
BOOTHSHARE APP

DAVE AND BUSTERS LOCATIONS





BOOTHSHARE APP

- The Boothshare app is a free, fun and simple way to share and save your Super Booth pictures. Transform your memories from Dave & Busters into gorgeous images to instantly email, text or share on Instagram, Facebook and Twitter. Make that PERFECT POST by choosing from several filters, frames and effects to customize your photo. Just download the app before or after your Super Booth experience and enjoy!





BOOTHSHARE OVERVIEW

Boothshare is a mobile application that enables any Super Booth user to collect, keep, edit and share all of their Super Booth images taken at ANY Dave and Busters location that has a Super Booth Photo Booth product. The Boothshare app will enable customers to keep ALL their pictures organized by where they were taken, and when.

Customers no longer have to sit with a printed picture on their knee taking a picture with their phone to share the fun, or go home and try and scan the images to edit or share. The Boothshare app allows them to simply scan a simple Quick Response code from the original print out or display screen to retrieve the images from their photo session.

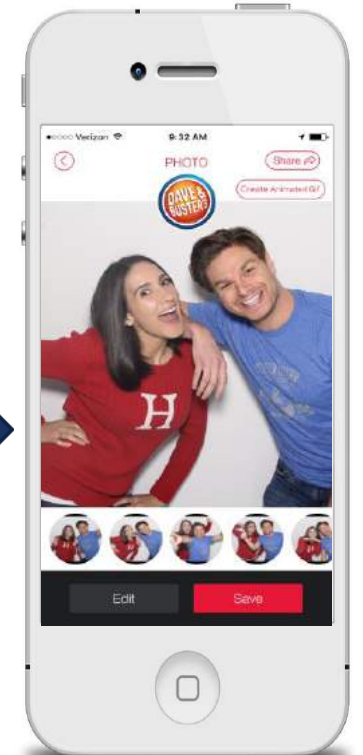
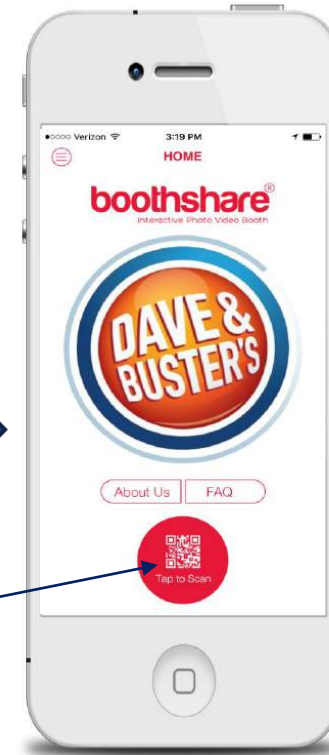
The Boothshare app intelligently knows when its nearby a Super Booth anywhere in the world, as the homepage will change to show the Super Booth operator, or which event you are at, and all images taken there will be stored in a gallery so you can relive memories at that location or event.

Plus with the new animated gif feature a customer will be able to create a fun and exciting moving image, and share to Facebook or save to their camera roll and share on other social media platforms.

Best of all, its FREE to the customer to download and use the application to manage their Super Booth pictures.



HOW DOES BOOTHSHARE WORK?



1) Guest step inside the Super Booth for their interactive photo shoot. After their photo session the images are printed.

2) A unique **QR code** is generated for each photo session and applied to the print out. QR code is also displayed onscreen after the photo session.

3) From the app, guests "tap to scan" and retrieve all their photos from their session

4) Guests can view, edit, animate and share their images using their own device!

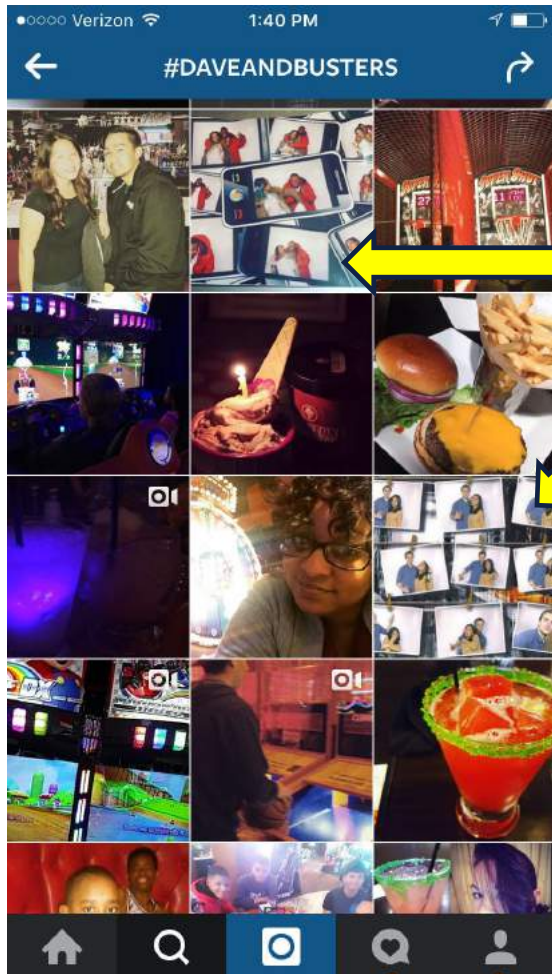


GOALS OF THE BOOTHSHARE APP

- Provide seamless integration between D&B Photo Booths and customers
- Allow customers to save, edit and instantly share their Super Booth photos with fb, twitter and Instagram using their own device
- Customers can email and text images from their own device
- Ability to customize the default message on photos that post on Facebook, Twitter, and Instagram (ex: #daveandbusters or #marchmadness)
- Ability to collect data from Dave and Buster's customers
- Have the ability to send marketing and promotional messages directly to app users
- Increase Dave and Busters presence on all social media platforms
- Create a branded interface that customers will interact with long after their initial download
- Provide customers with enhanced knowledge about Dave & Busters events and specials
- Create revenue opportunities from ads, products and services
- Increase value and entertainment to the Dave & Busters / Super Booth Experience
- Allows customers to create an animated GIF of their photo session



SOCIAL MEDIA REACH



- Social media posts and hashtags have become an important part of marketing and advertising
- Currently when searching #daveandbusters you will find on average 10% of all images posted are Super Booth photo booth print templates.
- Customers are also tagging #superbooth from their photo booth experience with no advertising. In short, D&B customers are taking a photo of their print template and posting
- The Boothshare app will embed these hashtags into default messages and enable the customers to directly upload their photos to social media. With a more targeted user experience, Dave & Busters will see an increase in followers, "Likes", subscribers and website traffic shortly after the release of this app



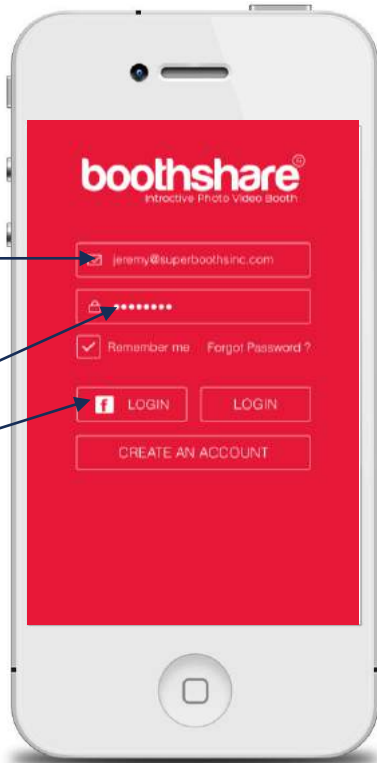
CREATE A BOOTHSHARE ACCOUNT

- Download Boothshare from your app store
- Boothshare is compatible with both IOS and Android devices

▪ Enter email

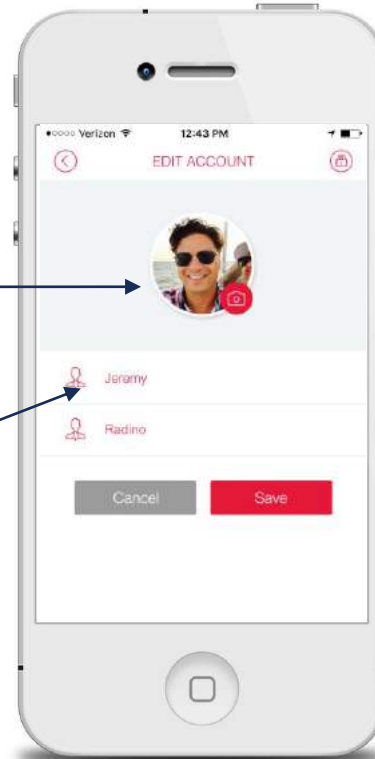
▪ Create password

▪ Login w/ FB

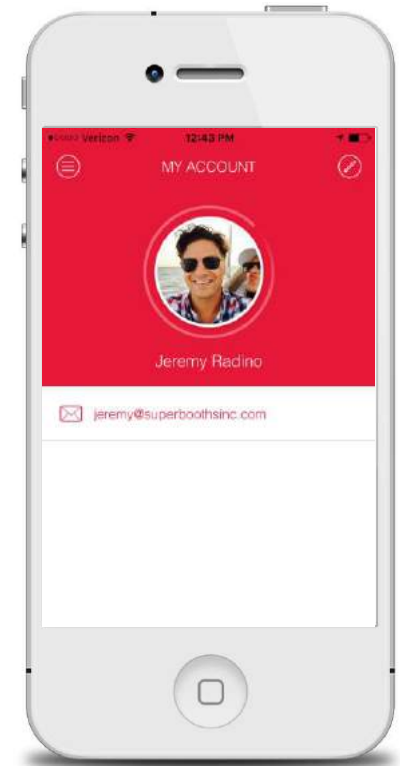


▪ Customize your image

▪ Add your name



Finished!

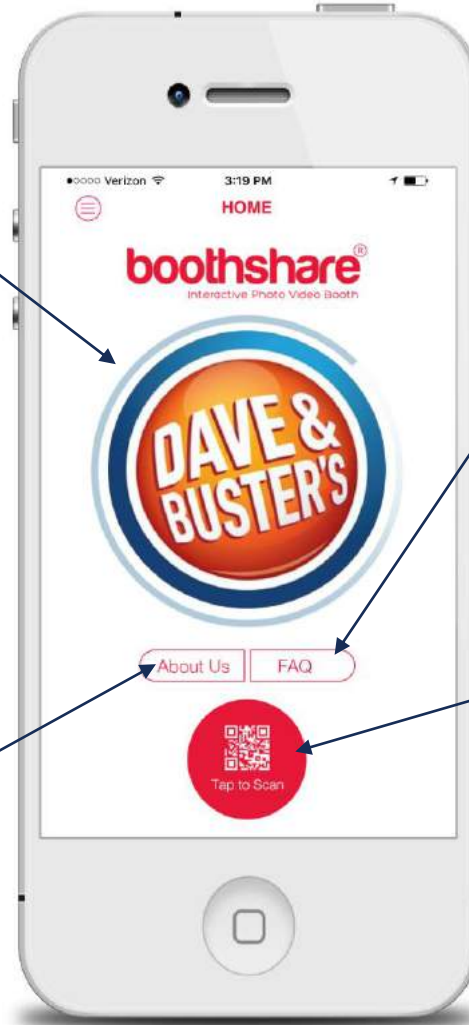




BOOTHSHARE HOMEPAGE

- Once inside the app the user is taken to the homepage, the **logo** in the center will change automatically based on where the user is, as the application intelligently knows the location of each Super Booth and will show the information for that Super Booth operator. In this the operator is Dave & Buster's

- About Us** will provide customers with up to date events for each Dave and Buster's location

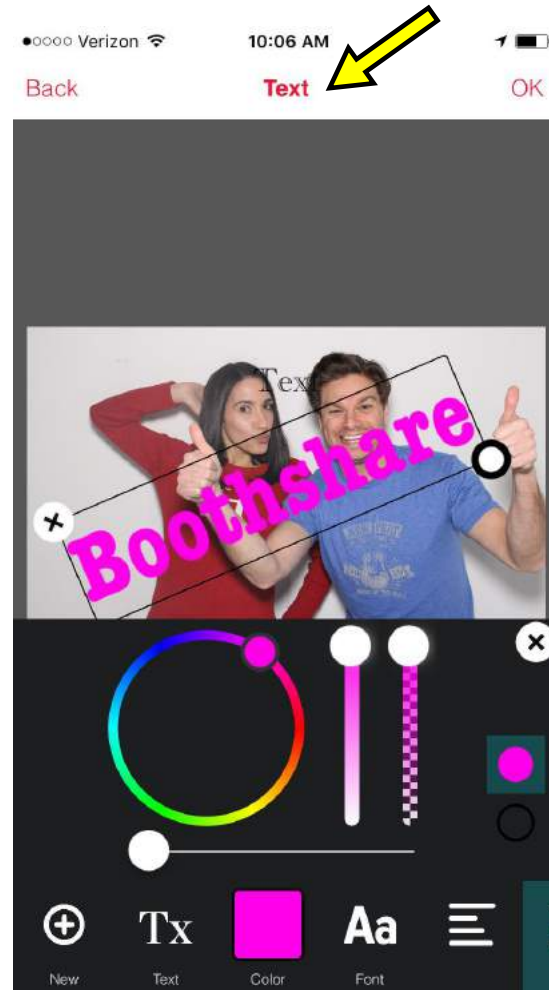


Frequently **Asked Questions** can be customized for each individual Dave and Buster's location

At the end of the photo session a Quick Response code will appear on screen, customers can hit the **tap to scan** button or they can wait until their pictures print and scan the QR code from the print out. Customers can retrieve their photos from the Quick Response code for 30 days and do not have to be at Dave and Buster's to work.

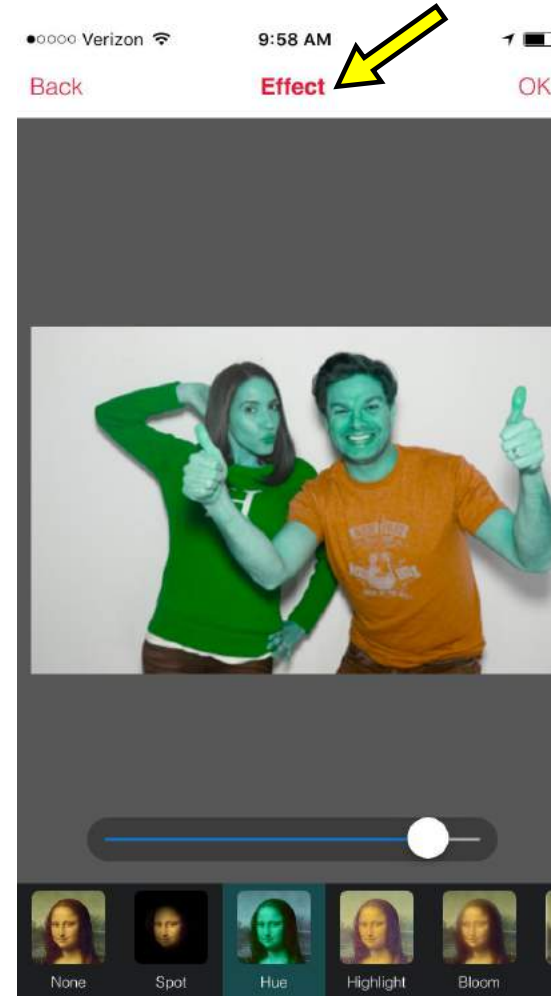


BOOTHSHARE EDITING CAPABILITIES





BOOTHSHARE EDITING CAPABILITIES





EDITED EXAMPLES

ORIGINAL IMAGE



ADD GRAPHICS

ADD FILTERS



ADD TEXT

ADD PROPS

BLUR IMAGES



DISCOLOR IMAGES



BOOTHSHARE PHOTO GALLERY

- A Photo Gallery is generated on the customers Boothshare app for each location visited.
- All hi – res images are automatically saved into the customers Boothshare app after scanning the quick response code located on the print out or display
- Each photo can be individually selected and customers can view, edit and share directly from the Photo Gallery





ANIMATED GIF FEATURE

- Boothshare instantly creates an animated GIF of the customers photo session playing their images in sequence
- Customers can add text, filters, props and much more to their animated GIF
- The animated GIF can be shared through email and text and also with social media
- Customers can save their animated GIF to their camera roll
- App users can alter the speed of their animated GIF





USER EXPERIENCE

- On a rainy day Bronson enters Dave and Busters and experiences the Super Booth. He poses for his 9 picture photo session in the booth and is given a Quick Response code to scan with instructions on how to download the Boothshare app. This QR code allows him to view, edit, animate, email, text and share his photos to Facebook/Twitter/Instagram.
- If Bronson decides to upload a photo to a social media site, he will select the photos he wishes to upload. These photos post through his Facebook/Twitter/Instagram with an automatic tagging of the location as well as a default message that Dave & Busters has chosen through the content management system.
- A week later, Dave & Busters sends out a push notification to Bronson about an upcoming MMA fight. Bronson decides to go back to that location with some friends has dinner, plays more games and re-uses the Super Booth/Boothshare app. A year later Bronson receives a global push notification from Dave & Busters that they will be opening a new location near his home. He decides to visit that year and check out the new location.