Lucid Mobile Publishing Check List

The following document details the requirements for publishing a Lucid key to the mobile app platform. It covers the information required for your keys submission to the Google Play Store or to Apple iTunes. It also covers the content requirements of the key to ensure a smooth conversion process. Requirements for Android and iOS can differ. Where this is the case the corresponding content has been split between the two environments.

Key Information Details

Google Play (Android)

Key Title: Maximum of 30 characters.

App Description (for Play Store): 4000 characters max. Ensure this content is spell checked.

Promo Text: 80 characters. Used if featured within the Play Store.

Changes text: 500 characters max. If your key is updated (e.g. additional content added or corrections made) then these should be described.

Contact Details: (Website; Email; Phone)

Privacy Policy: Optional URL to direct users to your user privacy policy.

App Store (iOS)

App Name: Minimum of 2 characters, no more than 35 characters.

App Description: No longer than 4000 characters.

What's new: No longer than 4000 characters.

Keywords: One or more keyword to describe your app.

Support URL: The support website that you intend to provide for the app, must have actual contact information for user support and feedback.

Marketing URL: The website to get more information about the app (optional)

Privacy Policy URL: An optional link to your privacy policy.

Maximum Key Size

Android: The application package (APK) can be a maximum of 50MB. The Lucid app component of this is less than 2MB leaving 48MB for your key data and multimedia. For keys that exceed this, an expansion file can be used allowing up to 2GB of data.

iOS: Maximum application size for iOS is 2GB, but bear in mind the maximum "Over The Air" download (cellular data) is 50MB, or 100MB in iOS 7. Any app exceeding this limit will need to be installed via Wi-Fi or iTunes sync.

Note: While it is possible to package up to 2GB of data with your app you must keep in mind the kinds of devices your app may run on. Many older devices have limited storage capacity and users may not be inclined to install such a large application. Also download time and costs (via cellular

networks) may dissuade some users. If your key is larger than 100 MB then you may want to consider reducing the number of images or their size. See the Images section for further information on this topic.

Features & States

List View Labels

If your key uses grouping features check that you have implemented List View labels for each feature. If not, your feature groups will be appended together with a colon separator.

Feature and State text length

Review the length of your feature and state text. Make these as concise and short as possible. The Lucid Mobile App will wrap feature and state text, though this will cause an inconsistency in the row heights which is undesirable in the interface.

Feature State Images

Where ever possible add images against your feature states. This will give your app a much more consistent feel to the layout and better end user experience. See the Images section for more information on dealing with images in your key for mobile use.

Entities

List View labels

If you have a hierarchy of entities within your key use the *List View Label* option to represent a flatten label. Otherwise by default the data conversion process will append each level within the hierarchy with a colon ':' separator. E.g. Root level: Child level

Entity text length

Review the entity text label to be as concise and short as possible. The Lucid mobile App will wrap text that exceeds the devices screen width, though this will cause a height difference between the entity rows which is undesirable.
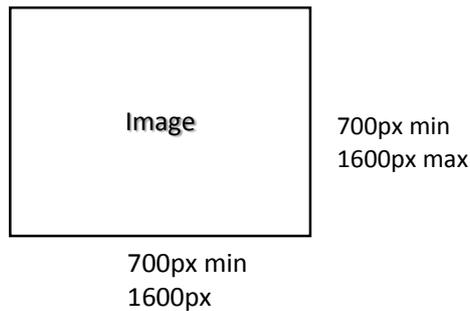
Entity Images

The first attached image of an entity is used in the entity list within the mobile app as with the regular Lucid player. Only this image is thumbnailed as a file and packaged in the app. The remaining images are thumbnailed on the fly. The default thumbnail size for display within lists is 100 x 100 pixels. This is done to save space, which is particularly important in larger keys.

Images

Specs: JPG or GIF (no transparency) or PNG (These are same image types supported within the Lucid Builder)

Due to the excellent screen resolution found on most modern mobile devices it is not appropriate to deploy a key with low resolution and reduced sized images, particularly if supporting tablet devices. While a balance between space available (think device storage - memory) and the number of images that can be included. We recommend images should be scaled to at least 700 x 700 pixels, but

```
┌─────────────────┐
│                 │
│                 │
│      Image      │   700px min
│                 │   1600px max
│                 │
└─────────────────┘
     700px min
     1600px
```

generally not larger than 1600 x 1600 pixels.

The Lucid app will dynamically resize the images, maintaining aspect ratio where necessary to fit the images within the defined layouts. The Lucid Mobile app also supports an image zoom for when the image is greater than the display area.

Captions and copyright for images should be entered via the Builder media panels corresponding fields. These should not contain any HTML tags.

App Loading Screen (Splash Screen)

This graphic should contain the full title of the key and authorship, if desired. Additional logos may also be included. It is not recommended to include additional descriptive text on the load screen since this screen is only shown for a short period while the app loads (approximately 1-2 seconds).

Android: 720x960, 1440x1920, 1536x2048 24-bit PNGs with Alpha

iOS: 1242x2208 iPhone 6+, 750x1334 iPhone 6, 640x1136 iPhone 5 Retina, 640x960 iPhone/iPod Touch Retina, 640x1136 iPhone 5/iPod Touch 5G, 1536x2048 iPad 2, 768x1024 iPad 24-bit PNG with Alpha

Must contain the 'Powered By Lucid" shield graphic. A template graphic can be supplied.

Example Splash Screen

App Launcher Icon

Use: Icon installed with the app and is visible to the user for launching the application.

Android: 72x72 (~240dpi devices), 96x96 (~320dpi devices, e.g. Galaxy S3), 144x144 (~480 dpi devices, e.g. Galaxy S4/S5), 192x192 (~640dpi devices, e.g. Nexus 6), 24-bit PNG with Alpha

iOS: iPhone: 114x114 (iOS 5,6), 180x180 (iOS 7,8). iPad: 144x144 (iOS 5,6), 152x152 (iOS 7,8), 24-bit PNG with Alpha (no rounded corners). Ideally these icons should be scaled from the High Resolution (1024x104) icon listed below.

Example Android App Launcher Icon

Example iOS App Launcher Icon

High Resolution Application Icon

Use: The large app icon is displayed for your app in the App Store and Google Play.

Android: 512x512, 24-bit PNG with alpha; Max size of 1024KB.

iOS: 1024x1024 pixels, 72 ppi, RGB, no transparency, 24-bit PNG with Alpha (no rounded corners).

Tip: This does not replace your launcher icon, but should be a higher-fidelity, higher-resolution version of your application's launcher icon, following the same guidelines.

Higher resolution Android application icon

The high resolution and launcher icons should be generated from the same file to create a clear user experience. The recommended way is to start from a large size or vector graphic, and scale down from there.

Feature Graphic (for Google Play Store)

Use: The featured section in Google Play and also on the web version of Google Play.

Specs: 1024w x 500h, 24 bit PNG or JPEG (no alpha) with no transparency.


Example feature graphic

Tips:

- Use a safe frame of 924x400 (50 pixel of safe padding on each side). All the important content of the graphic should be within this safe frame. Pixels outside of this safe frame may be cropped for stylistic purposes.
- If incorporating text, use large font sizes, and keep the graphic simple, as this graphic may be scaled down from its original size.
- This graphic may be displayed alone without the app icon.

Screen Shots

Google Play (Android): At least 2 screenshots are required overall. Max 8 screenshots per type (phone, 7" & 10" tablet devices). Tablet screenshots must be provided if the app is to be display in the Play Store for tablet devices.

Specs: JPEG or 24-bit PNG (no alpha). Min length for any side: 320px. Max length for any side: 3840px.
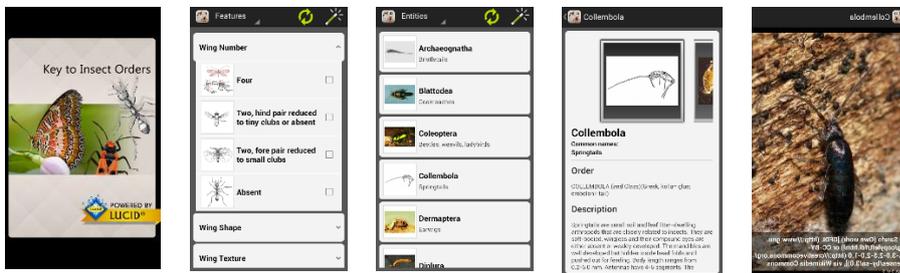
Example screen shots of an app.

App Store (iOS): At least one and up to 4 additional screenshots at the following sizes:

iPhone/iPod Touch 3.5" display: 640x920 portrait, no status bar, 72 ppi RGB, no transparency, JPEG or PNG

iPhone 5/iPod Touch 5G 4" display: 640x1096 portrait, no status bar, 72ppi, RBG, no transparency, JPEG or PNG.

iPhone 6 4.7" display: 750x1334 portrait, no status bar, 72ppi, RBG, no transparency, JPEG or PNG.

iPhone 6+ 5.5" display: 1242x2208 portrait, no status bar, 72ppi, RBG, no transparency, JPEG or PNG.

iPad display: 768x1004 portrait, no status bar, 72ppi, RBG, no transparency, JPEG or PNG.

YouTube Video (optional)

Use: Promote your app and outlines its use.

Specs: No more than a 3-4 minutes.

Fact sheets

Fact sheets should be comprised of basic HTML formatted pages. They should **not** contain:

- Title tag in header
- JavaScript's.
- References to external files such as CSS.
- Images, videos or sounds.
- Links to other fact sheets or local content shipped with the key.

The HTML tagging should be correct and verified. E.g. No unclosed tags. Simple common tags should only be used. For example:

Heading 1 – 6. E.g. <h1>Heading One</h1>

Paragraph tags (<p></p>)

Bold, italic and underline (, <i></i>, <u></u>)

Links should be kept to a minimum and clearly indicate that they refer to external resources. E.g. Display the full link address or place *(External Site)* text next to the link.

Example of the default fact sheet layout

The Lucid Mobile App has a fact sheet layout that consists of thumbnail image set above and the text content below.

It is possible to have a custom layout developed for your key. Just let us know your ideas for this when discussing your key conversion to the mobile format.

Key About Page

This page is required. The about page has the same requirements as Fact Sheets, however additional images such as logo may be included.

Commercial or Free?

Free

There is currently no direct listing fee associated with Google Play Store or Apple iTunes, though there is an expectation that the app is supported by the content developer. For example answering questions and responding to user feedback.

Selling your App

Determining the App price

Price: $0.99 - $999.00

Pricing is automatically adjusted across countries and exchange rates. For example an app may cost $7.99 for US users while for a European user it would cost €6.20.

Pricing your app can be a difficult equation to evaluate and solve. We suggest looking at competing or similar products and their cost along with average number of sales/downloads per month, via Google Play Store or iTunes. This may give a good indication what you should price your key and the possible demand. You should also factor if your product offers an advantage or additional content and features that may justify its cost. Price expectation for apps from users is set quite low, though this has been reflected by the narrow application or frivolous nature of many apps. For example 99c for a "light" app. If your app is providing extensive content and utility, then we believe your app pricing should reflect this.

Check List		
Key Title		
Key Description		
Contact Details (URL, Email, Phone)	U: E: P:	
Privacy Policy URL (Optional)		
Key Items	**Checked**	**Identic (Lucid group) to provide**
Feature State List View labels (if needed)	Y/N	Y/N
Entity List View labels (if needed)	Y/N	Y/N
Fact sheet formatting	Y/N	Y/N
Fact sheet coding verified	Y/N	Y/N
Custom fact sheet layout need?	Y/N	
Image resizing	Y/N	Y/N
Estimated Key Size	MB/GB	
App launch icon	Y/N	Y/N
App loading screen	Y/N	Y/N
High Resolution Application Icon	Y/N	Y/N
Feature Graphic (for Google Play Store)	Y/N	Y/N
Screen Shots	Y/N	Y/N
YouTube Video (optional) URL		

LUCID MOBILE PUBLISHING AGREEMENT

1. DEFINITION OF TERMS

1.1 The Work: One (1) Lucid Based mobile app (Google Android & Apple iOS) of <Key Title>

2. PROPRIETARY RIGHTS

2.1 All trademarks, copyright, database rights and other intellectual property rights of any nature in the Application together with the underlying software code are owned by IDENTIC.

2.2 Data (such as score data, fact sheets and images) contained within the app relating to identification and/or diagnostic purposes is owned by the respective Owner(s).

3. LIMITATION OF LIABILITY

3.1 In no event will IDENTIC be liable for any direct, indirect, special, punitive, exemplary or consequential losses or damages of whatsoever kind arising from Content provided by you the owner to the Application, including loss of profit or the like whether or not in the contemplation of the parties, whether based on breach of contract, tort (including negligence), product liability or otherwise.

3.2 The Content Owner shall be solely responsible for your own Content and the consequences of publishing this Content via the Application. You affirm, represent, and warrant that you own or have the necessary licenses, rights, consents, and permissions to publish Content you submit. For clarity, you retain all of your ownership rights in your Content.

3.3 You further agree that Content you submit for publication will not contain third party copyrighted material, or material that is subject to other third party proprietary rights, unless you have permission from the rightful owner of the material or you are otherwise legally entitled to publish.

4. DISCLAIMER OF WARRANTIES

4.1 To the maximum extent permitted by law, IDENTIC hereby disclaims all implied warranties with regard to the Application. The Application and software are provided "as is" and "as available" without warranty of any kind.

5. REPORTING AND ROYALTY PAYMENTS

5.1 Fees break down:

> Google/Apple: 30%
> Identic App licence & support: 30%

The remaining revenue returned to the content owner is 40%, excluding any taxes.

5.2 IDENTIC will pay the Content Owner a royalty of 40 per cent (40%) of the net income, exclusive of GST and mailing costs, received by IDENTIC from sales of copies of the app.

5.3 IDENTIC will report to Content Owner on the sale of copies of the App no later than 31 August of each year for the prior period 1 July to 30 June. With each report IDENTIC will pay to the Content Owner royalties due the prior period 1 July to 30 June.

6. TERMINATION

6.1 IDENTIC may terminate use of the Application at any time by giving notice of termination to you.

6.2 Upon any termination, (a) the rights and licenses granted to you herein shall terminate; (b) you must cease all use of the Software.

7. GOVERNING LAW

7.1 This agreement is governed by the laws of the State of Queensland, Australia.

Signed as an Agreement for and on behalf of the parties

For IDENTIC

.... Date ....

<IDENTIC Authorised representative>

ABN 94 169 687 110

For the Content Owner

.... Date ....

<Content Owner Authorised representative>

Appendix

End User Licence - Lucid Mobile Application Terms of Use

1. GENERAL

1.1. By installing the Application (as defined below), you agree to be bound by these terms of use ("appterms"). Please review them carefully before installation and/or acceptance.

2. DEFINITIONS

The "Application" shall mean the software provided by Identic Pty Ltd (Identic) under Lucid Mobile brand, to be used on Android OS and Apple iOS devices and any upgrades from time to time and any other software or documentation which enables the use of the Application.

3. DATA PROTECTION

Any personal information you supply to IDENTIC when using the Application will be used by IDENTIC in accordance with its Privacy Policy.

4. PROPRIETARY RIGHTS AND LICENCE

4.1. All trademarks, copyright, database rights and other intellectual property rights of any nature in the Application together with the underlying software code are owned by IDENTIC. Data (such as score data, fact sheets and images) contained within the app relating to identification and/or diagnostic purposes is owned by the respective key author(s).

4.2. IDENTIC and the data owner hereby grants you a worldwide, non-exclusive, royalty-free revocable licence to use the Application for your business and personal use in accordance with these appterms.

5. CONDITIONS OF USE

5.1. You will not, nor allow third parties on your behalf to (i) make and distribute copies of the Application (ii) attempt to copy, reproduce, alter, modify, reverse engineer, disassemble, decompile, transfer, exchange or translate the Application; or (iii) create derivative works of the Application of any kind whatsoever.

5.2. IDENTIC reserves the right to amend or withdraw the Application, or charge for the application or service provided to you in accordance with these appterms, at any time and for any reason.

5.3. You acknowledge that the terms of agreement with your respective mobile network provider ('Mobile Provider') will continue to apply when using the Application. As a result, you may be charged by the Mobile Provider for access to network connection services for the duration of the connection while accessing the Application or any such third party charges as may arise. You accept responsibility for any such charges that arise.

5.4. If you are not the bill payer for the mobile telephone or handheld device being used to access the Application, you will be assumed to have received permission from the bill payer for using the Application.

6. AVAILABILITY

6.1. This Application is available to handheld mobile devices running Android and Apple operating systems. IDENTIC will use reasonable efforts to make the Application available at all times. However

you acknowledge the Application is provided over the internet and mobile networks and so the quality and availability of the Application may be affected by factors outside IDENTIC reasonable control.

6.2. IDENTIC does not accept any responsibility whatsoever for unavailability of the Application, or any difficulty or inability to download or access content or any other communication system failure which may result in the Application being unavailable.

6.3. IDENTIC will not be responsible for any support or maintenance for the Application.

7. SYSTEM REQUIREMENTS

7.1. In order to use the Application, you are required to have a compatible mobile telephone or handheld device, internet access, and the necessary minimum specifications ('Software Requirements').

7.2. The Software Requirements are as follows: Apple iOS devices running iOS 5, and Android OS devices running OS 2.3 or greater.

7.3. The version of the Application software may be upgraded from time to time to add support for new functions and services.

8. TERMINATION

8.1. IDENTIC may terminate use of the Application at any time by giving notice of termination to you.

8.2. Upon any termination, (a) the rights and licenses granted to you herein shall terminate; (b) you must cease all use of the Software;

9. LIMITATION OF LIABILITY

9.1. In no event will IDENTIC or the content owner be liable for any direct, indirect, special, punitive, exemplary or consequential losses or damages of whatsoever kind arising out of your use or access to the Application, including loss of profit or the like whether or not in the contemplation of the parties, whether based on breach of contract, tort (including negligence), product liability or otherwise.

9.2. IDENTIC is not liable to you for any damage or alteration to your equipment including but not limited to computer equipment, handheld device or mobile telephones as a result of the installation or use of the Application.

10. DISCLAIMER OF WARRANTIES To the maximum extent permitted by law, IDENTIC hereby disclaims all implied warranties with regard to the Application. The Application and software are provided "as is" and "as available" without warranty of any kind.

11. GOVERNING LAW

11.1 This agreement is governed by the laws of the State of Queensland, Australia.