

VENTUZ ONLINE STORE FORMAT DESCRIPTION

V2.00 2019-01-07

LANGUAGE

The Ventuz Store Language is English. There are no localized pages in any other language. All documents and descriptions have to be in correct English. In case you feel unsecure with the English language, please make use of a translator (a person, not a web service). Descriptions that can't be understood due to poor language will be rejected.

PRODUCT INFO

DESCRIPTION

A product's description is important and should be written in a way that is also understandable for beginners.

GLARE TECHNOLOGIES

CHROMA KEY

€549

Realtime Chroma Key saves your time and hardware cost.

Used for broadcast recording, movie keying, realtime webcam capturing and many more fields. Key every color of your footage in realtime.

CONTENT +

VENTUZ VERSION +

Every product should have a short description, usually a single sentence describing the product's main feature(s). This sentence will lead the product info and is printed in bold font.

Following the short description, a longer, more detailed description follows. This might also include a bullet list of features.

CONTENT

CONTENT -

Product Version 4.0

VZA, contains sealed containers

VENTUZ VERSION +

The description is followed by a content block. It contains details about the content the customer receives. It needs to contain the following info:

- A product version. In case the product is updated, the version should be updated as well. We recommend using Major, Minor, Bugfix.
- The file format. In case of Ventuz this might be VZA or VPA.
- The info whether the Ventuz scenes are completely accessible or whether there are sealed containers used to hide some of the logic.
- Detailed information about assets (image formats, 3D mesh formats, video formats, polygon count, and so on).
- Requirements that exceed Ventuz. In case of Tools this might be the Windows version or required frameworks. Also, in case you're selling a hardware integration, make sure to include details about the supported hardware.

VENTUZ VERSION

CONTENT	+
VENTUZ VERSION	-
Compatible with Ventuz 5 (5.0 or higher), no HDR support	

Next is a block with the supported Ventuz versions. For each compatible major version, we require the minimum minor version.

For instance, if a product is compatible with Ventuz 5, you need to specify the minimum release, like 5.2. This is usually the version you saved your scene with. Please note that in case of a product update this requirement might also change.

Any limitations should also be stated here. Like in the example above, Ventuz 5 is supported, but the HDR mode won't work.

DOWNLOADABLE CONTENT

After a product has been purchased, the associated content can be downloaded. This is a zip file containing the content provided by the vendor.

The zip file contains all required files. They should be well organized and named in a way that can be easily understood.

Depending on the type of product, very different file types are possible. We recommend:

- Ventuz scenes should be distributed as Scene Archives (VZA) or Project Archives (VPA).

- Textures should be distributed in a Ventuz compatible format (DDS, JPG, PNG, BMP, TGA, TIF).
- Meshes should be distributed in a format that can be imported by Ventuz. It is strongly recommended to always include a Ventuz scene that has the Mesh imported and correctly set up.
- Tools should be distributed as EXE files including all required DLLs. For more complex tools an installer should be distributed that also takes care of any dependency.
- Additional documentation should be provided as PDF.

PRODUCT IMAGES

Images give the first impression of a product, before any text is read. Please make sure your images have a high quality and represent your product well.

We recommend providing **no less than 3 and no more than 10 images**. A tool that consists of a UI only might not need as many images as an effect with many different presets.

You may also include collage images where you put several images into one, for instance to represent a variety of different presets.

Please do not include text overlay in your images! The Store puts the images into the product's context and additional headlines in the images might disturb the overall layout.

Please provide product images as **JPG** in **1920x1080**.

You may use file names to specify the order. It is important to at least specify which image goes first as that one will be used as a thumbnail on the index pages.

PRODUCT VIDEOS

In addition to images it is very helpful to have a video demonstrating the product. You can provide **up to 3 videos** for your product. Please only submit several videos if they really handle different aspects of your product. For instance, a video could show an overview, different presets, a short tutorial, and so on.

Please provide product videos in **1920x1080** in any format that is compatible with Youtube, as your videos will be hosted on the Ventuz Store's Youtube channel.

Additionally, for each video you must provide a **thumbnail** that is used in the gallery. The thumbnail must also have a resolution of **1920x1080**.

PRODUCT BANNER

On the start page we have the possibility to feature a banner image. This image must still work if it is cropped as the banner images are adapted to the browser window.

We recommend a resolution of **1560x1050**, but you can also provide the regular format of **1920x1080**. In addition, you can optionally provide a mobile-friendly version with recommended resolution of **750x1100** pixels.

Even more than regular images it is important that these images don't contain text and have large safe zones. Again, they will be heavily cropped due to different window sizes. Any abstract effect images work best.

Banner images are optional. The Ventuz Store Team decides which products are featured on the start page. Only those providing a banner image can be used in the slideshow.

FEATURED IMAGE

The featured image is similar to the banner image. It is used on the product page below the product description and spans across the window. Again, this image might be cropped depending on the browser window's size.

We recommend a resolution of **1500x700**. This image is optional.

DOCUMENTATION

Please make sure your product is well documented. For simple scenes it might be sufficient to use the Ventuz annotations. For more complex scenes or effects, a PDF describing all parameters is recommended. Complex tools should have an online help or a PDF manual. You may also provide tutorial videos.

COPYRIGHT

You as a vendor have to make sure that you own the rights to distribute all content you're using in your product. This includes textures, images, photos, videos, meshes, and so on.

In case you provide movies with music, make sure you're using royalty-free music and/or own the rights/license to use them.

For tools please make sure to include any licenses of libraries you might be using. You need to make sure those licenses allow you to sell the software.