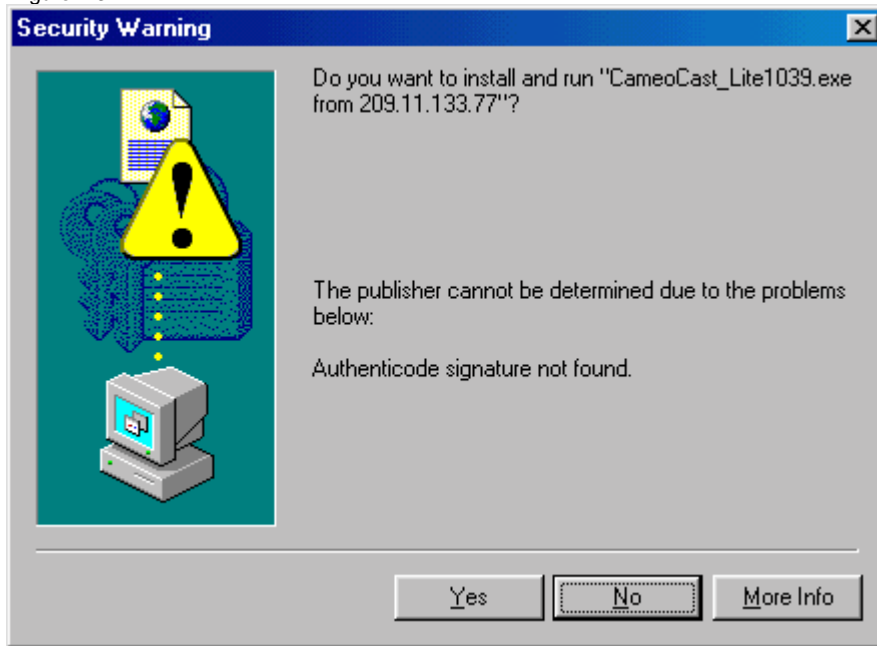
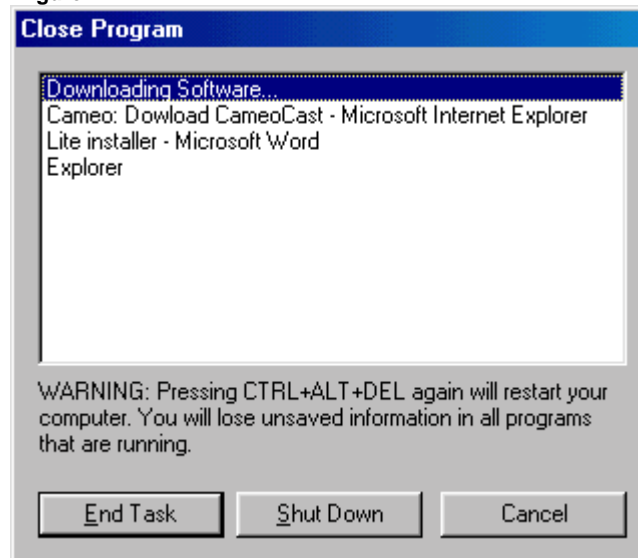


Figure 1.3



Depending on the type of browser you have, you may get a Security Warning (see Figure 1.3) indicating that VeriSign has not officially authenticated the file you are downloading for downloading. As we are still in the Beta stages of our product development, this warning is merely a formality and should not deter anyone from proceeding to download the file. Click Yes to continue.

Figure 1.4



By pressing Ctrl + Alt + Delete you can see the software downloading in the background (see Figure 1.4). The program will load in the background over time – depending on the

speed of your connection. Wait for the flash message (see Figure 1.5) to appear in the lower right corner of your screen to begin the installation.

Figure 1.5



When the flash message pops up, you will be prompted to install CameoCast™. You have the option of clicking on *Install Now* button -- which will open up a bigger screen (see Figure 1.6) confirming a successful download – or the *Remind Me Later* button, which will temporarily remove the flash message from your desktop. The flash message will continue to make intermittent appearances until you install CameoCast™.

Figure 1.6



At this point you can install CameoCast™ whenever you're ready.

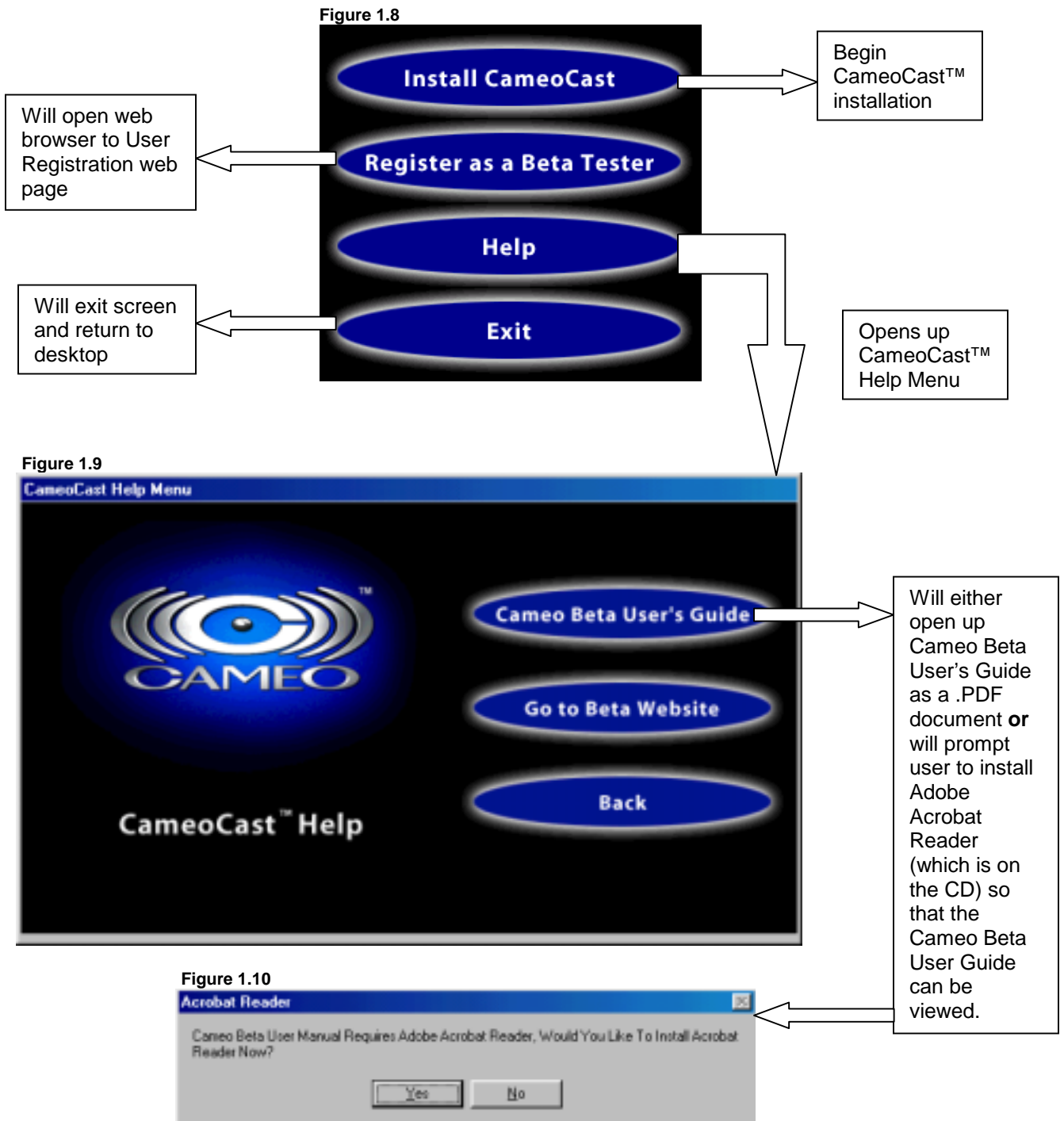
To install CameoCast™ with a CD

Once you insert the CameoCast™ CD, there are three different ways in which it will activate:

- (1) It will launch automatically, opening up the CameoCast™ Install screen as illustrated in Figure 1.7.
- (2) You can double-click on the **My Computer** icon on your desktop, locate and double-click the Cameo icon, opening up the CameoCast™ Install screen as illustrated in Figure 1.7.
- (3) You can click the Windows **Start** button in the lower left corner of your screen, point and click **Run**, browse to your CD-ROM drive, locate and double-click *CameoCast.exe*, opening up the CameoCast™ Install screen as illustrated in Figure 1.7.

Figure 1.7





NOTE: Upon clicking *Install CameoCast™* button, an automatic sweep will take place to check and see which, if any, versions of Microsoft® Internet Explorer (IE) and Windows Media Player are on your system. There are various degrees and levels to this process.



First, a check for an IE version between 4.0 and 5.5 (but not 5.0 service pack 1) will take place, followed by a check for any version Windows Media Player.

- If the version of Windows Media Player is less than 6.4, a message box reports current user version, clarifying the minimum requirement of version 6.4, and offers to install the latest 7.0 version.
 - If the user declines the upgrade, the CameoCast™ Installation process will end.
 - If the user accepts the upgrade, the process of installing a new version of Windows Media Player will take place.
- If the version of IE is below 4.0, a check for Windows Media Player, version 6.4 or newer takes place. Cameo will then offer to upgrade/install the latest of both applications.
 - If the user declines the upgrades, the CameoCast™ Installation process will end.
 - If the user accepts the upgrades, the process of installing the new versions of IE and Windows Media Player will take place.
- If IE is 5.0-service pack 1, a message box pops up, offering three options:
 - **Instructions on how to make setting change:** If selected, an HTML page with a full set of instructions will be launched.
 - **Upgrade IE to 5.5:** If selected, Installation program will open.
 - **Cancel:** Will close box and return to previous screen.

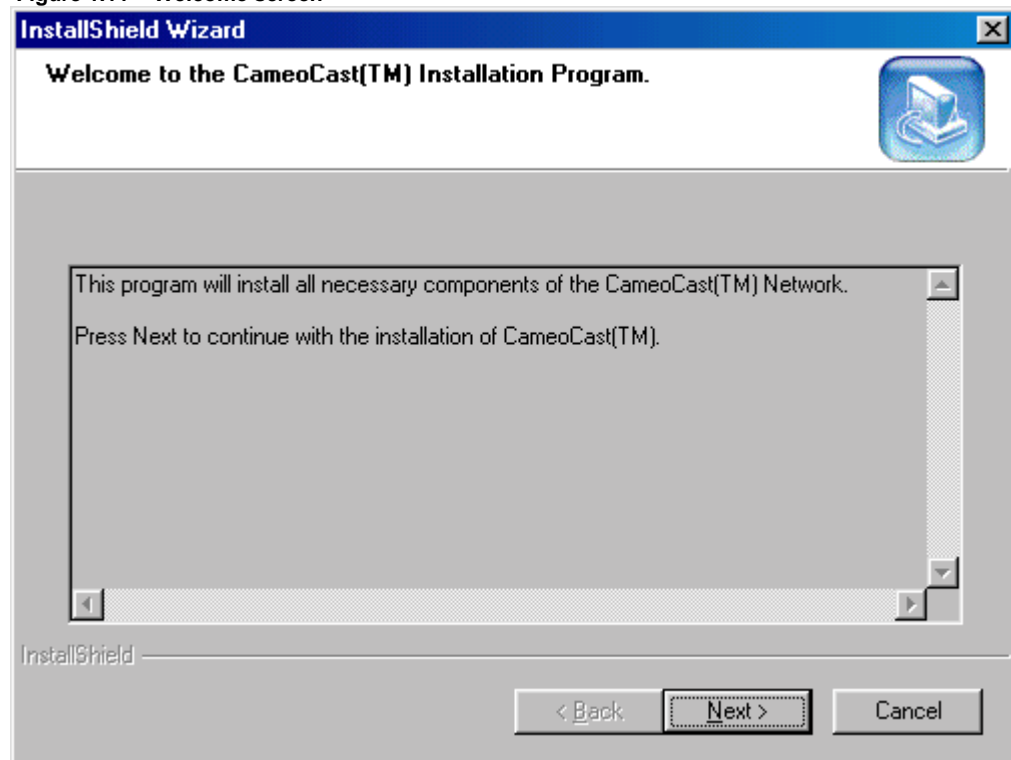
To install CameoCast™ through a Network Offer

You need to select that you are interested in loading CameoCast™. Then you will be prompted to begin the CameoCast™ installation. Just follow the outlined steps.

Begin the CameoCast™ Installation Process

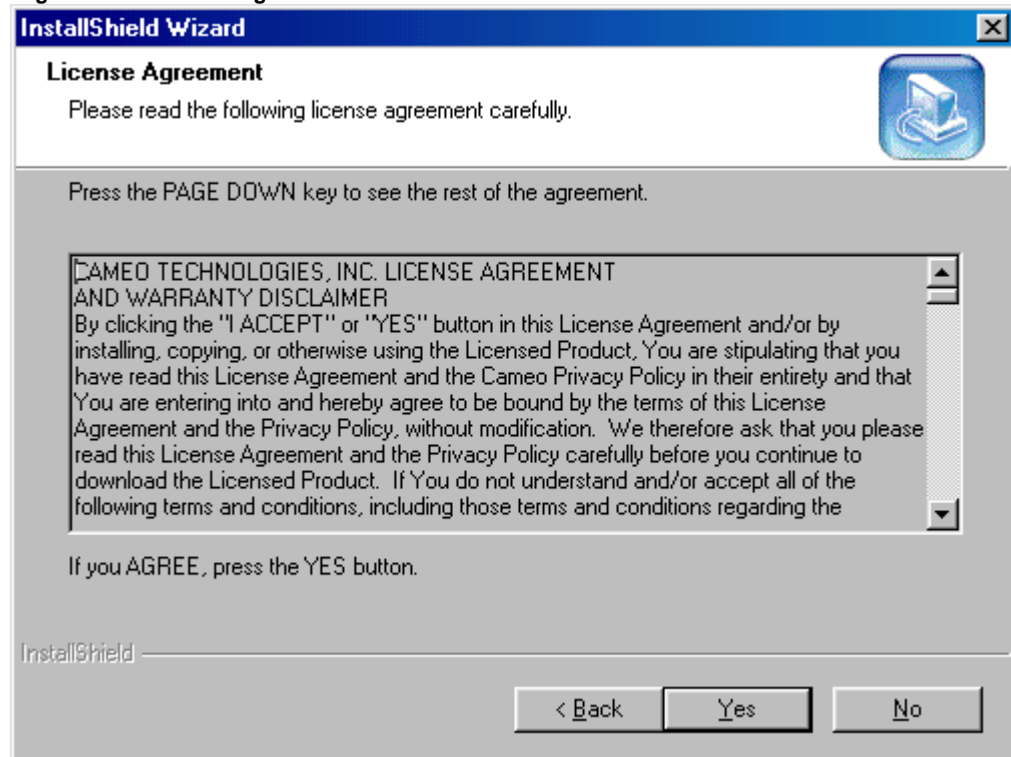
- (1) The InstallShield Wizard (Figure 1.11) welcomes you to the CameoCast™ installation process. It is important to follow the instructions that appear on your screen, and read thoroughly through each step to ensure a clean and proper installation. Figures 1.12, 1.13, 1.14, 1.15 and 1.16 illustrate each step of the process.

Figure 1.11 – Welcome screen



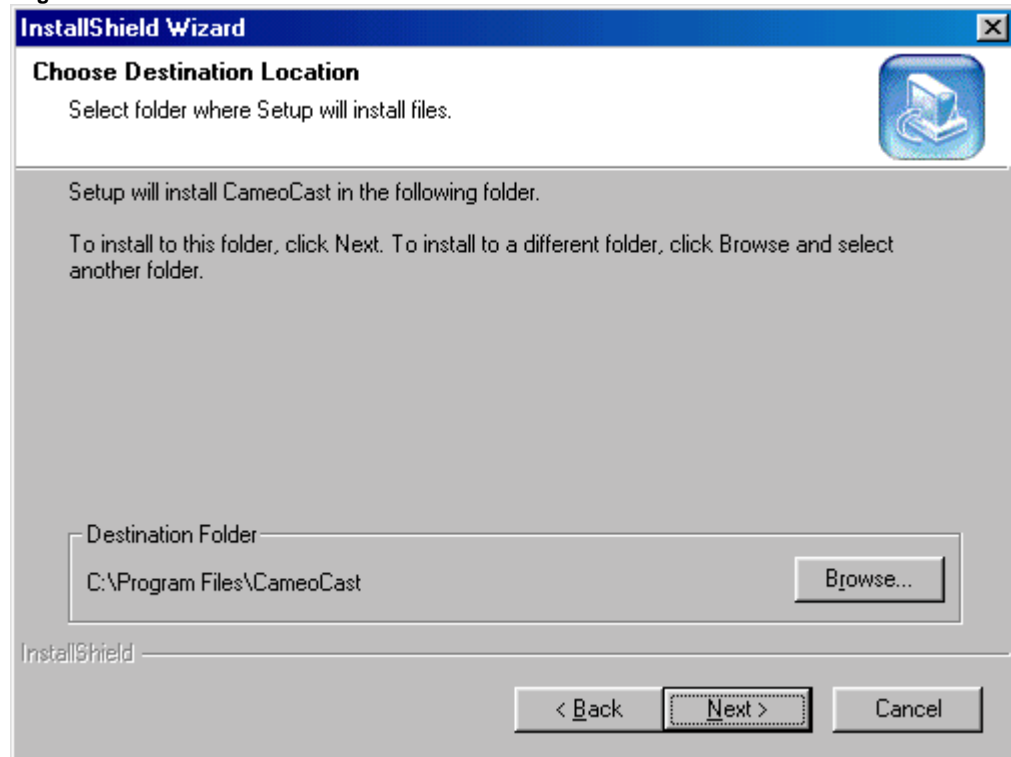
Click Next > to continue.

Figure 1.12 – License Agreement screen



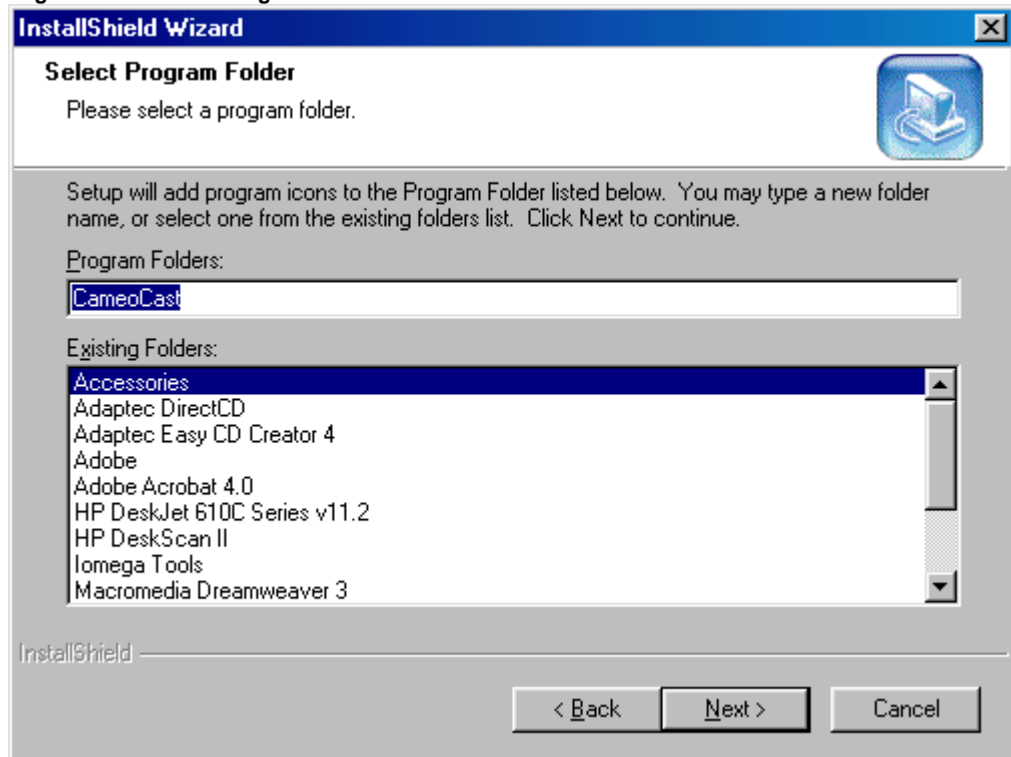
Scroll to read. If you agree with the License Agreement, click Yes to continue.

Figure 1.13 – Destination Location screen



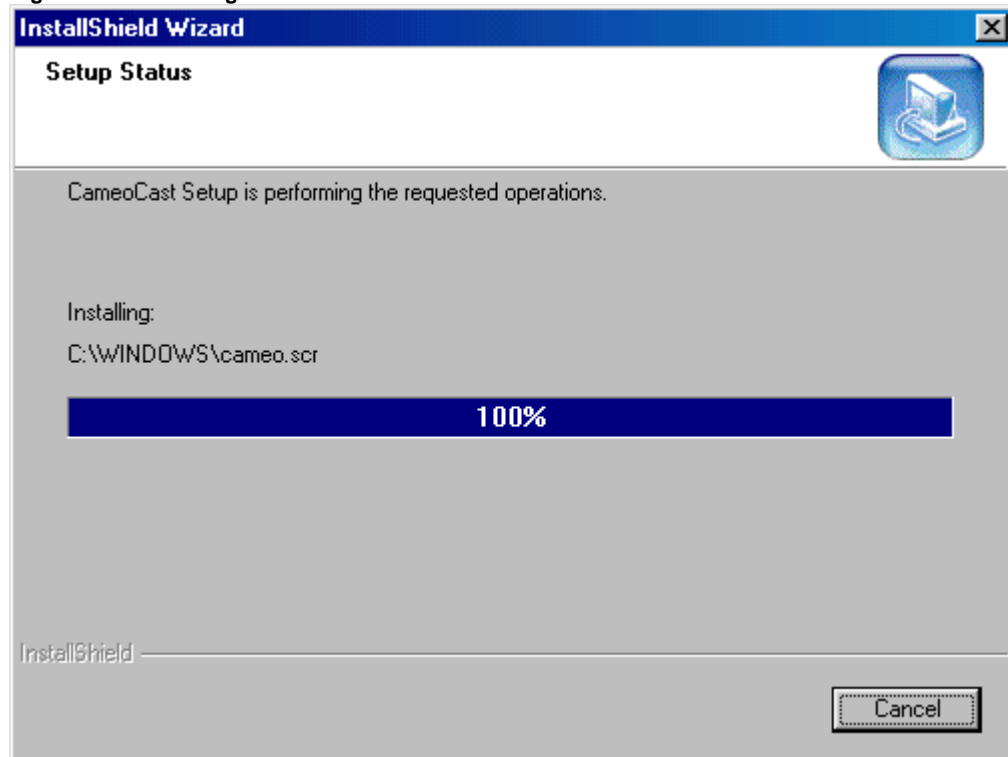
Click the *Browse* button to install CameoCast™ in another directory or click Next > to continue.

Figure 1.14 – Select Program Folder screen



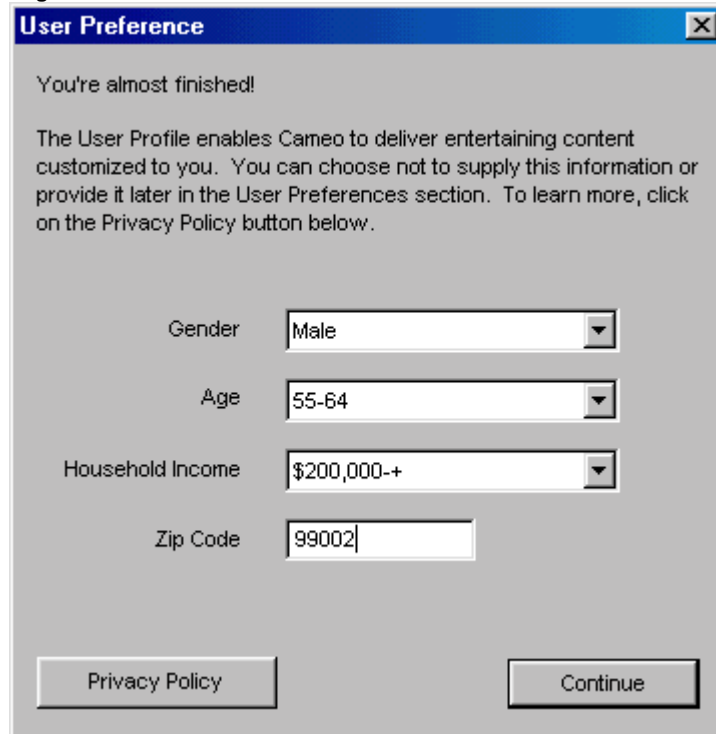
Click Next > to continue.

Figure 1.15 - Installing screen



- (2) During installation, you will also be asked to fill out a *User Profile* (Figure 1.16). By filling out the User Profile, CameoCast™ can customize your viewing experience more precisely. You also have the option of updating your User Profile at a later time under the *User Preferences* tab of the CameoConsole™. Of course, you can remain anonymous if you so choose.

Figure 1.16



User Preference

You're almost finished!

The User Profile enables Cameo to deliver entertaining content customized to you. You can choose not to supply this information or provide it later in the User Preferences section. To learn more, click on the Privacy Policy button below.

Gender: Male

Age: 55-64

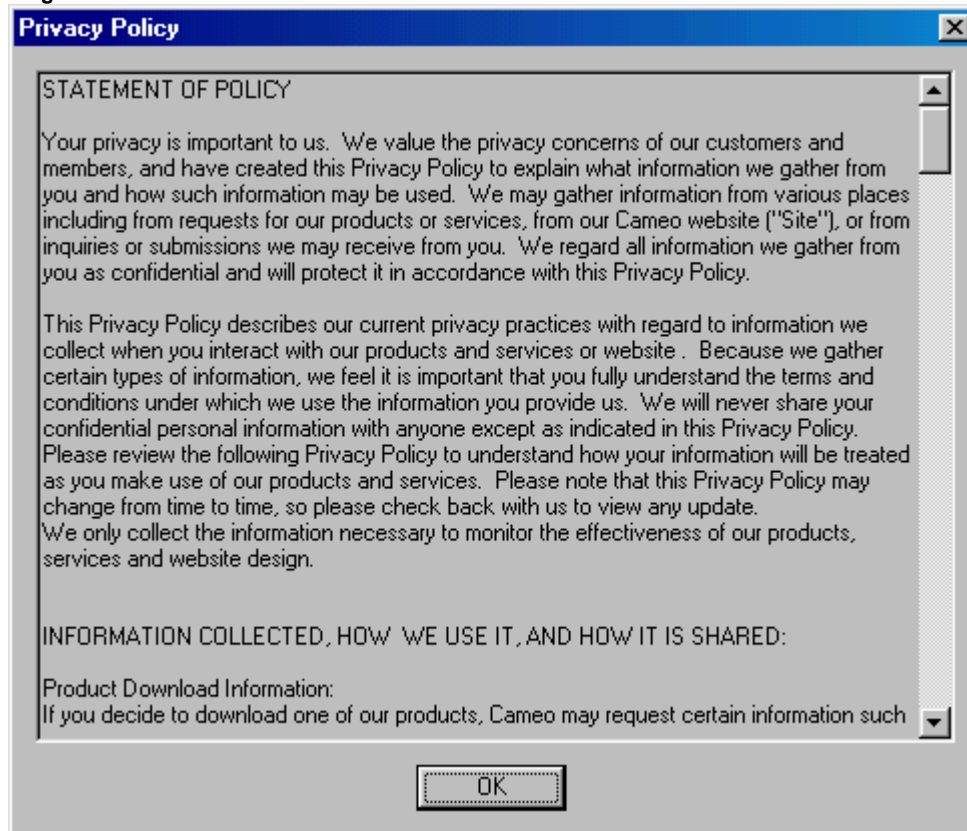
Household Income: \$200,000-+

Zip Code: 99002

Privacy Policy Continue

- (3) If you are concerned about privacy, you can review the Privacy Policy (Figure 1.17) by clicking on the *Review Privacy Policy* button in the lower left-hand portion of the *User Profile* box. You can also go to your web browser and click on <http://209.11.133.76/betamain/privacypolicy.asp> for a statement of Cameo's Privacy Policy.

Figure 1.17



- (4) Before the installation is complete, you will be asked if you would like CameoCast™ to be your default screen saver (Figure 1.18). By clicking Yes you will be able to enjoy your CameoCast™ experience during screen saver mode as well as during start-up and shut-down. If you chose No you can always manually change it CameoCast™ at a later time.

Figure 1.18

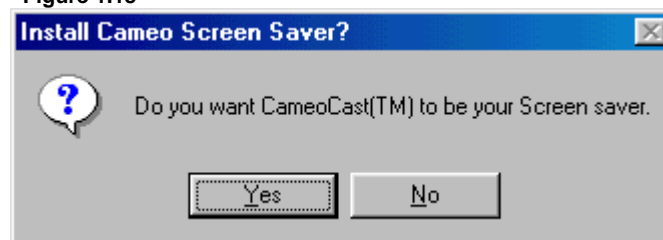
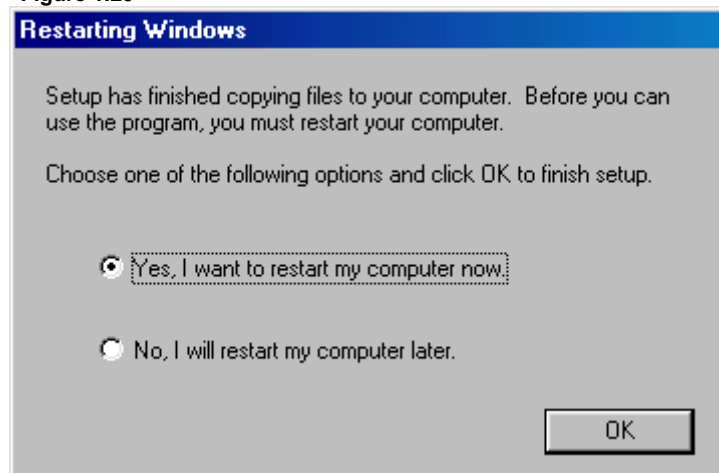


Figure 1.19



- (5) Upon successful installation, you will be asked to restart your computer (Figure 1.20). Although you have the option to select *No, I will restart my computer later*, it is advisable that you select *Yes, I want to restart my computer now* to ensure a clean and thorough installation.

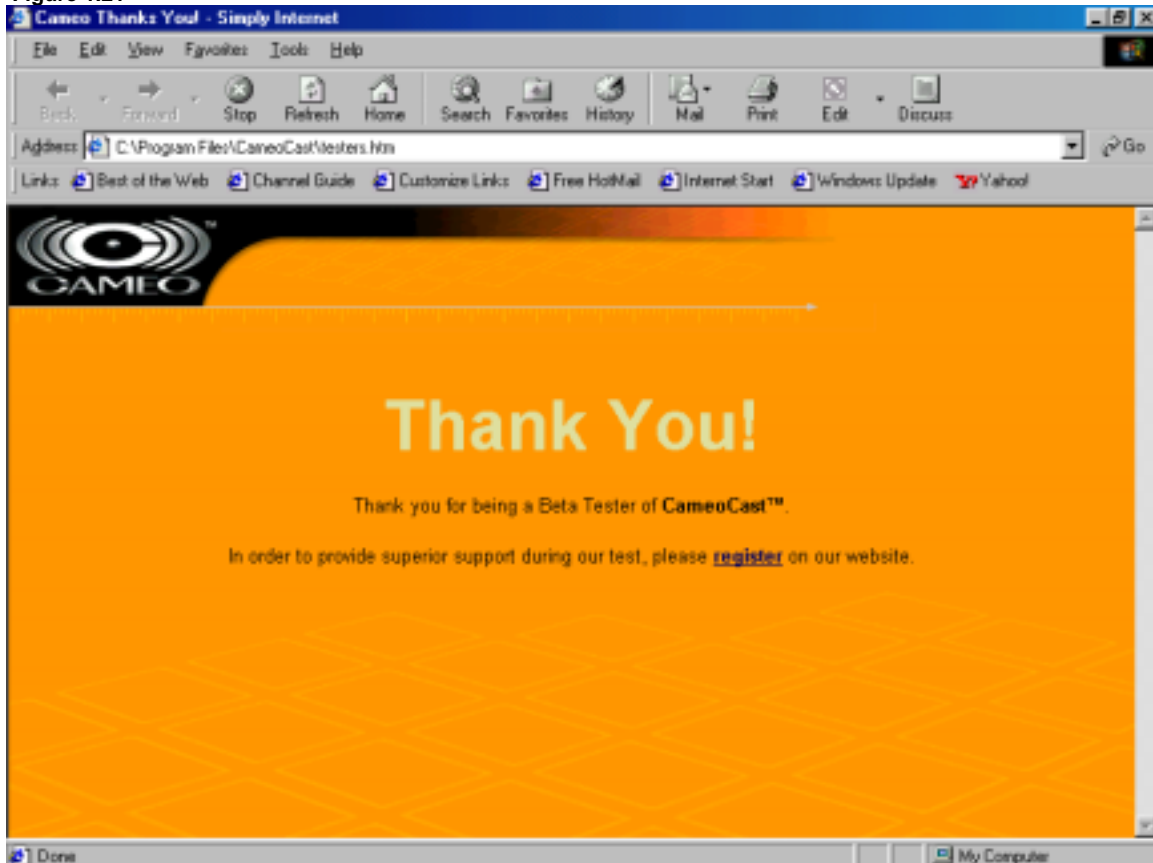
Figure 1.20



Final Pointers

If and when you re-boot your system, you will have a chance to view two shows included with the CameoCast Installation software during your system's start-up sequence. Once your desktop is up and running, your web browser will open to an offline Cameo web page, thanking you for installing CameoCast™ (Figure 1.21). At this time, you can go online, register and start accumulating additional content.

Figure 1.21



When you want to start customizing your CameoCast™ experience, you should be able to click on a CameoConsole icon (Figure 1.22) that was placed on your desktop upon successful installation. If you prefer, you can click on the Windows **Start** button in the lower left corner of your screen. From there, point to **Programs**, then point to **Cameo**, and click on **CameoConsole**. There is detailed information on how the CameoConsole works in Chapter 2.

Figure 1.22





User Profile

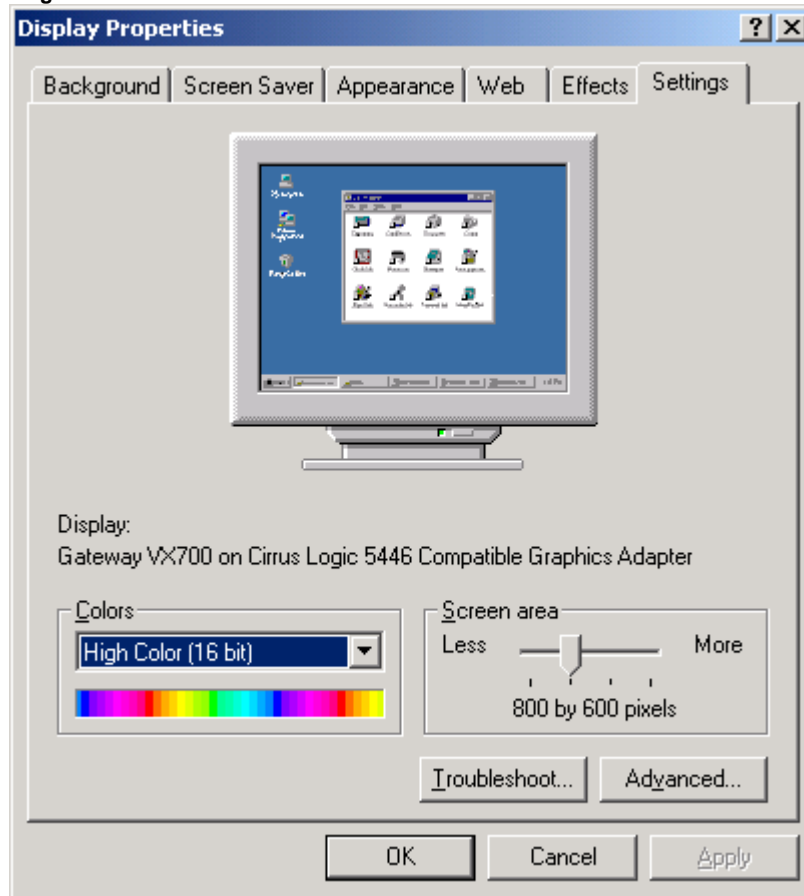
Within the *User Profile* window you will be asked to indicate your gender, age group, income group and zip code. By filling out the User Profile it allows you to receive shows targeted specifically to you. The benefit of providing an accurate and complete profile is that you'll be able to receive content more closely tailored to your needs and interests.

A User Profile also helps us in determining future programming choices for our general viewing audience. Of course, if you don't want to provide information for a certain category or any information at all, you have the option of remaining anonymous. As stated in our privacy statement, this information is not specifically or personally identifiable.

Cameo Screen Settings

When you run CameoCast™ you should have your screen properties set to a minimum screen area of 800 x 600 pixels and 16-bit color. If you need to readjust these settings, click the Windows **Start** button, point to **Settings**, and then point and click **Control Panel**. From there, double-click the **Display** icon and the **Display Properties** box will open (Figure 1.23). Click on the **Settings** tab and drag the slider in the **Screen Area** box (on the right) until you see the settings are at 800 by 600 pixels. To readjust the color, go to the drop-down menu in the **Colors** box (on the left) until you see *High Color (16-bit)*. Highlight and click OK at the bottom to save the settings.

Figure 1.23



CameoCast™ Service and Support

As a service to our Cameo Beta testers, we're providing several ways for you to get the help and support you need as well as a way to voice your thoughts, issues and opinions on our product.

1. Consult the Cameo Beta website (<http://209.11.133.76/betamain/>) and click on links for product information, support, FAQs or our privacy statement.
2. Dial (949) 672-6288 to speak directly to a support agent – 24 hours a day / 7 days a week.
3. Customer Support e-mail at support@cameo.com.
4. *Report Issues* form posted on the Beta website (<http://209.11.133.76/betamain/>) – Complete and submit it to us, indicating that something's not right.
5. *Suggestions & Comments* form posted on the Beta website (<http://209.11.133.76/betamain/>)– Tell us what you really think of the CameoCast™ Network.

Chapter 2

Using CameoCast™

CameoCast™

Figure 2.1



CameoCast™ is where all the action takes place. When CameoCast™ opens up, a show will begin to play. At this point, you can: a) View the show in its entirety; b) Find out more about the show with regards to links to related websites; c) Send information about the show to a friend; d) Skip the show; e) End the show to exit directly to your desktop; f) Pause the show; g) Restart the show; h) Rate the show on a scale of 1 to 5.

CameoCast™ automatically plays during your system's idle periods (start-up, screen saver or shut-down). Once your desktop comes up and you wish to view shows and/or begin customizing your CameoCast™ experience, you should be able to click on a CameoConsole icon that was placed on your desktop upon successful installation (see Figure 2.2). If you prefer, you can click on the Windows **Start** button in the lower left corner of your screen. From there, point to **Programs**, then point to **Cameo**, and click on **CameoConsole**.

Figure 2.2



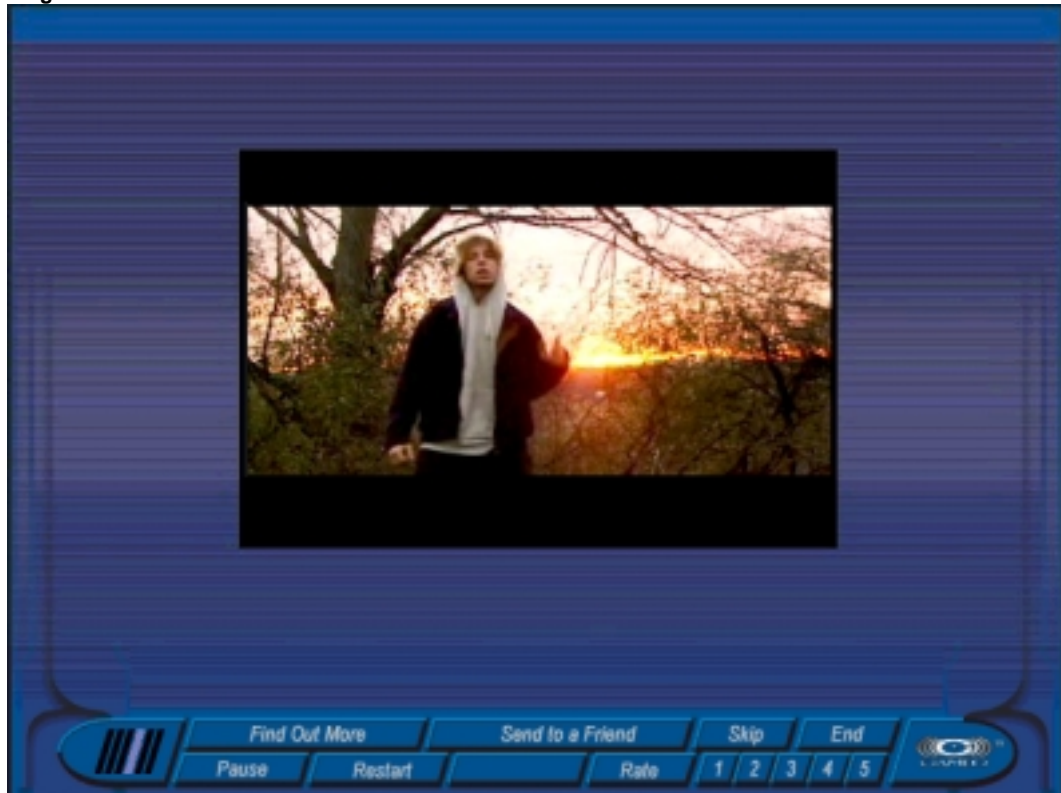
Start-up

When you start your computer, and after your PC's BIOS runs, the CameoCast™ Network will kick in with a non-interactive, static poster. A typical non-interactive static poster is displayed in Figure 2.3. Alternately, while your video and sound drivers are activated during the BIOS check, your CameoCast™ experience may become a little more fulfilling. You may be able to interact with the poster that shows up. The multimedia show may be a live action sequence, a stand-up comedy sketch, a music video, an animation short, a promotional film clip or a movie trailer. Figure 2.4 shows you what a CameoCast™ multimedia show looks like when it is played back during boot-up.

Figure 2.3



Figure 2.4



Screen Saver

When your computer is idle and goes into the screen saver mode, CameoCast™ will display posters and/or multimedia shows.

If you prefer to display only posters, without full motion or sound, during screen saver mode, click the **User Preferences** tab in the CameoConsole and uncheck the box next to where it says *Play Rich Media Content During Screen Saver*. (There are more specific details on this when we explore the functionality of the CameoConsole)

Shut-down

When you shut-down your system, CameoCast™ will display a non-interactive poster, similar to what can be displayed during start-up.

Find Out More

When you click the *Find Out More* button (see Figure 2.5) on CameoCast™, the button will be transformed into an *Activated* button (Figure 2.6). When the show ends, your web browser will open up to a website related to the show. If you are offline, you will be prompted to go online and launch your browser, will then retrieve the applicable website. Any site you link to through the *Find Out More* button will be earmarked so that you may browse it at a later time. Earmarked URLs will be listed on the page of the *Find Out More* tab of the CameoConsole for 30 days. There is more about this in the CameoConsole section of this chapter.

Figure 2.5

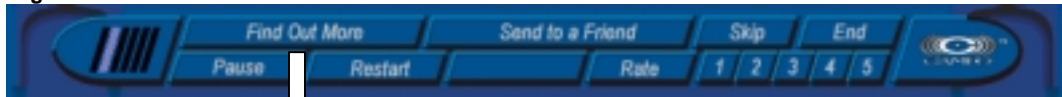
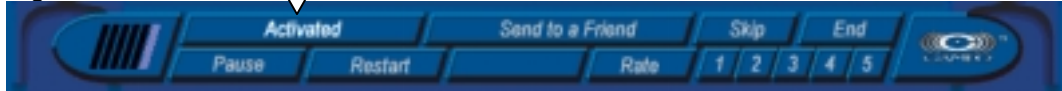


Figure 2.6



Send To A Friend

When you click the *Send to a Friend* button (see Figure 2.7) on CameoCast™, you will be transported to the *Send to a Friend* screen (Figure 2.8). Utilizing the *Send to a Friend* option gives you the opportunity of informing a friend or associate about the CameoCast™ Network. When you fill out the text boxes and press the *SEND NOW* button, your message will remain in the CameoCast™ Network outbox until you go online. Once you're online, your e-mail will be sent through the Cameo servers and routed to your friend. E-mails are sent every ten minutes from Cameo. Your friend will receive an e-mail with a link to a CameoCast™ show.

Figure 2.7



Figure 2.8

Send to a Friend

To send this show to a friend, simply fill out the fields below and click on the Send Now button. This information is only used to send an e-mail with a link to view the specific CameoCast™ show.

Your Name:	<input type="text" value="Joey"/>
Your E-Mail Address:	<input type="text" value="joey@acme.com"/>
Friend's Name:	<input type="text" value="Froggie"/>
Friend's E-Mail Address:	<input type="text" value="froggie@acme"/>
Your Message:	<input type="text" value="Check out Cameo"/>



Skip A Show

The *Skip* button enables you to literally skip over the show you were viewing and move on to the next show in the cue.

End A Show

The *End* button enables you to end the show you are currently viewing. At this point, you will be returned back to your desktop.

Pause A Show

The *Pause* button enables you to pause the show you are viewing.

Restart A Show

The *Restart* button enables you to restart the show you are viewing.

Rate A Show

The *Rate* button and the subsequent buttons individually labeled 1,2,3,4,5 enable you to rate the show you are currently viewing. The *Rate* button itself doesn't do anything until you mouse-over the numbers and click to make your selection – 1 being the top of the scale, 5 being the bottom. Once you click the number of your choice, it and the *Rate* button will both lock in and brighten (see Figure 2.9). During the course of the show, you can change the rating at any time.

Figure 2.9



Rate button and number lock in and brighten upon selection

The CameoConsole™

Figure 2.10



The CameoConsole enables you to manage and customize your CameoCast™ experience. Viewing, sorting, customizing, saving, sending and deleting shows are just a few the choices you have. There are tabs on the CameoConsole for channel selection, user preferences, and service and support with links to various pages of the Cameo Beta website. To access the Cameo Beta website go to <http://209.11.133.76/betamain/>.

Overview

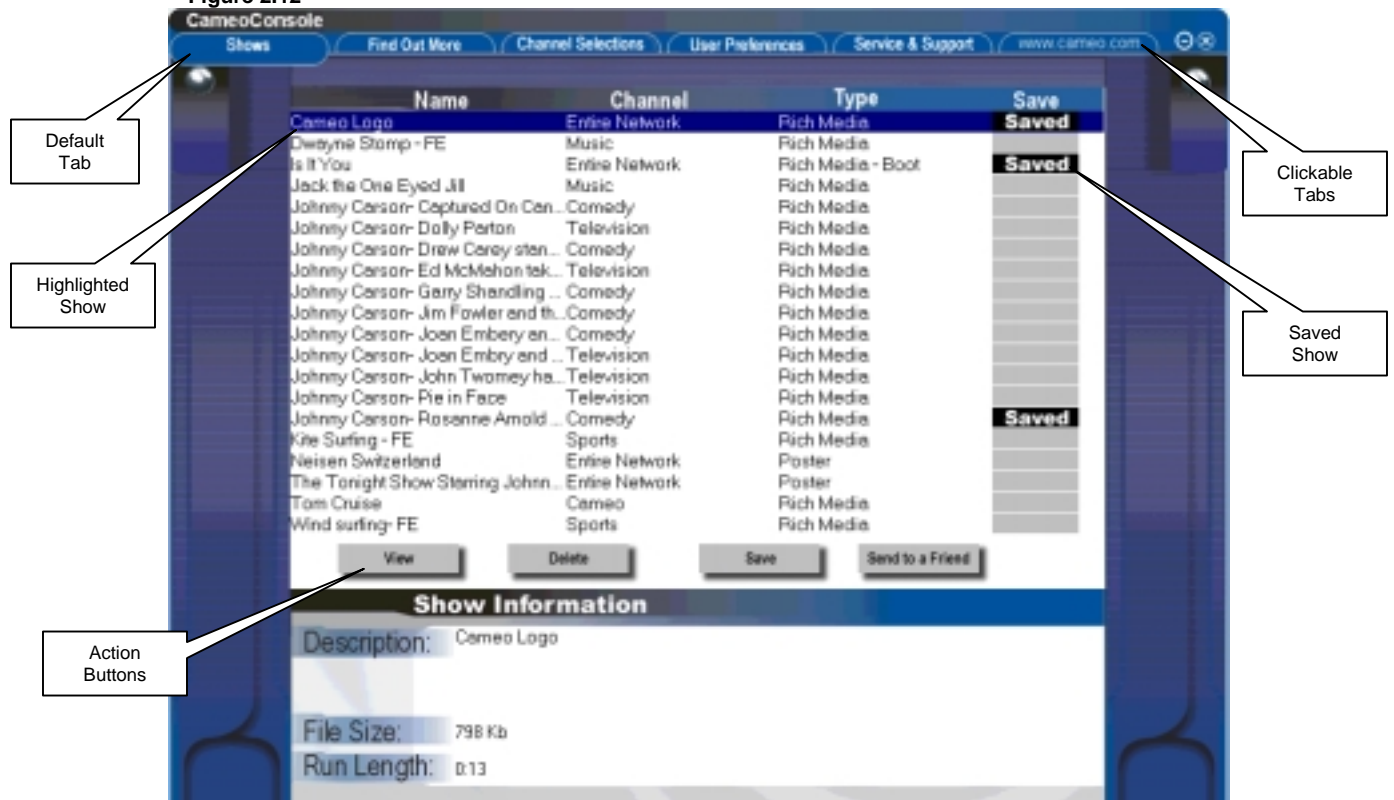
There are two ways to launch the CameoConsole. You should be able to click on a CameoConsole icon that was placed on your desktop upon successful installation (see Figure 2.11). You can also click on the Windows **Start** button in the lower left corner of your screen. From there, point to **Programs**, then point to **Cameo**, and click on **CameoConsole**.

Figure 2.11



Selection Tabs

Figure 2.12



Shows

Figure 2.12 illustrates the CameoConsole™. It will default to the upper left tab entitled **Shows**. It is from this screen that you are able to *View*, *Delete*, *Save*, or *Send to a Friend*. You are also able to view the name of the show, the channel it is from, and whether it is *Rich Media* (multimedia) or a *Poster*. There is additional information about the highlighted show at the bottom of the screen under *Show Information*, broken down into *Description*, *File Size* and *Run Length*.

Figure 2.13 illustrates the box that will pop up if you try to delete a show that is marked as *Saved*.

Figure 2.13

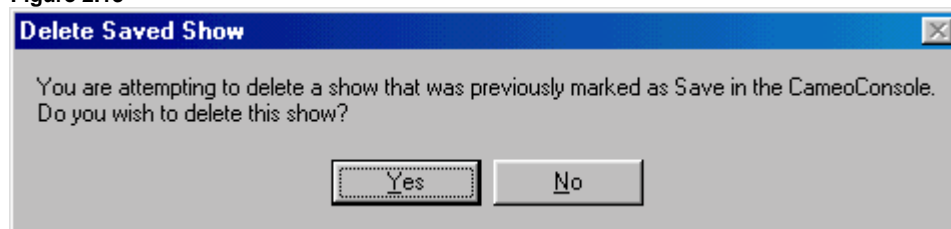
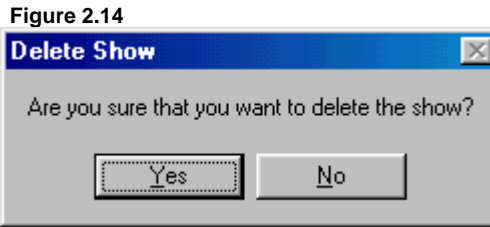


Figure 2.14 illustrates the box that will pop up if you try to delete a show that is not marked as *Saved*.



With a list of shows cued up and ready to go, you can refer to the action buttons (see Figure 2.15) and decide whether or not you want to *View*, *Delete*, *Save* or *Send to a Friend*.



By clicking any of the four action buttons above, its assigned function will immediately take place. For example, when you click the *View* button, depending on the show you select, you will see a screen resembling Figure 2.16.

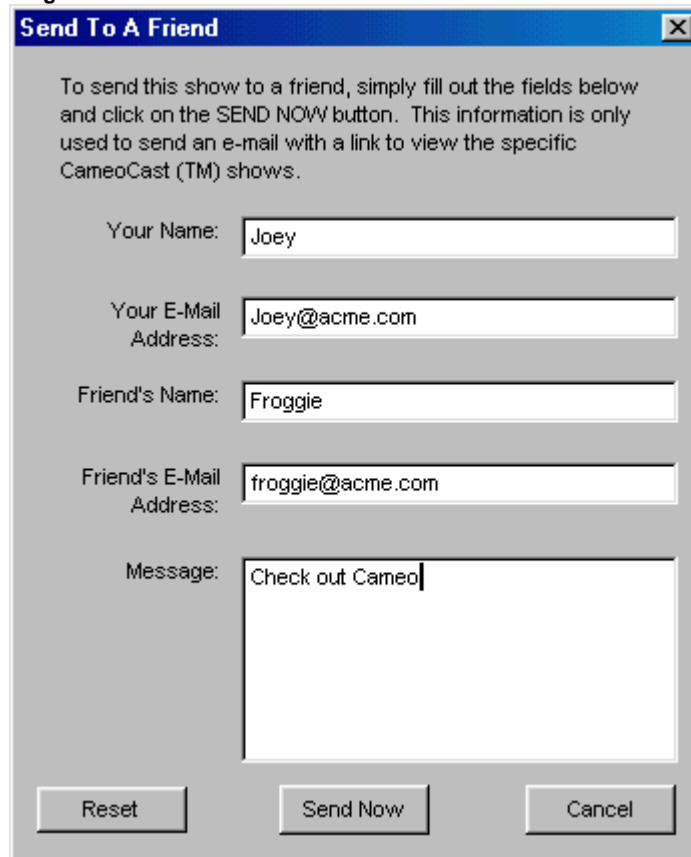
Figure 2.16



If you click the *Delete* or *Save* action buttons, their function will take place on the highlighted show as illustrated in Figure 2.12 and its related boxes (Figure 2.13 and

2.14). If, however, you click the *Send To A Friend* action button, the text box illustrated in Figure 2.17 will pop up. This information is only used to deliver the e-mail.

Figure 2.17



The dialog box titled "Send To A Friend" contains the following text and fields:

To send this show to a friend, simply fill out the fields below and click on the SEND NOW button. This information is only used to send an e-mail with a link to view the specific CameoCast (TM) shows.

Your Name:

Your E-Mail Address:

Friend's Name:

Friend's E-Mail Address:

Message:

Buttons: Reset, Send Now, Cancel

Find Out More

Figure 2.18

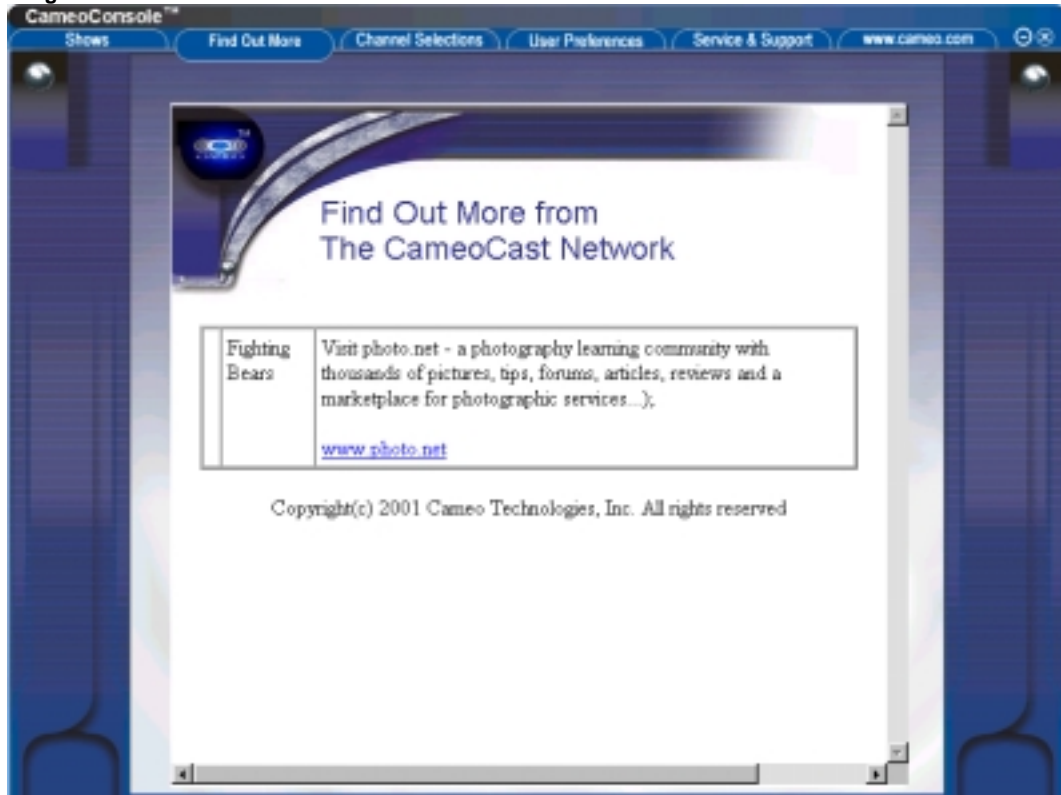


Figure 2.18 illustrates the **Find Out More** tab. This is where you'll find the website links you earmarked if you clicked the *Find Out More* button on CameoCast™ during a show. Links to the selected shows are saved for 30 days.

Channel Selections

Figure 2.19



Figure 2.19 illustrates the **Channel Selections** tab. This is where you are able to select, organize and prioritize the channels you receive content for. When you click this tab, all the channels will normally default to the *Subscribed Channels* column on the right. You have the option of subscribing or unsubscribing to channels as well as picking the order in which they will appear. You can subscribe to as many channels as you want, **but you must subscribe to at least three.**

By clicking on the up/down arrows on either side of the words *Subscribed Channels*, you can prioritize the channels. You will normally receive more content for the channel at the top and less for the channel at the bottom. The amount of new, updated content for any particular channel is reliant on the descending order of channels you place in this column. In turn, content available on CameoCast™ for the specific channels is based on the amount of time you spend online.

User Preferences

Figure 2.20

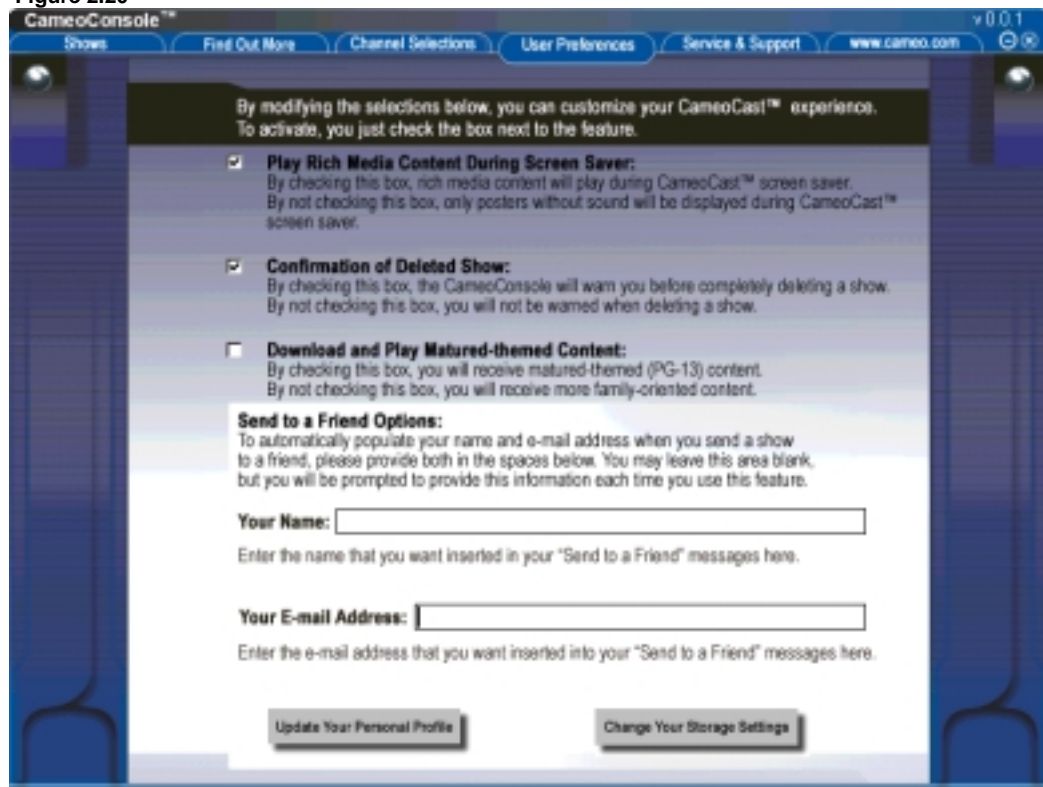


Figure 2.20 illustrates the **User Preferences** tab. It is here where you are able to customize your programming to fit certain requirements.

- By unchecking the box next to where it says *Play Rich Media Content During Screen Saver*, your system will display only static posters, without full motion or sound, during the screen saver mode.
- Below that, where it says *Confirm That You Want To Delete Shows*, you have the option of receiving a warning dialog box before the show is deleted entirely.
- You will need to uncheck the box next to *Download And Play Mature-themed Content* when you want primarily family-oriented shows to be downloaded and automatically played on CameoCast™. Matured-themed content is equivalent to a PG-13 rating applied to motion pictures.

Below the check boxes are text boxes for your name and e-mail (see Figure 2.21). By filling in these text boxes, your name and e-mail address will automatically be inserted whenever you send a show to a friend. This information is saved in the CameoCast™ program folder on your hard drive, and is not distributed except to whomever you send a *Send to a Friend* message to.

Figure 2.21



Your Name:

Enter the name that you want inserted in your "Send to a Friend" messages here.

Your E-mail Address:

Enter the e-mail address that you want inserted into your "Send to a Friend" messages here.

At the bottom of the window there are two action buttons (see Figure 2.22). By clicking the left action button labeled *Update Your Personal Profile*, you can update your personal profile. The pop-up window entitled *User Preference* (see Figure 2.23) is where you input your personal data.

When you click the right action button labeled *Change Your Storage Settings*, the window entitled *Storage Settings* (see Figure 2.24) will pop up. Here, you have the option of determining where CameoCast™ shows will be stored. The *Inbox Drive* box gives you the option of changing the destination directory of the shows. By pressing the *Move* button, you change the destination directory.

The *Cache Size Control* enables you to alter the storage capacity for all of the CameoCast™ content that comes in. This number can change according to the size of your hard drive and how much you increase or decrease the cache percentage. The cache defaults at 1%, so if you have a 30 GB hard drive, at least 300 MB of your hard drive will store CameoCast™ content. Naturally, this number increases if you have a larger hard drive. You have the option of increasing the cache size by dragging the slider in the *Cache Size Control* box to the right.

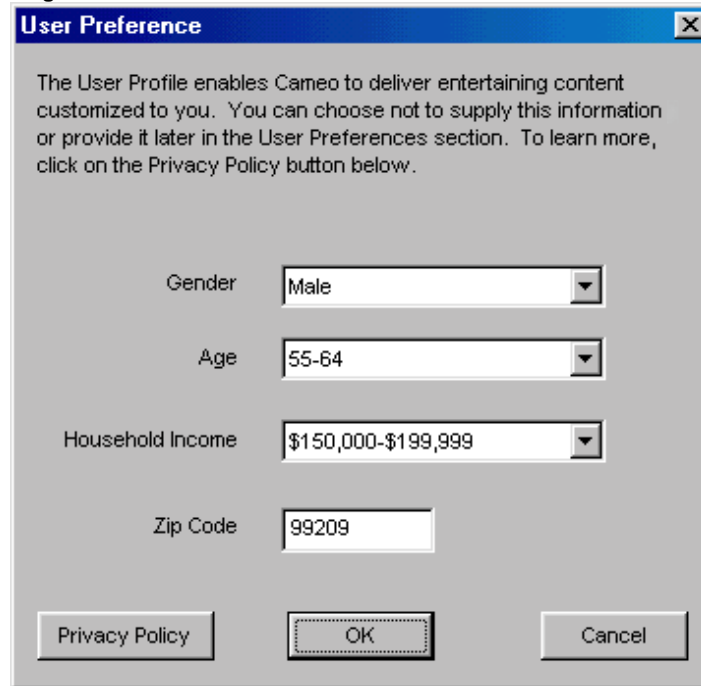
One thing to keep in mind is that if you fill up your cache, you can either increase the cache size, change your destination directory to a second, larger hard drive, or CameoCast™ will start to delete older, unsaved shows.

Figure 2.22

Update Your Personal Profile

Change Your Storage Settings

Figure 2.23



User Preference

The User Profile enables Cameo to deliver entertaining content customized to you. You can choose not to supply this information or provide it later in the User Preferences section. To learn more, click on the Privacy Policy button below.

Gender: Male

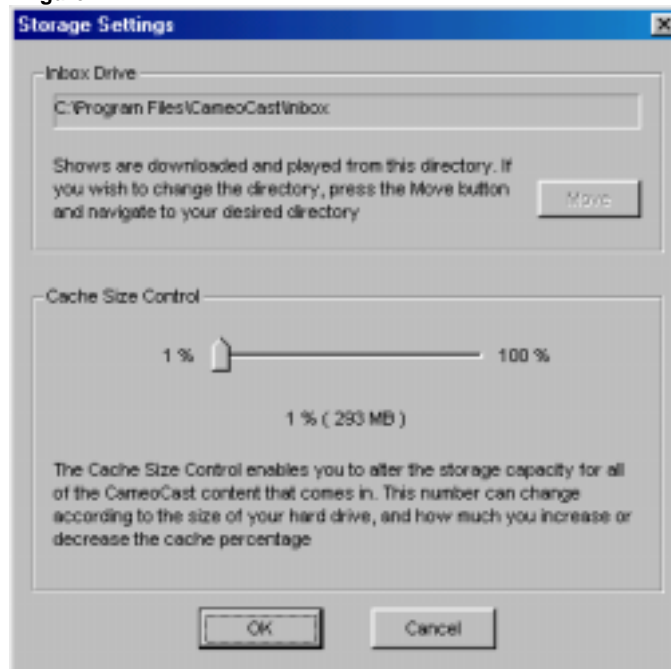
Age: 55-64

Household Income: \$150,000-\$199,999

Zip Code: 99209

Buttons: Privacy Policy, OK, Cancel

Figure 2.24

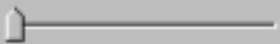


Storage Settings

Inbox Drive
 C:\Program Files\CameoCast\inbox

Shows are downloaded and played from this directory. If you wish to change the directory, press the Move button and navigate to your desired directory. Move

Cache Size Control

1%  100%

1% (293 MB)

The Cache Size Control enables you to alter the storage capacity for all of the CameoCast content that comes in. This number can change according to the size of your hard drive, and how much you increase or decrease the cache percentage.

Buttons: OK, Cancel

Service & Support

The **Service & Support** tab is divided into two different screens. Figure 2.25 offers up *Service and Support Information*. Listed here are the various resources available to users in need of technical support or information. There are also links to helpful resources on the Cameo website. By clicking on the [Frequently Asked Questions](#) link on the upper right portion of the screen, a new screen will appear (see Figure 2.26).

Figure 2.25

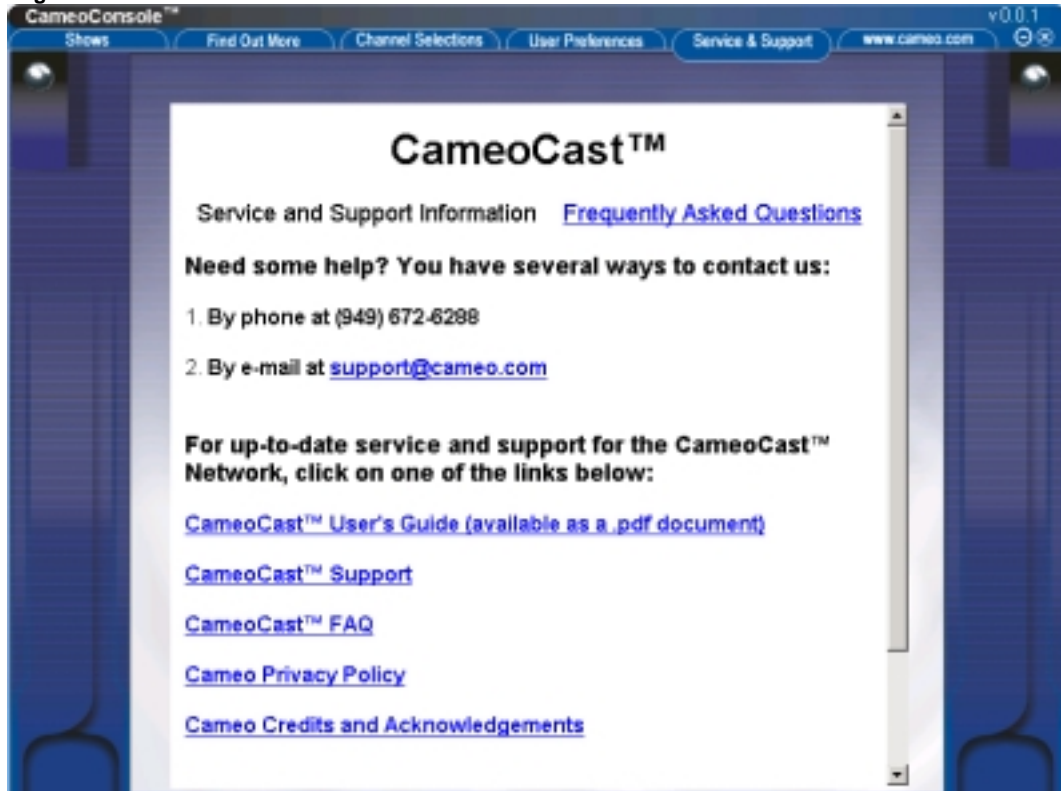
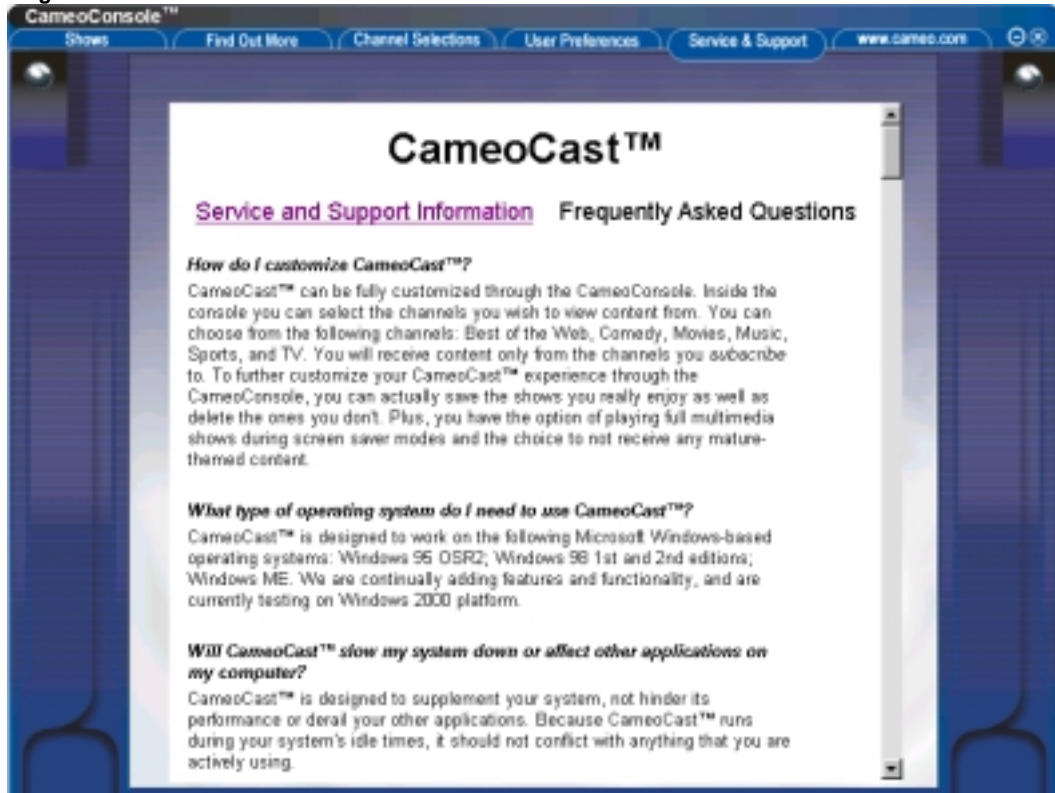


Figure 2.26



As illustrated in Figure 2.26, this is where basic Frequently Asked Questions about the CameoCast™ product can be found. A much more comprehensive listing of general Cameo FAQs can be found in Chapter 6 of this guide as well as on the Cameo Beta site (<http://209.11.133.76/betamain/support/faq.asp>).

www.cameo.com

Figure 2.27



As illustrated in Figure 2.27, if you click on the [ww.cameo.com](http://www.cameo.com) tab, your default browser will open up the Cameo Beta site (<http://209.11.133.76/betamain/>). If you are not online, you will be prompted to initiate a connection and return to the website. Valuable information and links for the Cameo Beta Tester are available here.



Channels

One of the most alluring features of the CameoCast™ Network is choice. With choice comes a selection of channels that cover just about every interest and curiosity. As the Network grows, so will the number of channels. For now, the opening line-up consists of seven channels.

Movies

If you're a movie fan, your ship has come in. The **Movies** Channel includes previews, trailers and behind-the-scenes specials on the latest movies in the theater and on video.

Television

The **Television** Channel brings you up to speed on all the major networks and cable channels. You get up-to-the-minute details on the stars, shows, season premieres, specials and exclusives.

Best Of The Web

Spotlighting cutting-edge websites and specialized *web-only* programming, the **Best Of The Web** Channel will clue you in all those shows you've been hearing about, but haven't been able to check out.

Sports

Whether you're into football, baseball, basketball, hockey or racing, the **Sports** Channel keeps you in the zone for all the action, upcoming games, and major events. You'll catch all the thrilling highlights that'll have you hanging onto the edge of your seat. You'll also get a heavy dose of legendary plays, bloopers and sports trivia.

Music

You're plugged directly into the hit parade when you watch the **Music** Channel. You can see the coolest music video clips and artist profiles while learning about upcoming CD releases and appearances of your favorite artists.

Comedy

It's a regular laugh riot with some of comedy's biggest and brightest stars on the **Comedy** Channel. You get stand-up routines, classic bits and a smorgasbord of one-liners guaranteed to have you rolling on the floor.

Gaming

Get ready to blast off! The **Gaming** Channel puts you in the hot seat with scoops on new games, reviews, links to gaming websites, even information on free demos. Strap on your helmet and hold on!



Chapter 3

CameoCast™ Membership

Becoming A CameoCast™ Member

When you first install CameoCast™, you will be asked to provide some basic information about yourself. The four groups include your gender, age group, income group and zip code. If you chose to leave one of these input fields blank, you will be classified as an anonymous user for that specific group.

The benefit of providing an accurate and complete profile is that you'll be able to receive content more closely tailored to your needs and interests. We allow our content partners to target shows to specific audiences. They accomplish this by selecting certain channels and demographics to show their content to. This enables them to target viewers more precisely.

Creating A New Or Second Membership

Once CameoCast™ is installed, it resides on your hard drive. When you go online – whether surfing the web or checking e-mail – new content is politely pushed to your system, providing fresh and updated shows for your viewing pleasure. It isn't possible to transfer your membership over to a new or second system unless your existing hard drive is somehow transferred over as well. This is normally impractical unless you have an external hard drive that you use with different computers.

The easiest solution is to go to the Cameo Beta website (<http://209.11.133.76/betamain/>) and download CameoCast™ onto your new or second computer. By setting up the same *User Profile* on another system, you will probably receive the same content.

Managing Your CameoCast™ Membership

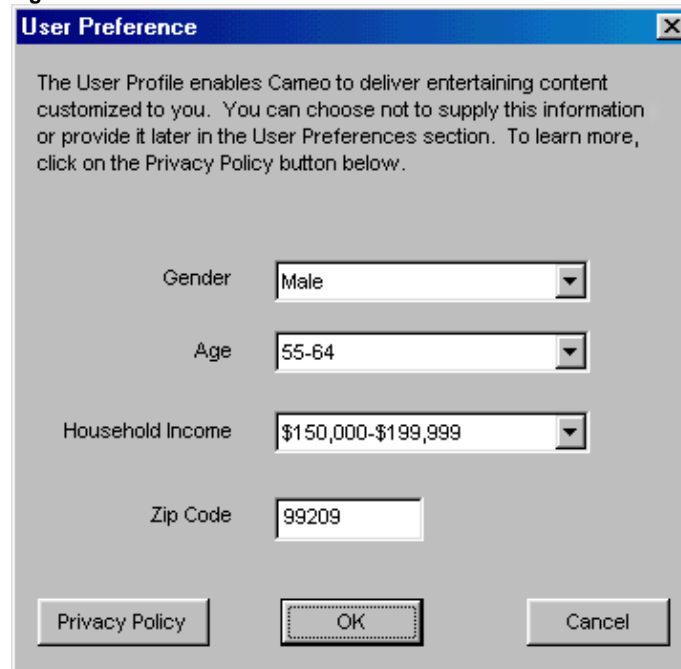
Your membership is managed through the CameoConsole. You should be able to access the CameoConsole by clicking on the Windows **Start** button in the lower left corner of your screen. From there, point to **Programs**, then point to **Cameo**, and click on **CameoConsole**. You should also have the option of shortcutting this procedure by being able to click on a CameoConsole icon that was placed on your desktop after CameoCast™ was installed. Once you've opened the CameoConsole, click on the **User Preferences** tab and locate the *Update Your Personal Profile* action button in the lower left hand side of the screen (see Figure 3.1).

Figure 3.1



When you click the *Update Your Personal Profile* action button, the *User Preference* pop-up window will appear with four different groups that apply to your registration (see Figure 3.2).

Figure 3.2



The User Preference dialog box has a blue title bar with the text "User Preference" and a close button. Below the title bar is a paragraph of text: "The User Profile enables Cameo to deliver entertaining content customized to you. You can choose not to supply this information or provide it later in the User Preferences section. To learn more, click on the Privacy Policy button below." Below the text are four input fields: "Gender" with a dropdown menu showing "Male", "Age" with a dropdown menu showing "55-64", "Household Income" with a dropdown menu showing "\$150,000-\$199,999", and "Zip Code" with a text input field containing "99209". At the bottom of the dialog are three buttons: "Privacy Policy", "OK", and "Cancel".

The first three groups have drop-down menus with multiple choices. You simply highlight the choice that applies to you and move down to the next group. The last group is a fill-in box for your zip code.

- **GENDER**
- **AGE:** Your choices are –
 - 13 – 17
 - 18 – 24
 - 25 – 34
 - 35 – 44
 - 45 – 54
 - 55 – 64
 - 65 +
- **HOUSEHOLD INCOME:** Your choices are –
 - 0 - \$24,999
 - \$25,000 - \$49,999
 - \$50,000 - \$74,999
 - \$75,000 - \$99,999
 - \$100,000 - \$149,999
 - \$150,000 - \$199,999
 - \$200,000 +
- **ZIP CODE:** Simply type in your five digit zip code

If you wish to remain anonymous in a specific category, simply leave that field empty.

Once you've completed the *User Preference* pop-up window, click OK. The next time you go online, your profile will be sent to Cameo and updated. In turn, this will trigger updated/ revised shows to be sent that are tailored to your updated profile.



Changing Your CameoCast™ Membership

There are a couple of things that come into play when you change your membership.

- If you add CameoCast™ to a new or second computer, you will have to re-install CameoCast™. This means your membership will change as well.
- If you simply want to change your profile, then follow the steps as illustrated in the **Managing Your CameoCast™ Membership** section and change your profile under the *User Preference* section.

Chapter 4

Uninstalling CameoCast™

There are two ways to uninstall CameoCast™ from your computer. The first and easiest way is by utilizing the *Uninstall Cameo* application that is included in the CameoCast™ installation package. You can find the *Uninstall Cameo* icon by clicking the Windows **Start** button in the lower left corner of your screen (see Figure 4.1).

Figure 4.1



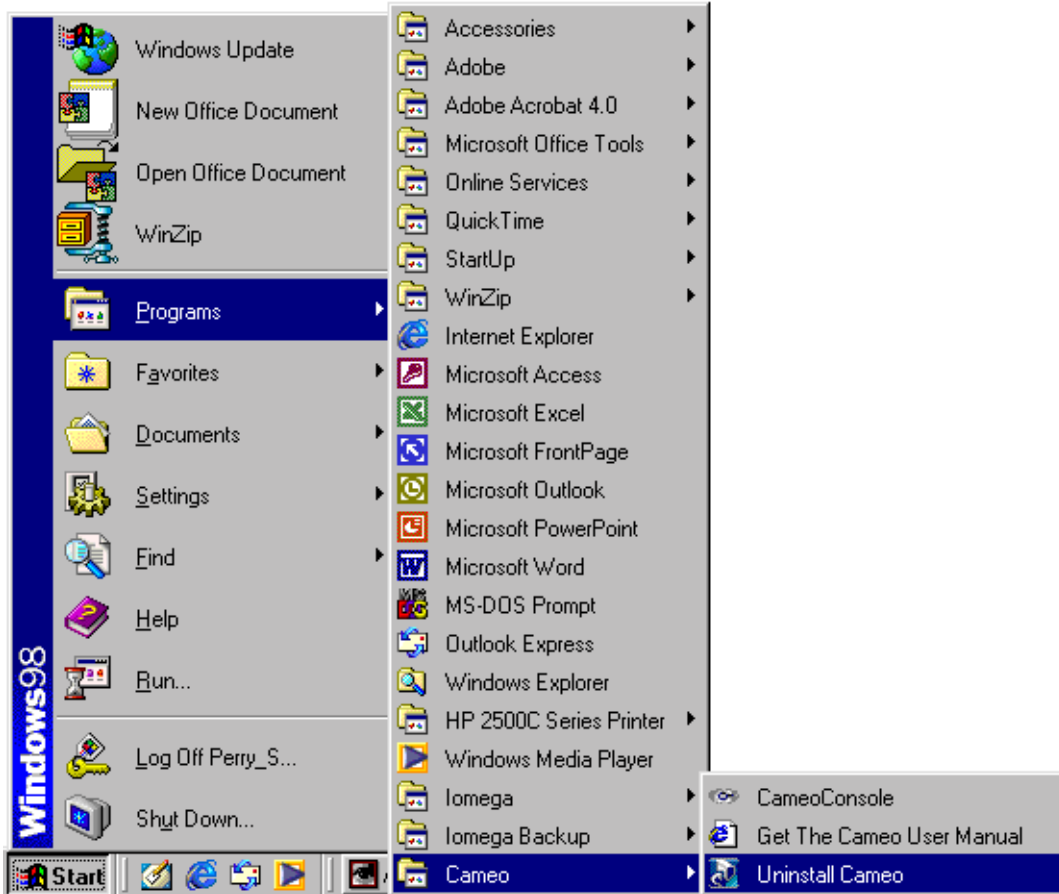
Point and place your cursor over **Programs** (see Figure 4.2).

Figure 4.2



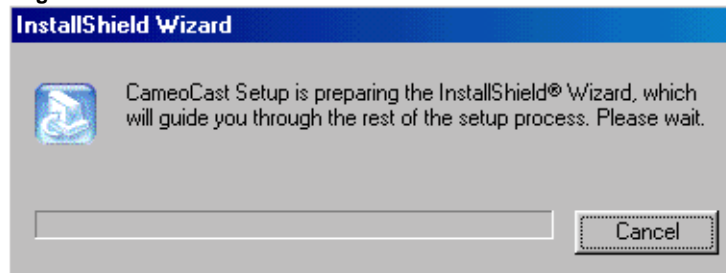
Locate the **Cameo** folder and place your cursor over the **Uninstall Cameo** icon. (see Figure 4.3).

Figure 4.3



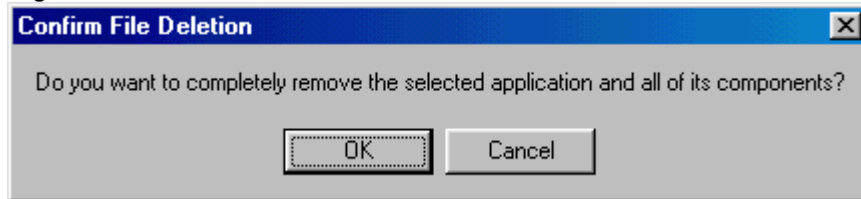
Once you click the **Uninstall Cameo** icon, the process will automatically begin (Figure 4.4).

Figure 4.4



You will be asked if you want to completely remove the selected application and all of its components (see Figure 4.5). Click the *OK* button to confirm that you wish to continue uninstalling CameoCast™.

Figure 4.5



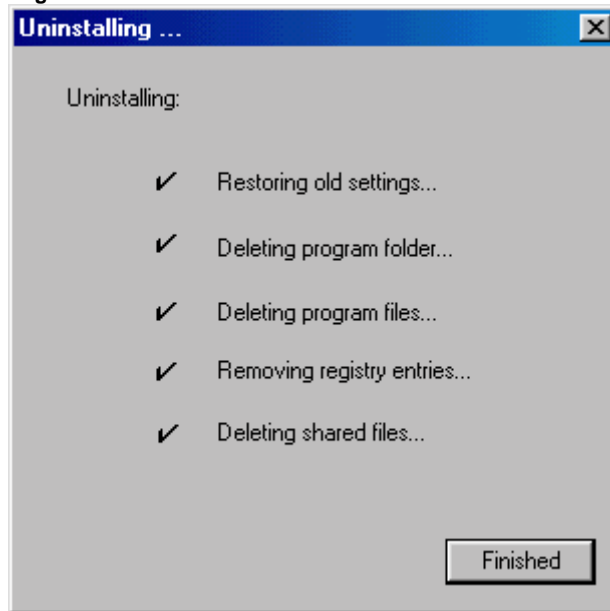
Upon clicking the *OK* button, a box labeled *Uninstall* will pop up, asking if you are sure you want to uninstall CameoCast Connect (see Figure 4.6). Click the *Yes* button to continue uninstalling Cameo.

Figure 4.6



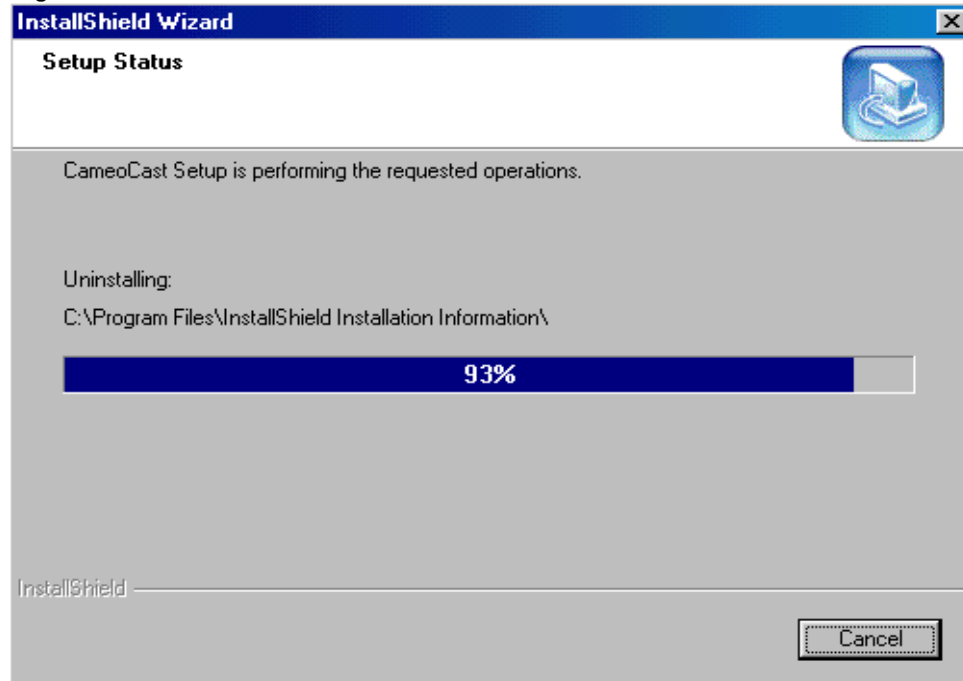
Upon clicking the *Yes* button, an *Uninstalling* box will pop up, checking off each component that needs to be restored, removed and deleted to ensure a complete and thorough uninstallation. Upon completion, click the *Finished* button to continue (see Figure 4.7).

Figure 4.7



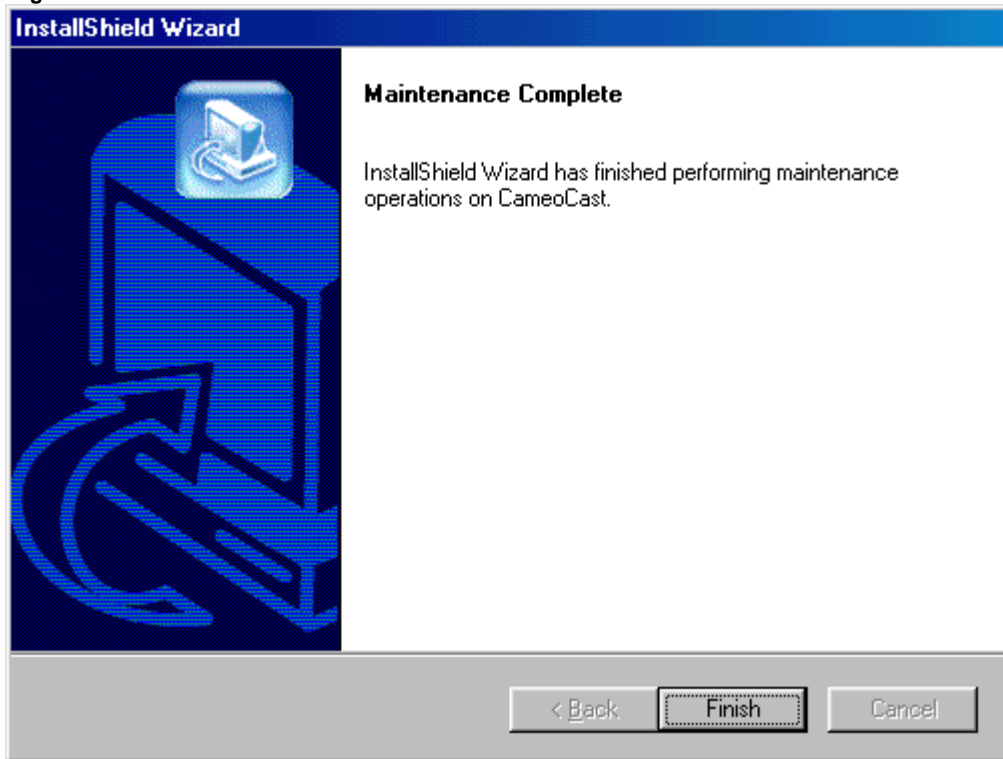
Upon clicking the *Finished* button, the process will come to a close (Figure 4.8).

Figure 4.8



The final window to appear will confirm *Maintenance Complete* (see Figure 4.9). Click the *Finish* button and Cameo will officially be uninstalled from your system.

Figure 4.9



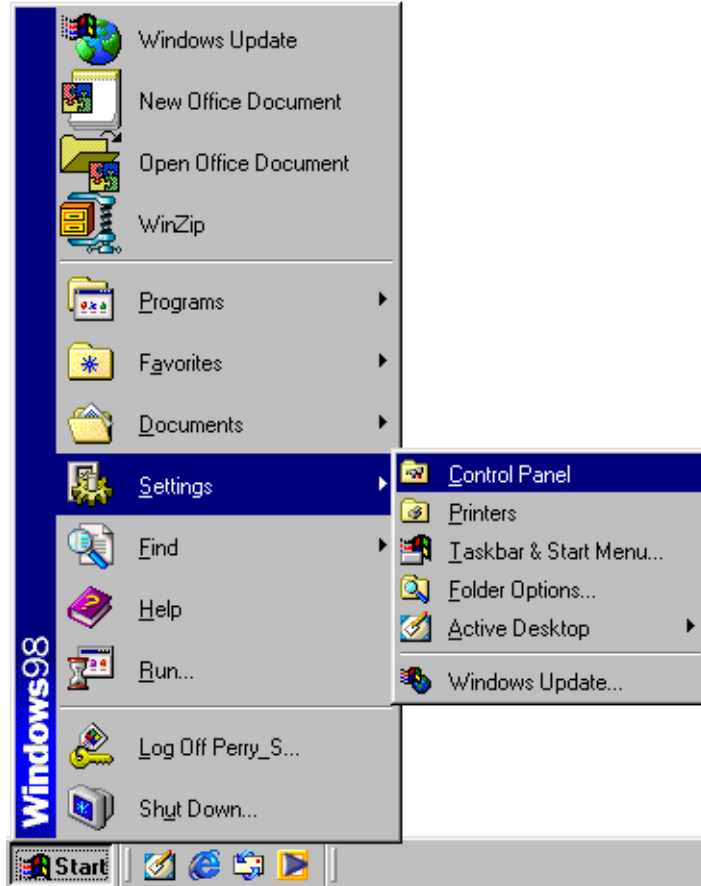
The second way to uninstall CameoCast™ from your system is by utilizing the *Add/Remove Program* feature of Windows. Begin by clicking the Windows **Start** button in the lower left corner of your screen (see Figure 4.10).

Figure 4.10



From there, point to **Settings**, and then point and click **Control Panel** (see Figure 4.11).

Figure 4.11



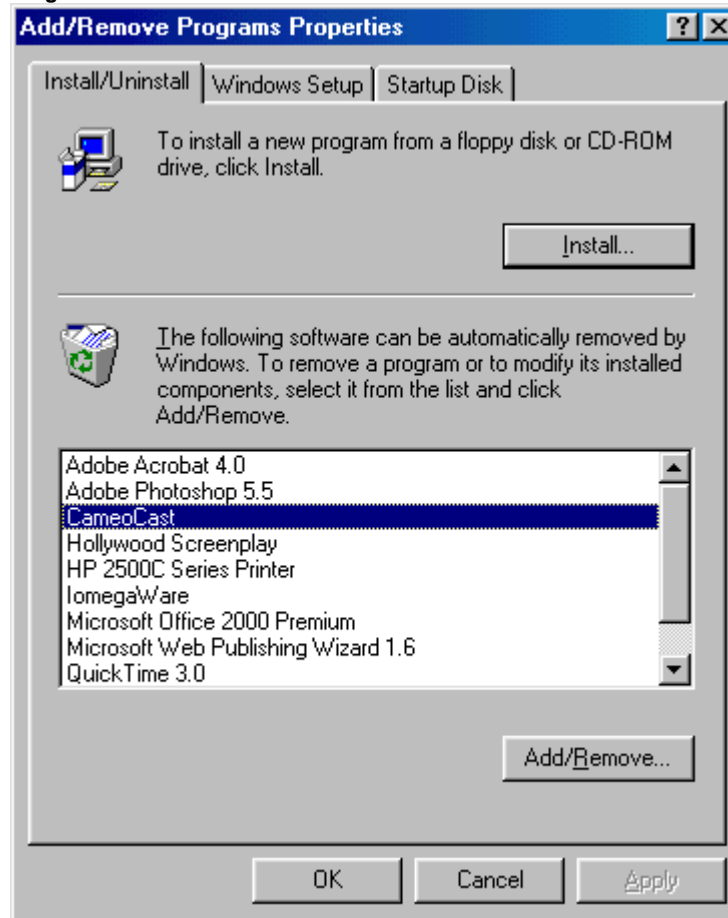
When you click **Control Panel**, the *Control Panel* window will open. Locate and double-click the *Add/Remove* icon (Figure 4.12).

Figure 4.12



When you double-click the *Add/Remove* icon, the *Add/Remove Programs Properties* window will pop up. Under the *Install/Uninstall* tab, scroll to locate and highlight *CameoCast*. Then click the *Add/Remove* button in the lower right portion of the box (see Figure 4.13).

Figure 4.13



Once the *Add/Remove* button has been pressed, the process will automatically begin as previously illustrated in Figures 4.4, 4.5, 4.6, 4.7, 4.8 and 4.9.



Chapter 5

Privacy Policy

STATEMENT OF POLICY

Your privacy is important to us. We value the privacy concerns of our customers and members, and have created this Privacy Policy to explain what information we gather from you and how such information may be used. We may gather information from various places including from requests for our products or services, from our Cameo website ("Site"), or from inquiries or submissions we may receive from you. We regard all information we gather from you as confidential and will protect it in accordance with this Privacy Policy.

This Privacy Policy describes our current privacy practices with regard to information we collect when you interact with our products and services or website. Because we gather certain types of information, we feel it is important that you fully understand the terms and conditions under which we use the information you provide us. We will never share your confidential personal information with anyone except as indicated in this Privacy Policy. Please review the following Privacy Policy to understand how your information will be treated as you make use of our products and services. Please note that this Privacy Policy may change from time to time, so please check back with us to view any update. We only collect the information necessary to monitor the effectiveness of our products, services and website design.

Information Collected, How We Use It, and How It Is Shared:

Product Download Information:

If you decide to download one of our products, Cameo may request certain information such as your age group, gender, income group, zip code, and channel preferences as part of the product registration process. This information is stored in a secure manner on our servers and is linked to a unique ID. Cameo does not marry this information to any personally identifiable information. Cameo's primary goal in collecting this information is to make providing our products and services easier, and more personalized for you. Often times we will enter into agreements with content providers that require Cameo to track information relating to the use of the downloaded product. This information is collected, used, and aggregated by Cameo to satisfy the reporting requirements of these agreements. Aggregated information is a compilation of information that does not include any personally identifiable information. We typically aggregate information to identify general trends and content viewing patterns so our partners can assess the effectiveness of their content. Other than for aggregate reporting purposes, information you provide when downloading a product is never shared with third parties.

We may disclose your information if required to do so by law, court order, or as required by other legal or governmental entities. Or, Cameo may disclose user information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference (either intentionally or unintentionally) with Cameo's rights or property, other visitors, or anyone else that could be harmed by such activities.



CameoCast™ Network:

CameoCast™ is one of the products available for you to download from our Site. CameoCast™ is a unique product that delivers content, or "shows", directly to your system, and will change the way you view content. If you become a CameoCast™ Network member, Cameo may collect information in addition to the product download information you will be asked to provide.

Each time you turn on your computer, as a standard process of the CameoCast™ application, a system profile will run to determine if you have installed any new equipment and to review your available hard drive space. This information is necessary to ensure the continued operation of the CameoCast™ Network and to enhance your CameoCast™ experience. This information is maintained on your system and is never stored on our servers nor shared with third parties.

CameoCast™ pushes content to your hard drive while you are online. If you have installed a personal firewall on your system, you may receive a message alerting you that Cameo is trying to gain access to your system. Once you have updated your firewall settings to allow for CameoCast™ to enter content through a specific port, the content will be able to be pushed through.

As a feature of our product, if you choose to use our "Send to a Friend" referral service within CameoCast™, we ask for your name and e-mail address as well as your friend's name and e-mail address. We will automatically send the recipient a one-time email - attaching the show you wanted them to see, along with an invitation for them to visit the Cameo site. This information is temporarily stored for the sole purpose of sending this one-time e-mail and we do not save the information in our databases. Finally, we may disclose your information if required to do so by law, court order, or as required by other governmental or legal entities.

As part of its agreements with CameoCast™ content providers, Cameo may report aggregated information to the content providers. This information is compiled to reflect information about the number and frequency of views for a particular show and the receptivity of a show to people of certain genders, age groups, income groups, or geographic regions. We also use the aggregated information like the ratings information compiled by television networks to determine how many people viewed a particular show. With this information, we are able to distinguish the number of original or unique views of a show (e.g. Viewer A, Viewer B, Viewer C) but we are not able to identify you specifically by name unless you volunteer this information. We may also track the number of click-throughs on a show, but not the behaviors of our CameoCast™ Network members. Cameo never marries aggregated information to any personally identifiable information, nor does Cameo share your personally identifiable information with third parties.

You may update the information you provide when registering for the CameoCast™ Network at any time through the User Profile section of your CameoConsole.

Beta Testers:

If you are registering as a CameoCast™ Beta Tester, Cameo may request additional system information and personally identifiable information from you, including your name, e-mail address, telephone number, and system profile. This information is used only to



facilitate the beta-testing process and to contact you if necessary. This information is securely stored on Cameo's servers and is not shared with any third parties. Your registration data will be discarded at the end of Beta.

In addition, each time you turn on your computer, as a standard process of the CameoCast application, a system profile will run to determine if you have installed any new equipment and to review your available hard drive space. This information is necessary to ensure the continued operation of the CameoCast™ Network and to enhance your CameoCast™ experience. Cameo also aggregates this information for our own statistical purposes to assist us with maximizing CameoCast™'s performance. Cameo will not use this system profile to attempt to identify your personal information, nor will we marry it to any personally identifiable information you may provide us. This information is securely stored on Cameo's servers and is not shared with any third parties. This data will be discarded at the end of Beta.

General User Information:

As a general policy Cameo collects only certain non-personal information as part of the standard operation of Cameo's Internet servers. This information such as the type of browser being used, its operating system, and your IP address, is gathered in order to enhance your online experience. We collect only the information necessary to assist you with our products and services or to enhance your experience on our Site. Cameo gathers this information through various methods.

For example, when you request pages from our Site, our servers log your IP address. An IP address is a number that's automatically assigned to your computer by your Internet provider whenever you're surfing the Web. Cameo collects IP addresses for the purposes of analyzing website usage trends, administering the website, tracking a user's path through the website, and to aggregate statistical information. We also collect browser statistics, so that we can better tailor your Cameo experience. Cameo will not use your IP address to attempt to identify your personal information, nor will we marry IP addresses to any personally identifiable information you may provide us.

Cameo also uses "cookies" to collect information. Cookies are pieces of information that a website transfers to an individual's computer hard drive for record keeping purposes and to understand it's audience. These cookies are restricted for use only on our Site, and do not transfer any personal information to any other party. Our Site uses cookies to better personalize the content that you and other users will see. We may use the information to research and track our user's browsing habits in the aggregate to gather data to enhance your experience on our Site and with our products. Cameo will not marry cookies to any personally identifiable information you may provide us.

Most browsers are initially set up to accept cookies; however, you can reset your browser to refuse all cookies or indicate when a cookie is being sent. The text in a Cameo cookie helps us keep track of your experience on our Site.

In addition, there may be times when you provide Cameo with personal information, such as your e-mail address, name, address or phone number, by sending us general e-mails or making phone inquiries. This information is used only to respond to your inquiries in the ordinary course of business, and is never shared with third parties. If you contact us for support, this information is stored separately and Cameo will not marry it to any



personally identifiable information that you may provide us. We may also from time to time collect survey information from you for research purposes.

Cameo does not share the information it collects from you through your IP address, cookies, or when you contact us for support with any third parties. We may, however, disclose your information if required to do so by law, court order, or as required by other governmental or legal entities. Or, Cameo may disclose user information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference (either intentionally or unintentionally) with Cameo's rights or property, other visitors, or anyone else that could be harmed by such activities.

Security:

We take your protection seriously and promise to protect your personal information. Any page on our Site that asks you for personal information is highly secure. We have employed the latest 128-bit encryption technology in all areas of the site that require you to provide personal or sensitive information, including when you register to download our products or transmit information to us when using our products, such as the Send to a Friend feature of the CameoCast™ Network. This encryption is done to protect you from unauthorized use of the information you are sending to our server.

Safe Technology:

Our secure server software (SSL) is the industry standard and among the best software available today. Our secure servers protect your information using advanced encryption and firewall technology. Most browsers will show a lock icon in the bottom status bar on secure pages. Look for this icon on any web page that asks for your personal information. If your browser doesn't show lock icons, another way to see if you are on a secure page is in the web address at the top of the page. The web address line will show https://... if it is secure (the difference being the "s" at the end of the http).

While we make every effort to protect your personal information, keep in mind that no system can be guaranteed. To make sure you have the latest security features on your browser, we advise you to download and install the latest version of your favorite browser – Microsoft® Internet Explorer or Netscape Communicator.

Links To Other Sites:

Some of the content that members may view through our products may contain links to other websites. Please note that when you click on one of these linked sites you are clicking onto another website, and that linked website may collect personally identifiable information about you. We do not control the collection or use of such information, and the practices of those advertisers and websites are not covered by this Privacy Policy. We encourage you to read the privacy statements of these linked websites as they may differ from ours.

Cameo is not responsible for the content or practices of third party web sites that may be linked to our Site. Our Site may also be linked to web sites operated by other companies.



Visitors to these web sites should refer to each web sites' respective privacy policies and practices.

Choice/Opt-Out:

We may provide you the opportunity to receive communications or promotional materials from Cameo or our partners at any point where we request information about you, such as during product downloads. You will be given the option at that time of removing your name from any of these lists.

Your Acceptance of These Terms/Policy Updates:

By downloading or using any of our products or services or by using this Site, you signify your acceptance of the Cameo Online Privacy Policy. If you do not agree to this policy, please do not download or use any of our products or services or use our Site. Cameo reserves the right to modify, alter or otherwise update this policy at any time, so visitors are encouraged to review this policy from time to time. Your continued use of the Cameo products, services or Site, following the posting of changes to these terms will mean you accept those changes.

Contact Us:

If you have any questions about this Privacy Policy, your dealings with any of our products, services or our Site, or the practices of our Site, you can contact us at info@cameo.com.

Remember, personal information provided by you via general e-mail inquiries to Cameo such as your e-mail address is used only to respond to your inquiries in the ordinary course of business, and is never shared with third parties.

To view educational material on consumer privacy, please see <http://www.ftc.gov/>.

Last updated April 5, 2001



Chapter 6

Frequently Asked Questions

CameoCast™ Basics

What is CameoCast™?

CameoCast™ is a proprietary software application that provides users with the opportunity to see fun, entertaining and informative content while their computer is in an idle mode, i.e., start-up, screen saver and shut-down. Basically, instead of seeing a series of numbers or clouds, you can watch something with some excitement and substance.

Why would I want CameoCast™?

Think of CameoCast™ as filling a void. Time is of the essence, so why not fill that time with entertaining and informative content while your computer is making its way to your desktop. And because the potential behind CameoCast™ is unlimited, you can only imagine the possibilities.

How does CameoCast™ work?

Once it is installed on your computer, CameoCast™ pretty much works on its own. While you are surfing the Internet, new content is pushed down to your hard drive. When your system goes into idle mode (start-up, shut-down or screen saver) content will be displayed. Of course, you can customize your preferences and show selections by going into the CameoConsole™ (see *What is the CameoConsole™?*).

Will CameoCast™ affect other applications on my computer?

CameoCast™ is designed to supplement your system, not hinder its performance or derail your other applications. Because CameoCast™ runs during your system's idle times, it should not conflict with anything that you are actively using. Additionally, content is politely pushed, using bandwidth not in use while you are surfing the web or checking e-mail.

What type of operating system do I need to use CameoCast™?

CameoCast™ is designed to work on the following Microsoft Windows-based operating systems: Windows 95 OSR2; Windows 98 1st and 2nd editions; Windows ME; Windows 2000.

Will CameoCast™ work on a Mac?

At the present time, CameoCast™ is not supported on Macintosh computers. As we continue to develop the CameoCast™ product, a Mac version should be available in the future. It is advised that you check back at a later date.

How much space do I need on my hard drive to run CameoCast™?

The CameoCast™ software application requires 75 MB of free hard drive space. CameoCast™ also utilizes hard drive space to copy multimedia shows and static posters. You can customize how much drive space is allocated for content by going to the CameoConsole™ *User Preferences* tab and clicking on the *Change Your Storage Settings* button. An *Inbox Drive Manager* box will be displayed, allowing you to determine



the amount of drive space you want to assign for content. The default is 1% of your total hard drive space.

Do I need an Internet connection for CameoCast™?

Yes. Even though CameoCast™ does not stream its content, an Internet connection is necessary to update your content. The amount of content sent to you depends on the type and speed of your connection. You will also want to access the Internet for CameoCast™ general information, news, service and support.

Do I need a DSL or cable line for CameoCast™ to work?

No. CameoCast™ works equally well whether you have DSL, cable or a standard modem connection. The difference is that with any type of broadband connection your content will download much faster. Even though the download speed is different, the play back is not affected regardless of how you access the Internet.

How do I get CameoCast™?

By being a Beta Tester, you probably heard of us through one of the following ways:

- Cameo associates
- Western Digital associates
- Friends & family members
- Business partners
- Special Network offer

Depending on how you heard of us, there are a couple of ways in which you could install CameoCast.

- Website download (from the Cameo Beta website - <http://209.11.133.76/betamain>)
- CD install
- Network Offer

How do I install CameoCast™ on my computer?

There are several ways to install CameoCast™. By following these simple steps, you can easily install CameoCast™ onto your computer.

Before you begin, be sure to close any open applications or programs that are currently running on your system.

To install CameoCast™ through the website

1. In your web browser, go to the *Download* button from the top navigation bar of the Cameo Beta website (<http://209.11.133.76/betamain>).
2. Based on your connection type you can select:
 - a. **Full Install** – Recommended for users with high speed/broadband Internet access, i.e. cable or DSL.
 - b. **Lite Install** – Recommended for users with dial-up Internet access. It routinely takes less than two minutes to download the lite installer. During subsequent online experiences, the remainder of the file will download in the background. Once CameoCast™ is completely loaded onto your system, a



Cameo icon will appear on your desktop. When you click on the icon, you will be prompted to complete the installation process.

- c. **Request a CD.**

To install CameoCast™ with a CD

Once you insert the CameoCast™ CD, there are three different ways in which it will activate:

1. It will launch automatically, opening up the CameoCast™ Install screen.
2. You can double-click on the **My Computer** icon on your desktop, locate and double-click the Cameo icon, opening up the CameoCast™ Install screen.
3. You can click the Windows **Start** button in the lower left corner of your screen, point and click **Run**, browse to your CD-ROM drive, locate and double-click *CameoCD.exe*, opening up the CameoCast™ Install screen.

To install CameoCast™ through a Network Offer

You need to select that you are interested in loading CameoCast™. Then you will be prompted to begin the CameoCast™ installation. Just follow the outlined steps.

Refer to the CameoCast™ Beta User's Guide, Chapter 1 for additional information.

Why do I need a User Profile?

The User Profile permits Cameo to customize your viewing experience more precisely. Our content providers can target their shows based on specific demographics. For example, a new film release may be targeted to women between 25-34. If you completed the profile and fell within this targeted criteria, you would see the promotional clip. If you left the profile blank you may not see things that are of interest to you. A User Profile also helps us in determining future programming choices for our general viewing audience.

Can I remain anonymous?

Yes. Filling out the User Profile is optional and users can remain anonymous if they so choose.

Can I install CameoCast™ on multiple computers?

At this time, if you prefer to have CameoCast™ loaded on more than one computer, you will need to individually install and register CameoCast™ on each PC. Since CameoCast™ is a resident application on your hard drive, it isn't possible to merge the same membership on different systems at this time. What this means is that it is possible if you have CameoCast™ loaded on more than one computer, you'll be viewing the same shows on different systems.

How do I uninstall CameoCast™?

There are two ways to uninstall CameoCast™ from your computer. The first and easiest way is by utilizing the *Uninstall Cameo* application that is included in the CameoCast™ installation package. You can find the *Uninstall Cameo* icon by clicking the Windows **Start** button in the lower left corner of your screen, point and place your cursor over **Programs**, locate the **Cameo** folder and place your cursor over the **Uninstall Cameo** icon. Once you click the **Uninstall Cameo** icon, the uninstallation process will



automatically begin. The second way to uninstall CameoCast™ from your system is by utilizing the *Add/Remove Program* feature of Windows. Begin by clicking the Windows **Start** button in the lower left corner of your screen, point to **Settings**, and then point and click **Control Panel**. From there, click the **Add/Remove** icon, highlight *CameoCast*, click the **Add/Remove** button, and the uninstallation process will automatically begin. Either way will remove CameoCast™ and all of its components completely and safely off of your system. For detailed information on uninstalling CameoCast™, refer to the CameoCast™ Beta User's Guide, Chapter 4.

Using CameoCast™

How do I start CameoCast™?

Perhaps the most unique feature about CameoCast™ is that it starts the minute you turn on your computer. It will also run in screen saver and shutdown mode. You can end the flow of shows at any time, by simply clicking the *End* button.

How do I select only the types of shows I want to see?

It is very easy to tailor CameoCast™ to your personal preferences. Once CameoCast™ is installed on your computer, you will start to receive shows from all the channels you selected. To see what those categories are, simply click on the *Channel Selections* tab of the CameoConsole. On the right hand side of the screen you will see the channels you are "subscribed" to, which means you will get shows from those categories. If you prefer to "unsubscribe" to any of the channels, which means you will no longer receive shows from that category, all you need to do is highlight the channel you no longer want, then click the *Remove* button. The channel will be moved from the "Subscribed Channels" section to the "Available Channels" section. If, at a later date you wish to subscribe to that channel again, simply highlight that channel, then click the *Add* button. You will start receiving the shows again in that category.

How many channels are there on CameoCast™?

Presently, there are seven: Movies, TV, Best of the Web, Sports, Music, Comedy and Gaming.

Will there be more channels?

As the CameoCast™ Network grows, the number of channels will increase. You will be notified of new channels on the CameoConsole.

Is it possible to see more shows from a particular channel than the others?

Of course it is. Remember, this is CameoCast™ where anything is possible. From the CameoConsole, click on the *Channel Selections* tab. If your preferred channel is the first on the list in the "Subscribed Channels" section, there is nothing else you need to do. If the channel you wish to receive more shows from isn't the first channel listed, click on your preferred channel, and then click on the "Priority" up arrow. You will see your channel move up the list, one space at a time. When it reaches the top, you will start receiving more shows from that channel.

How do I customize CameoCast™?

The one and only way to customize CameoCast™ is with the CameoConsole.



What is the CameoConsole?

The CameoConsole enables you to manage and customize your CameoCast™ experience. It is the nerve center, making it possible for users to choose, view, sort, customize, save and delete shows. There are also tabs on the CameoConsole™ for CameoCast™ service, support and links to various pages of the Cameo website.

What is the difference between CameoCast™ and the CameoConsole?

CameoCast™ is a proprietary software application that provides the ability for you to watch the shows during your system's idle modes (start-up, screen saver, and shut-down). The CameoConsole is a tool to manage and customize your viewing experience. The two are interchangeable.

How do I resize the CameoConsole?

The CameoConsole is designed to run at an 800 x 600 resolution, in which it will be displayed full-screen. If your settings are set to less than 800 x 600, say 640 x 480, the console will be displayed larger than the actual screen size. If your settings are set to a larger resolution than 800 x 600, say 1024 x 768, the console will be smaller than the actual screen size. To check your monitor's resolution or to change your current settings, click the Windows **Start** button, point to **Settings**, and then point and click **Control Panel**. From there, click the **Display** icon, click on the **Settings** tab, and drag the slider in the **Screen Area** box to your desired resolution, click the **Apply**, and then click **OK**.

How do I access the Internet from the CameoConsole?

You cannot directly access the Internet from the CameoConsole. However, if you are online and access a link through the CameoConsole, your default browser will open to the requested link.

Can I filter matured-themed content through the CameoConsole?

Under the *User Preferences* tab in the CameoConsole, you can filter matured-themed content. By unclicking the box next to where it says *Download And Play Mature-themed Content*, you will receive more family-oriented shows.

Can I turn off the sound through the CameoConsole™?

You can turn off the sound for the screen saver mode through the console. To do this – click the *User Preferences* tab and uncheck the box next to where it says *Play Rich Media Content During Screen Saver*. By doing this, your system will display only static posters, without full motion or sound, during the screen saver mode.

In order to turn off the sound for all of CameoCast™ you can simply turn off your speakers.

How do I end CameoCast™?

Click on the *End* button on the lower right hand side of the CameoCast™ screen and you will be taken to your desktop.



CameoCast™ Membership

How do I become a member of CameoCast™?

To assist us with the Beta testing of CameoCast™, we targeted the following groups to help us:

- Cameo associates
- Western Digital associates
- Friends & family members
- Business partners
- Special Network offer

As a feature of CameoCast™, *Send to a Friend* allows you to send a show to a friend or associate. As part of the e-mail and show they review, they will have an offer to download CameoCast™ on their system.

Once we launch our product nationally, it'll be easier to become a member by going to our website and following the steps to download CameoCast™ onto the computer.

Will my membership work on other computers?

It doesn't really work that way. Since the application is loaded on your hard drive, you cannot carry over your CameoCast™ membership unless the application is installed and registered on another computer as well.

At this time, if you prefer to have CameoCast™ loaded on more than one computer, you will need to individually install and register CameoCast™ on each PC. Since CameoCast™ is a resident application on your hard drive, it isn't possible to merge the same membership on different systems at this time. What this means is that it is possible if you have CameoCast™ loaded on more than one computer, you'll be viewing the same shows on different systems.

Can I remain anonymous and still be a member?

Yes, but your experience may be a little different. By remaining anonymous, the content you receive will be more generic than if you provide registration information. CameoCast™ content providers have the ability to target their shows to specific demographic groups. By not filling out the User Profile, you might see content that doesn't really spark your interests.

If you're concerned about privacy, rest assured that the CameoCast™ privacy policy clearly states what the User Profile information is for. Basically, Cameo uses this data to assist you in receiving content that meets your demographic categories.

Can I recruit other members?

Absolutely. We encourage all members to tell their friends and associates about CameoCast™. A couple of ways you can do this will be:

- Through the *Send to a Friend* button located on the show navigation buttons (called *Action Buttons*)
- Through the *Send to a Friend* feature on the CameoConsole



The *Send to a Friend* feature essentially sends an e-mail to your friend, with a link to view the show as well as a link to download CameoCast™ if they decide they want to receive fun, entertaining and informative content on an ongoing basis.

CameoCast™ Troubleshooting

Where do I turn for technical support?

As a service to our Cameo Beta Testers, we're providing several ways for you to get the help and support you need as well as a way to voice your thoughts, issues and opinions on our product.

1. Consult the Cameo Beta website (<http://209.11.133.76/betamain>) and click on links for product information, support, FAQs, or our privacy statement.
2. Dial (949) 672-6288 to speak directly to a support agent – 24 hours a day / 7 days a week.
3. Customer Support e-mail at support@cameo.com.
4. *Report Issues* form posted on the Beta website (<http://209.11.133.76/betamain>) – Complete and submit it to us, indicating that something's not right.
5. *Suggestions & Comments* form posted on the Beta website (<http://209.11.133.76/betamain>) – Tell us what you really think of the CameoCast™ Network.

Why is the video quality so poor?

Because the CameoCast™ Network does not stream video to your computer, optimum clarity and crispness should be apparent. You may want to check the color depth of your monitor and make sure the color resolution is set at 16-bit color. To do this, click the Windows **Start** button, point to **Settings**, and then point and click **Control Panel**. From there, double-click the **Display** icon and the **Display Properties** box will open. To readjust the color, go to the drop-down menu in the **Colors** box (on the left) until you see *High Color (16-bit)*. Highlight and click OK at the bottom to save the settings.

Why is the audio quality so poor?

CameoCast™ shows play back with superior audio on systems with 16-bit sound cards, so you may want to double-check and see if that's the type of card on your system. You might also check to make sure that your speakers are solidly connected in the proper output. Sometimes, a short in the speaker wire can impair sound frequency.

How do I resize the video screen size?

To resize the video screen size, click the **Start** button, point to **Settings**, and then point and click **Control Panel**. From there, double-click the **Display** icon, click on the **Settings** tab, and drag the slider in the **Screen Area** box to your desired resolution. Click **Apply** and then click **OK**.

Why aren't I getting new shows?

Since content is politely pushed to your hard drive while you are on the Internet, you need to spend some time online to get new shows. The amount of content sent down is dependent on the type and speed of your connection.



Why don't I see anything when I turn on CameoCast™?

If you have installed CameoCast™, but haven't spent any time online, you will not have any content. Depending on the type and speed of your connection, content will take anywhere between 30 seconds to 1 hour to be politely pushed onto your system while you are online.

Why don't I hear anything when I turn on CameoCast™?

First of all, you have to have a sound card, or you will never hear anything. Secondly, be sure to check that your speakers are on and properly connected. If you check on both of these, and there still isn't any sound, there may be a conflict with your sound card.

Why doesn't CameoCast™ come on when I turn my computer on?

You need to make sure that CameoCast™ has been properly installed onto your computer. If all signs indicate that it has, then there may be an issue with your computer.

Why doesn't CameoCast™ come on when my computer is in screen saver mode?

If CameoCast™ is not your default screen saver, then it will not activate during screen saver mode. If you want to check on this, click the Windows **Start** button, point to **Settings**, and then point and click **Control Panel**. From there, click on the **Display** icon, click the **Screen Saver** tab, and check to see what screen saver is defaulted to CameoCast™. If you want CameoCast™ as your screen saver, click on the drop down menu and select *Cameo* from the list.

Why doesn't CameoCast™ come on when I shut down my computer?

When you shut down your system, CameoCast™ may display a non-interactive poster. However, some systems **do not** have a shutdown screen, and may immediately display the message that it is safe for you to turn off your computer. You might consider contacting the manufacturer of your computer to see if this is the case.