Adobe PDM – AEM: On-demand (2014v3)

The Products and Services described in this Product Descriptions and Metrics ("PDM") document are subject to the applicable Sales Order, PDM, Exhibit for On-demand Services, and General Terms.

This PDM describes the following AEM On-demand Services:

Section	Name of Product
1	Adobe Experience Manager Communities
2	Adobe Experience Manager Dynamic Media & Video Add-on
3	Adobe Experience Manager Social Communities Extension

1. Adobe Experience Manager Communities ("AEM Communities") – Product Description

1.1 AEM Communities

(A) **License Metric.** AEM Communities is licensed per annual Active Community Member. Customer's committed annual Active Community Members and pricing is set forth in the applicable Sales Order. Each unique Active Community Member logging into AEM Communities during each 12-month period beginning on the License Term start date is counted as one Active Community Member. Active Community Members are licensed per each user and on a named user basis, meaning that a Active Community Members license is granted to a single individual who is authorized to access or use AEM Communities licensed herein.

(B) **Description.** AEM Communities is a social and mobile learning solution that enables enterprises to rapidly disseminate learning content to Active Community Members, facilitate knowledge exchange, and measure results. AEM Communities includes 1 terabyte of storage.

(C) **Product Limitations and Use Restrictions.** An Active Community Member license may not be used concurrently (i.e. the same login ID may not be used by more than one user or Computer at a discrete moment in time) or by multiple users.

1.2 AEM Communities Add-ons

(A) AEM Communities Additional Storage.

　　(1) **License Metric.** AEM Communities additional storage capacity is licensed per each additional 250 gigabytes of storage capacity.

　　(2) **Description.** Each 250-gigabyte increment of additional storage licensed is in addition to the initial capacity included with AEM Communities.

2. Adobe Experience Manager Dynamic Media and Video – Product Description

2.1 AEM Dynamic Media and Video

(A) **License Metric.** AEM Dynamic Media and Video usage is measured in Page Views. Customer's committed volume and pricing of AEM Dynamic Media and Video Page Views is set forth in the applicable Sales Order.

(B) **Description.** AEM Dynamic Media and Video includes 60 gigabytes of storage, up to 10 accounts set-up for use on Customer Sites, AEM Users as needed by Customer (for use only with AEM Dynamic Media and Video), and the following capabilities:

(1) **Dynamic Imaging.** Real-time editing, formatting & sizing, interactive zoom & pan, multiple view, color swatching and texture swatching, 360-degree spin, mixed media, Sites authoring component, and configurable responsive multi-media viewer library. Provides a consistent rich media experience across multiple devices & screens, dynamically delivering the right experience from single master assets for each customer touch point.

(2) **Video.** End-to-end video publishing solution, including ingest, configurable video encoding profiles, automatic cloud based transcoding and delivery, YouTube publishing, configurable & custom video players that adapt on demand to serve optimized content to any screen, Sites authoring component, and video engagement and drop off reporting.

(3) **Mobile/Multi-screen.** Provides a consistent rich media experience across multiple devices & screens, dynamically delivering the right experience from single master assets for each customer touch point.

(4) **Publishing System.** Publish, manage, and enhance dynamic content for delivery across marketing channels or touch points.

(5) **Adobe Scene7.** Access and use of all the capabilities of the Adobe Scene7 Base Platform Package (see the Adobe Scene7: On-demand (2014v3) PDM for additional details).

(C) **Product Limitations and Use Restrictions.** Licensing of AEM Dynamic Media and Video requires that Customer have a current and active license for AEM Assets.

2.2 AEM Dynamic Media and Video Add-ons

(A) **AEM Dynamic Media and Video Additional Storage.**

(1) **License Metric.** AEM Dynamic Media and Video additional storage capacity is licensed per each additional 250 gigabytes of storage capacity.

(2) **Description.** Each 250-gigabyte increment of additional storage licensed is in addition to the initial capacity included with AEM Dynamic Media and Video.

3. Adobe Experience Manager Social Communities Extension – Product Description

3.1 Social Communities Extension

(A) Social Communities Extension is licensed per AEM Publish Instance licensed by CustomerSocial Communities Extension is an On-Demand Service that provides enhancements in moderation, higher performance, and scalability with cloud storage.

(B)

(1) Customer can add up to 10,000 posts per month and a maximum storage capacity of 500 gigabytes for each Social Communities Extension owned.

(2) Social Communities Extension is an add-on to AEM Sites: Social Communities and requires that AEM Sites Social Communities be active on any instance where it is in use.

Additional Terms

4. Support

Adobe Customer Support and Client Care for AEM Dynamic Media and Video On-demand includes: Adobe provides 24x7x365 unlimited access to Adobe Client Care for a maximum of 5 named Customer technical support contacts. Support includes: Live Phone, Chat, and Email Support from Adobe Client Care; access to the Online Interface for Support Issue Management; access to the Searchable Knowledge Base; and access to On-demand Training Modules.

5. Additional Definitions

5.1 **"Active Community Member"** means an employee or contractor (e.g. independent contractor or consultant) of Customer that logs into AEM Communities On-demand, either directly or programmatically (such as through use of an API).

5.2 **"Page View"** means a single view of an email or web page of an internet site, including application screen views, application screen states, mobile web pages, and social network pages. Page Views occur each time a web page is loaded or refreshed, an application is loaded, or when content renders or is shown through an opened or viewed email.