

World Exposition Shanghai China 2010

Expo Shanghai Online

FAQ

(Revised ed.)



Better City, Better Life

Bureau of Shanghai World Expo Coordination

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**This document aims to address Participants' common concerns regarding Expo Online. For more details please refer to the formally released documents or discuss with us directly. The electronic version of the document is downloadable at the official website of Expo 2010.*

1. Information in General

1.1. What is Expo Online?

Expo Online, officially known as Expo Shanghai Online, is an integral part of World Expo 2010. It functions as the introductory channel, extension and supplement of the real Expo, in the form of a website combining 3D exhibitions, events and interactions.

Expo Online will present a virtual park corresponding to the 5.28 sq km-Expo site of the real Expo 2010, and virtual pavilions and exhibitions of all participants corresponding to their physical counterparts. To be brief, Expo Online is the online edition of the physical World Expo 2010 Shanghai China.

1.2. What is Online Pavilion?

Online Pavilion is the online representation of the Participant's physical pavilion, and is categorized by function into two types, the Browsing Pavilion and the Experiencing Pavilion. Participants can choose either of them.

The Browsing Pavilion fits the basic needs of a 3D virtual exhibition, by basically replicating on the internet the appearance and interior of the physical pavilion, as well as the real exhibited items, in the form of text, picture, audio, video and animation, etc.

The Browsing Pavilion is built and provided free of charge by the Organizer on the basis of the content materials offered by the Participant.

The Experiencing Pavilion is designed to increase and enhance the functions of the Browsing Pavilion by individualizing more diverse exhibited effects and interactions. Participants can also develop virtual space and virtual exhibits that are physically inexistent.

The Experiencing Pavilion is built by the Participant itself. Upon completion it should be handed over to the Organizer, who is responsible for integration, operation and maintenance.

(Please refer to 2.2 "Participants' main rights and duties" for more related details.)

1.3. How does Expo Online differ from the official Expo website?

Expo websites of the Organizer (www.expo2010china.com) and the Participants are information portals of their presence at Expo 2010, basically aiming to collect and disseminate various kinds of information about the exhibitions and events.

Expo Shanghai Online in contrast, is the virtual gateway to World Expo 2010 Shanghai China, and provides online users primarily with experience of virtual tour around the Expo site and pavilions, as well as functions of promotion, tour guide and education.

Functions such as virtual navigation, 3D virtual exhibition and interactive technology may be available also at some official Expo websites. However, with focus on their own pavilion and exhibition, such online presentation is localized to just a very small part of the Expo 2010, making it difficult for online users to have a panoramic view and comprehensive understanding of the world exposition.

For Participants of the Experiencing Pavilion, a hyperlink to its own official Expo website will be provided.

1.4. How can participants benefit from joining Expo Online?

Expo Online can provide an alternative way of experiencing World Expo 2010, especially for those who cannot visit Shanghai personally in 2010.

An unprecedented combination of World Expo, the Internet and virtual technologies, as well as the functions of tour guide and recommendation, will make it more attractive and convenient for visitors to come to the real Expo site to spend a good time.

As a heavily interactive online platform, Expo Online will facilitate exchange of different cultures and help create a global dialogue around the theme of World Expo.

The procedures of participation are simple and clear; technologies used to develop and construct are easy and operable; and with much less than what you have to spend for your physical exhibition, an online showcase equally wonderful can be expected.

Participants can extend and expand their Expo themes, and can exhibit and promote themselves in a much larger dimension.

Efforts of all Participants can be sustained after the closing of Expo 2010, and can be permanently accessible on the Internet. Expo 2010 is going to become the first everlasting World Expo in its history.

Coupling and interacting with the Internet to increase participation of the international public, is tomorrow's trend of World Expo. For organizers of the future World Expos, participation in Expo Shanghai Online will be worthwhile experiment and exploration.

1.5. How to access Expo Online?

Expo Online is a website, so typing in the web browser the URL address of Expo Shanghai Online will lead visitors to its website.

Entering the website users will see a virtual Expo site dotted with online pavilions of all Participants. Through the search function of the website or by clicking an online pavilion, users can then access the virtual counterpart of the real exhibition they feel interested in.

1.6. When will Expo Online be accessible online?

Expo Online will be officially accessible online on May 1, 2010, the opening day of the World Expo 2010 Shanghai China, with all functions available and all online pavilions inaugurated.

Two earlier editions will be launched respectively on May 1, 2009 to open the 2D Expo site and activate functions of tour guide; and on January 1, 2010, with the 3D Expo site unveiled. Events or activities could be organized to promote the Participants who have already confirmed.

2. Confirmation of Participation

2.1. Procedures and document of participation confirmation

Expo Online as an integral part of the Expo 2010, its participation document, the "Participation Confirmation Form", is an appendix to the Participation Contract of Expo 2010. Upon signing of the Participation Contract, participation in Expo Online becomes effective automatically.

If the Participation Contract has already been signed earlier, the Participant can sign the "Confirmation Form" separately and then hand it over to the Organizer.

Appending the "Confirmation Form" to the Participation Contract entitles the participant a free online Browsing Pavilion. Participants who prefer the Experiencing Pavilion should submit the corresponding "Confirmation Form of Experiencing Pavilion".

2.2. Participants' main rights and duties

Participants' rights and duties differ with the type of online pavilion they select:

1. Participant of the Browsing Pavilion

Rights:

- The Online Pavilion will be built, integrated, operated and maintained, all free of charge, by the Organizer.
- The Online Pavilion can be updated.

Duty:

- The Participant should submit original materials and update contents, on which base the Organizer will build and update the Online Pavilion.

2. Participant of the Experiencing Pavilion

Rights:

- The Online Pavilion will be integrated, operated and maintained by the Organizer.
- An official language besides English and Chinese can be displayed.
- A hyperlink to Participant's own official Expo website can be offered.
- Promotion of sponsors of the Online Pavilion is allowed.
- A diversity of interactions is possible.
- Online Pavilion and exhibition can be changed and updated.

Duties:

- The Online Pavilion should be funded and built by the Participant, and should be delivered to the Organizer prior to the specified deadline.
- Buildup of the Online Pavilion should be conducted following the technical

- The Participant should submit the update contents in time.

*No matter which Online Pavilion is selected, the Participant is supposed to finalize its confirmation of participation in the first place.

2.3. Is participation in both type A and type B online pavilion possible?

The Participant can select only one of the two Online Pavilions to fit its own demands, and then have its corresponding rights and duties.

The Participant who has already confirmed the Browsing Pavilion can also upgrade its selection to the Experiencing approach.

2.4. Can the participant decide not to participate in Expo Online?

Expo Online will embrace the whole Expo 2010, including the entire Expo site and all pavilions, so it's the panoramic representation of Expo 2010 on the Internet.

To maintain the completeness of Expo 2010, the Organizer will develop an introductory presentation for the Participant who fails to confirm its participation.

Such introductory presentation appears as static web page, basically in the form of texts and pictures. And there will be no change or update.

2.5. Deadlines of Expo Shanghai Online

The deadline for participation confirmation of Expo Online is June 30, 2009.

Deadlines for participants' contributions are as follows: **July 31, 2009**, handing over of "Online Exhibition/Construction Proposal"; **August 31, 2009**, delivery of materials for Browsing Pavilion; **September 30, 2009**, delivery of the completed Experiencing Pavilion. Obviously, there is only less than a year left from now.

The Organizer estimates that it may take at least half a year to build an Online Pavilion. The Organizer hereby recommends Participants to finalize the confirmation no later than the end of 2008, and instantly start the ensuing work to guarantee the whole project could proceed in a timely manner.

2.6. What costs are involved in joining Expo Online? Does the Organizer charge fee for participation?

Only when construction of Experiencing Pavilion is concerned, there will be costs to be borne by the Participant. The costs will be paid to the developer/service provider who will build for the Participant (the Contractor) its online Experiencing Pavilion. The

amount depends on the demands and expectation of the Participant, and on the negotiation with its Contractor.

Any other costs, including those incurred from the buildup of all Browsing Pavilions; integration, test, operation and maintenance of all Online Pavilions, will be borne by the Organizer.

We hereby stress that the Organizer doesn't charge any fee throughout the whole process of Expo Shanghai Online.

2.7. Are commercial activities and promotion of sponsors possible?

As the World Expo is in nature an operation for public interest, commercial activities in relation to Expo Shanghai Online are restricted to a certain extent. For example, the online shopping is not allowed, but information of commodities sold in the physical pavilion can be publicized in the online Experiencing Pavilion.

Where commercial activities are involved, please refer to the Chapter III of the General Regulations of Expo 2010 Shanghai China or consult with the Organizer.

After discussion with and review of the Organizer, the sponsor in direct relation to buildup of Participant's Experiencing Pavilion can be promoted in the Online Pavilion. Please refer to the "Expo Shanghai Online Participants Manual" for related regulations.

3. Development and Construction

3.1. The technical solution and specifications

The technical solution of Expo Online as a whole gives equal priority to both the high-grade and the maturity. Specific technologies will include Web 3D, FLASH, etc.

Please download the technical documents, "Guide for Development & Construction" for both the two types of Online Pavilion at the official website of Expo 2010 (in PDF) for more technical details.

3.2. Costs for build-up of the Experiencing Pavilion

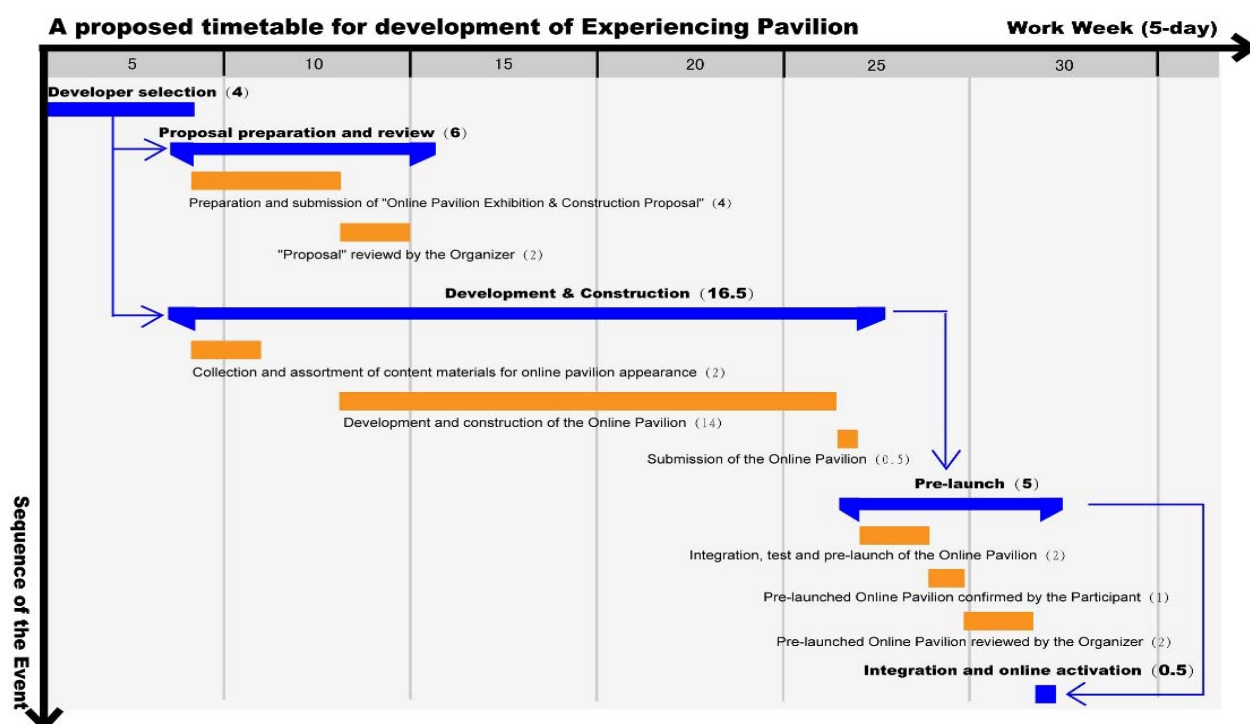
The online Experiencing Pavilion will be built by the Participant itself with its own funds (also see 2.6). The final actual expense depends totally on the demands and expectations of the Participant, e.g., how many functions and effects are to be achieved, how many 3D objects are to be rendered, how sophisticated they are to be, how big a virtual space the Online Pavilion will have, to name a few.

Please refer to the Appendix F of the "Guide for Development & Construction of Experiencing Pavilion" or consult with the Organizer for more information.

The final sum will be decided by the Participant and its Contractor for Online Pavilion buildup through negotiation. The "Guide for Development & Construction of Experiencing Pavilion" can be used to assess the quote from the service provider.

3.3. How long will it take to build an Experiencing Pavilion?

As the figure shows below, it takes at least six months to complete an Experiencing



3.4. What will be the interactions of Expo Online?

Interactions of Expo Online will include those in Participant's Experiencing Pavilion and of the Expo Online platform.

Interactions of the Experiencing Pavilion will be designed by the Participant. So a diversity of individualized interactions are possible, e.g. visitor's multi-angle view of the exhibited items, zoom in, zoom out and material change of the exhibited items, etc.

Interactions of the Expo Online platform will be provided by the Organizer, which will include online voting, upload of user-generated contents, etc.

3.5. What measures will be taken for smooth functioning of Expo Online?

To safeguard the smooth operation of Expo Online, which gathers a huge amount of information, multi-media and 3D digital contents, the Organizer will equip an enough amount of servers; optimize the system; and team up with professionals to take care of the operation.

Efficient space will be allocated to each participant to store its data and files. Please refer to the Appendix A.4. of the "Guide for Development & Construction" for related specifications.

3.6. Will live video broadcasting be possible? How to make it happen?

The Expo Online BS Platform will reserve interfaces for live-broadcasting. The Participant shall be responsible for collecting and converting the live-broadcasted contents.

Where the live-broadcasting is desired, the Participant shall submit application and discuss with the Organizer the related details.

3.7. How often and how big will an update be allowed?

The Participant shall make its update plan and submit the application to the Organizer. Unless specifically indicated otherwise, the Organizer lays no limit on the frequency of updates.

The maximal size for storage, including the Online Pavilion and all updates, available to each Participant is 2G. All the updating contents submitted by the Participant will be retained on the Organizer's server.

3.8. Are deliverables of the Browsing Pavilion the same as those of the Experiencing one?

NO. Deliverables of the Experiencing Pavilion are the content materials for Online Pavilion appearance and the completed Online Pavilion.

Deliverables of the Browsing Pavilion are content materials of its real pavilion and exhibition, including the pavilion appearance, interior layout and exhibits.

Please refer to the technical documents for related specifications.