



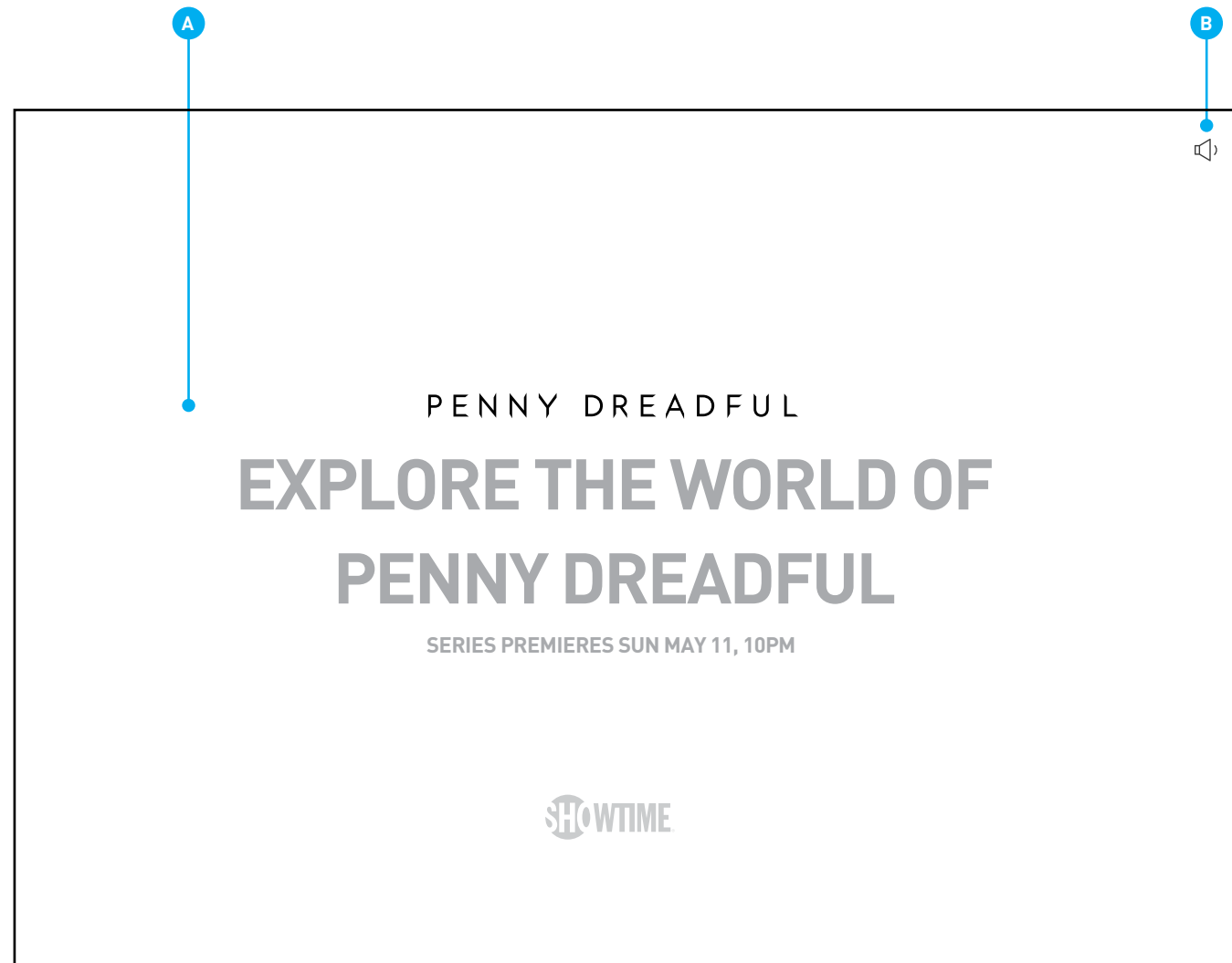
EXPLORE THE WORLD OF PENNY DREADFUL



NAVIGATION

NAVIGATION

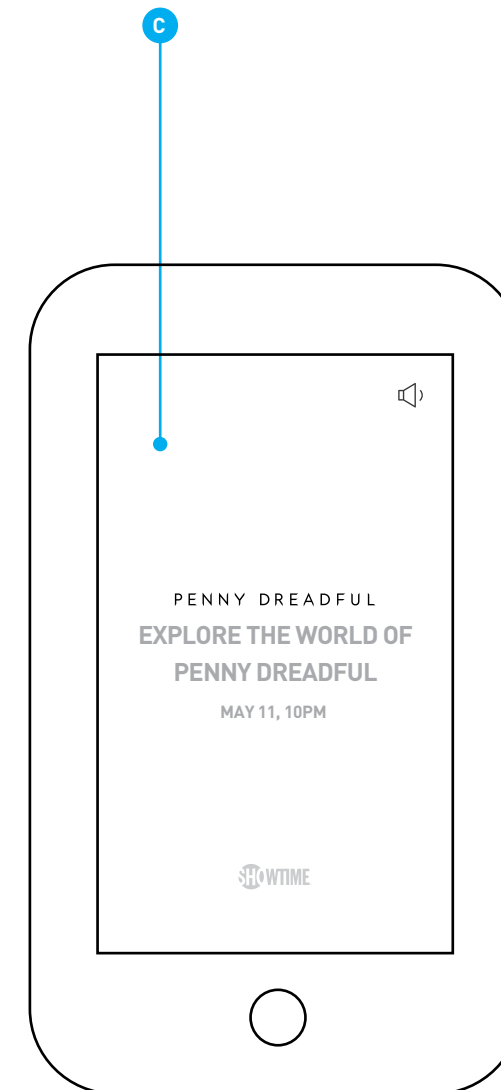
1. DESKTOP: INTRO SCREEN



A Initial Intro screen that will automatically fade into the 1st location screen. Loading screen info will include: Penny Dreadful Logo, Title, Tune-In and SHOWTIME logo.

B Ambient sound will be playing throughout the experience. The user will be able to mute the sound.

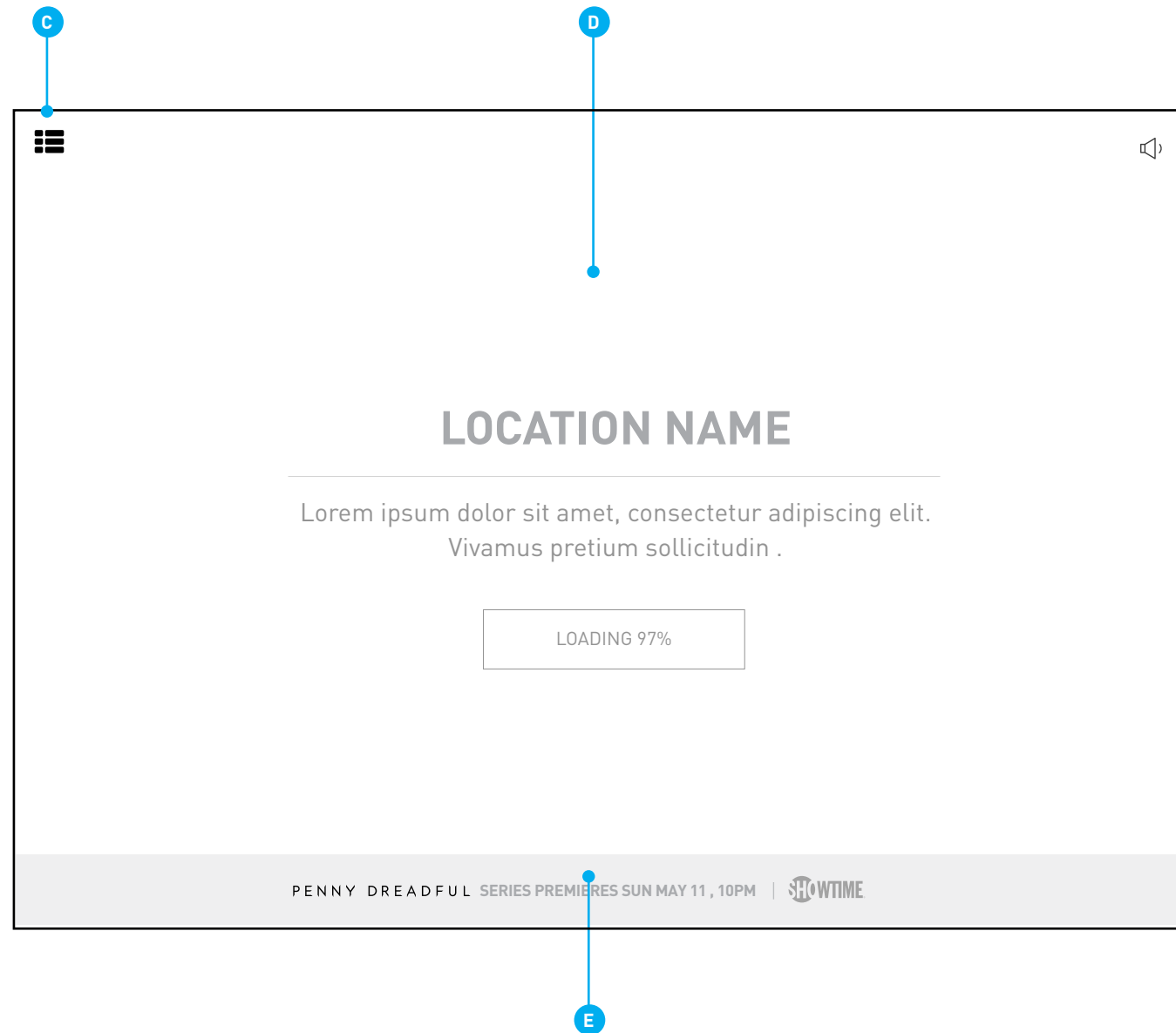
2. IPAD/ MOBILE: INTRO SCREEN



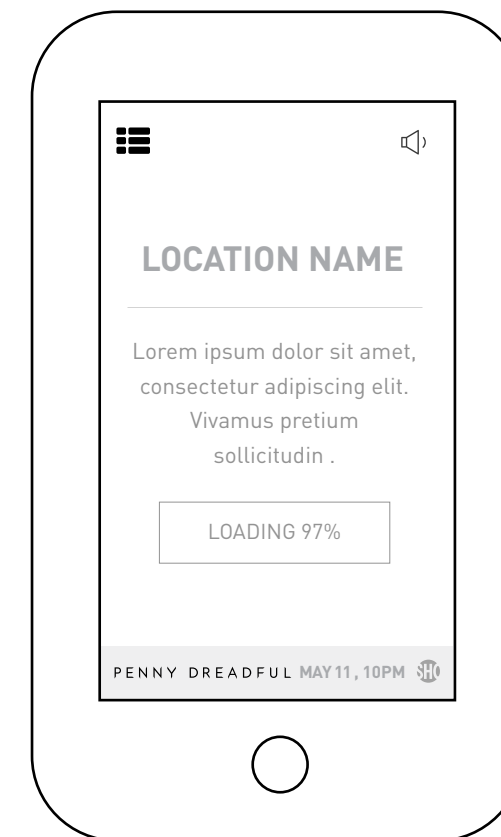
C Mobile Devices: links and info will truncated due to narrow width of the mobile screen.

NAVIGATION

3. DESKTOP: LOCATION LOADING SCREEN



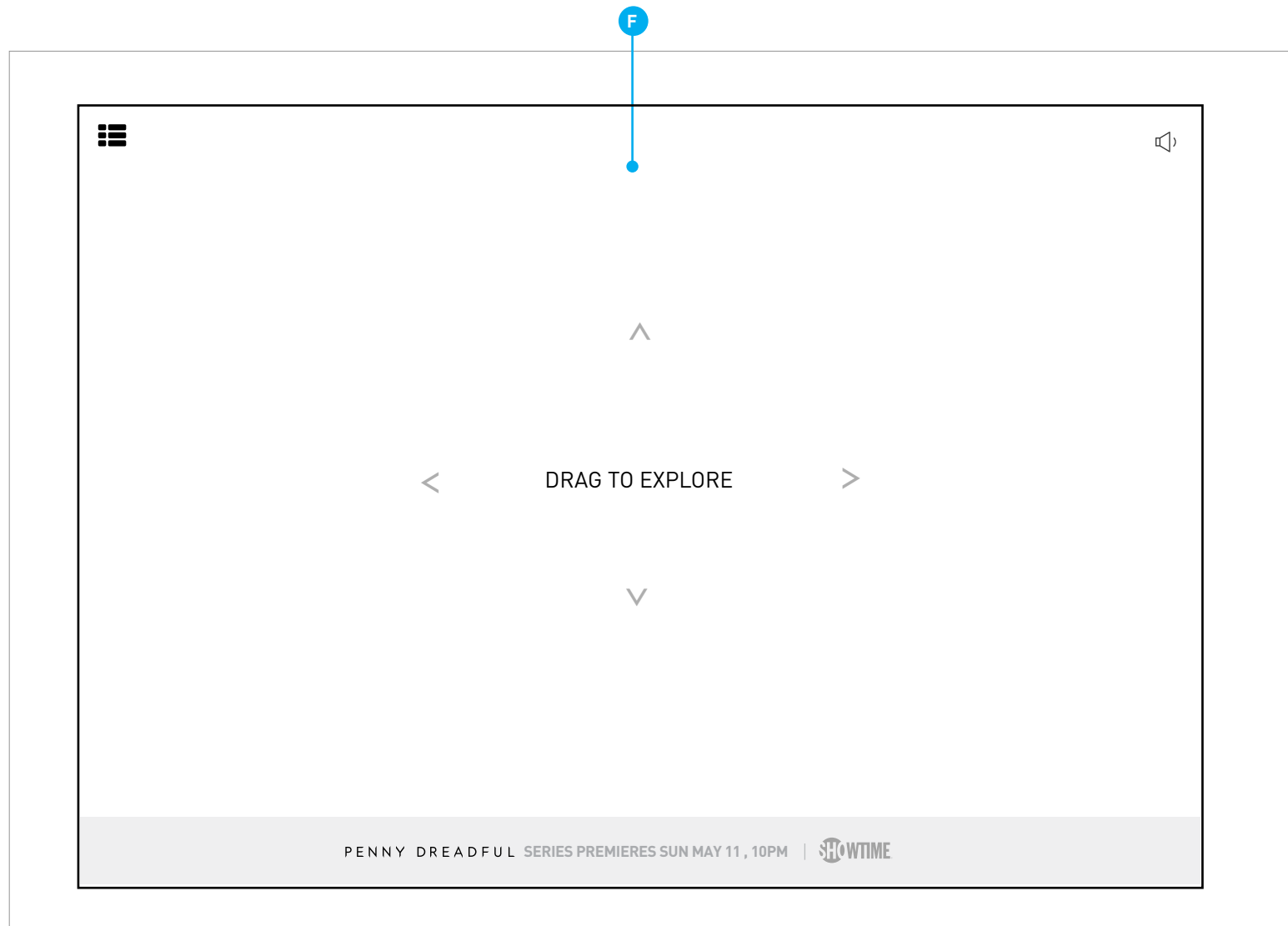
4. IPAD/ MOBILE: LOCATION LOADING SCREEN



- C** Menu Navigation, Tapping on the icon will expand a menu of the different locations, Share functions, About Penny Dreadful and Watch Trailer CTAs.
- D** Location Loading screen; Short description introducing the character/ location to the user and a screen loader.
- E** Ever-present Bottom bar: Penny Dreadful Logo, Tune-In and SHOWTIME logo.

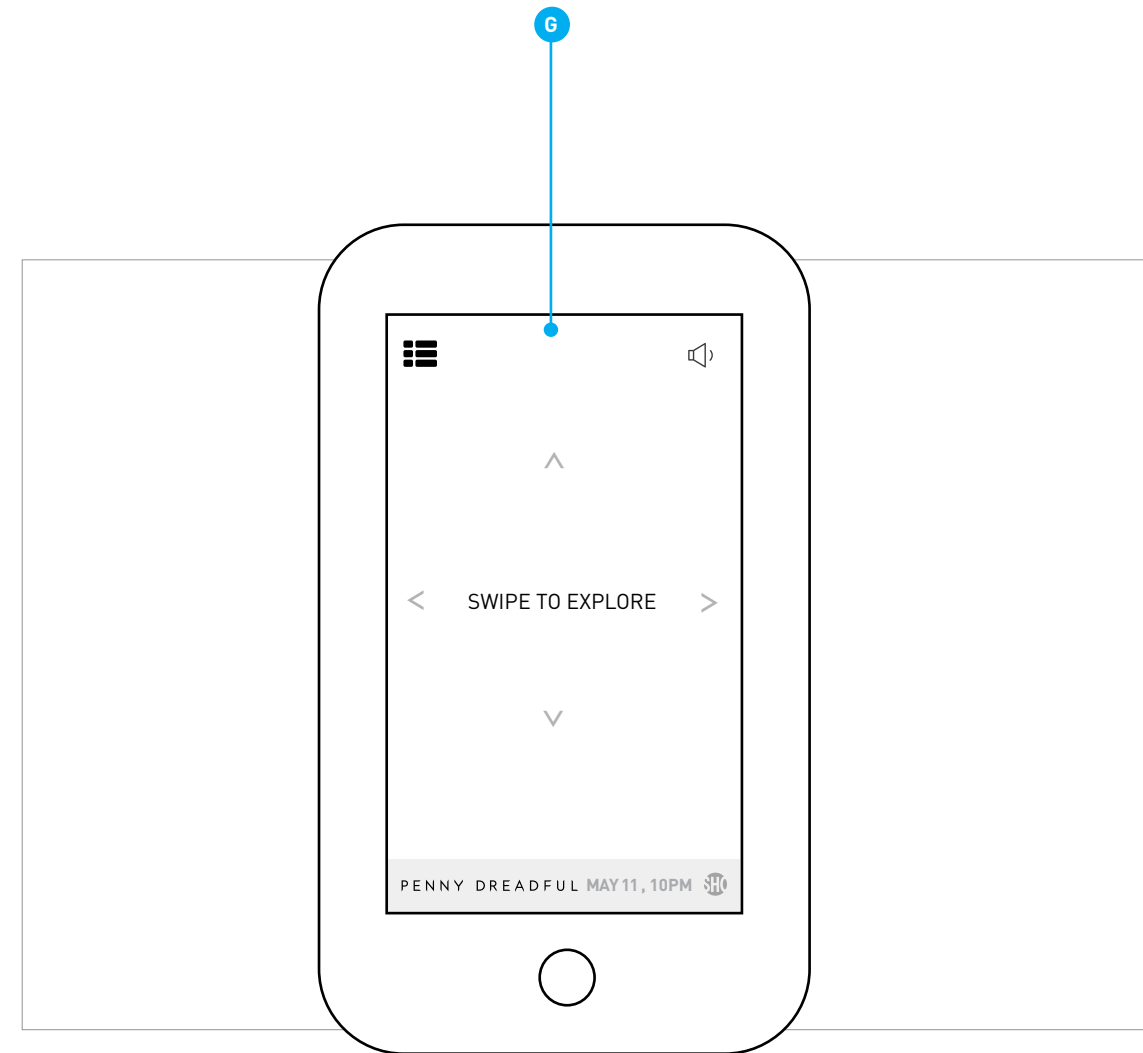
NAVIGATION

5. DESKTOP: PANORAMA VIEW



F Drag to explore: By dragging the image, the user will be able to navigate throughout the panorama view in different direction (left/right, and a little up/down).

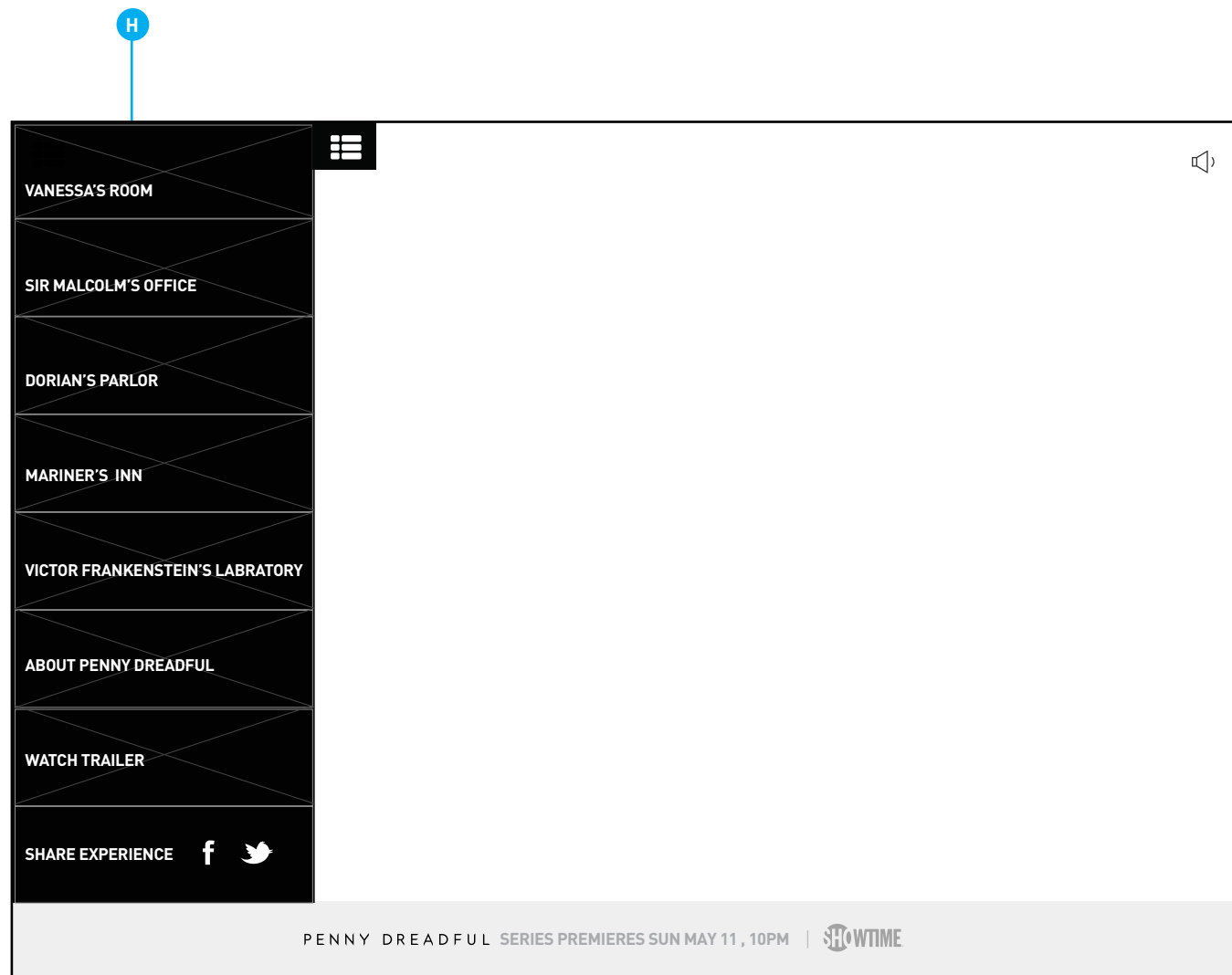
6. IPAD/ MOBILE: PANORAMA VIEW



G Swipe to explore: The user will be able to navigate throughout the panorama view by swiping .

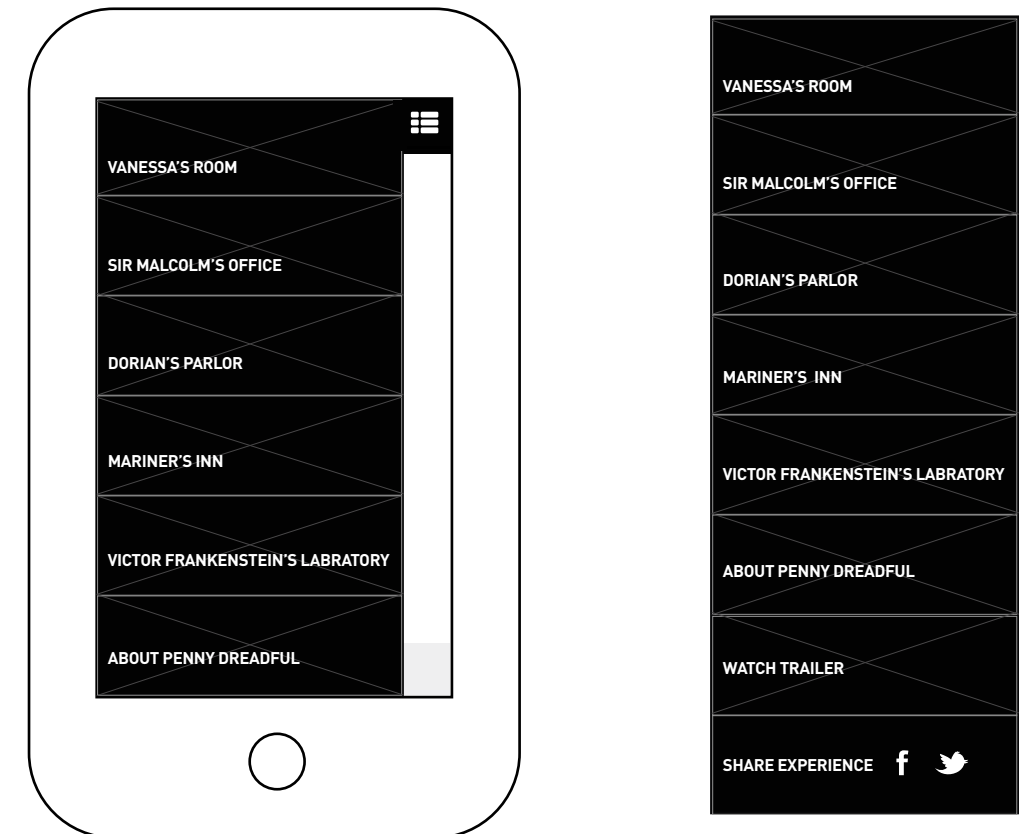
NAVIGATION

7. DESKTOP: OPEN MENU



H Menu Open State: Vanessa's Room, Sir Malcolm's Office, Dorian's Parlor, Mariner Inn, Frankenstein's Laboratory, About Penny Dreadful, Watch Trailer and Share Functionality.

8. MOBILE/iPAD: OPEN MENU

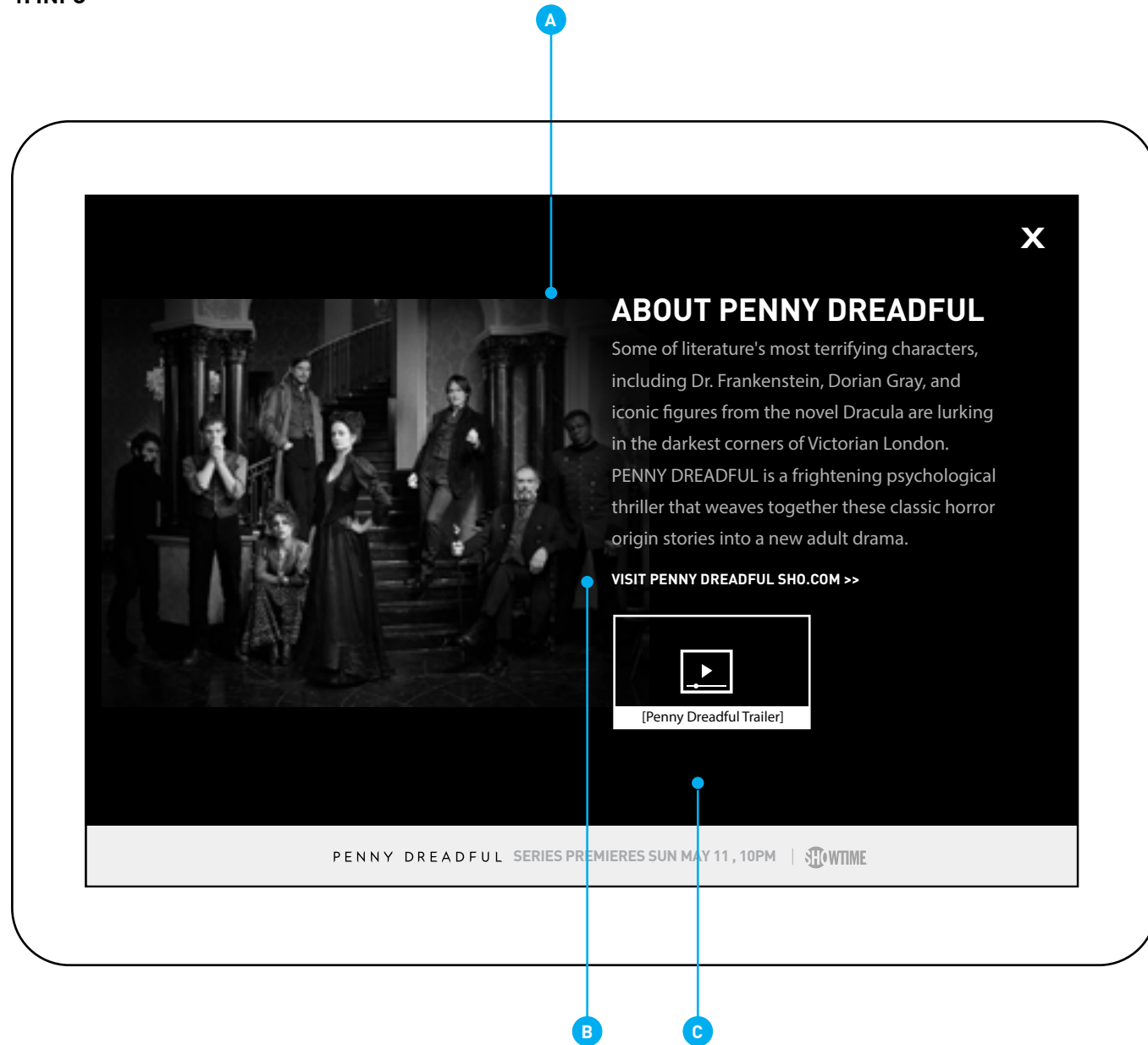




ABOUT PENNY DREADFUL

ABOUT PENNY DREADFUL

1. INFO

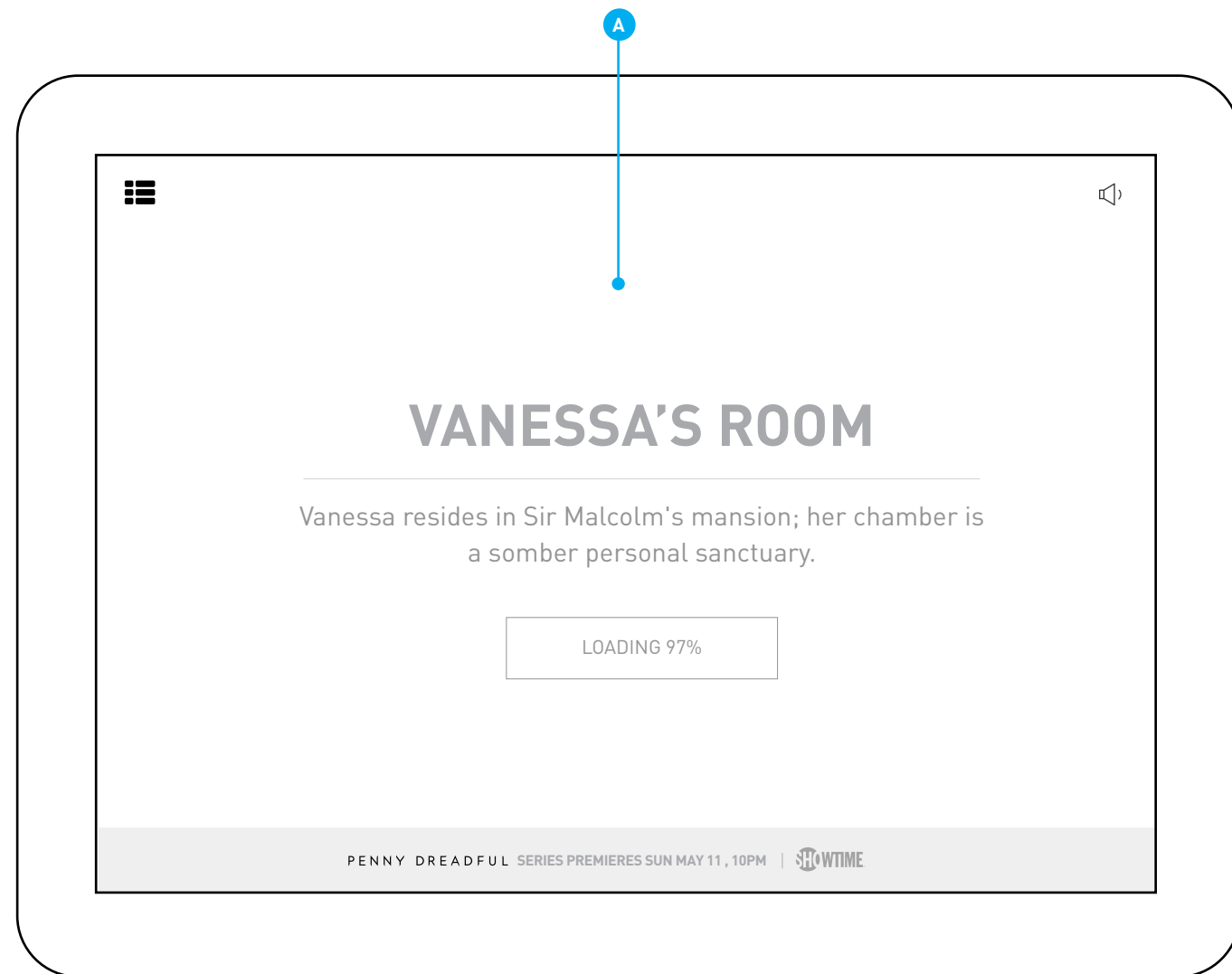


- A** Series Photo and Description.
- B** Link to Penny Dreadful Series site on SHO.com.
- C** Tapping on the WatchTrailer Video Thumbnail, will play the video in the mobile device native player or Desktop Player.

VANESSA'S ROOM

VANESSA'S ROOM

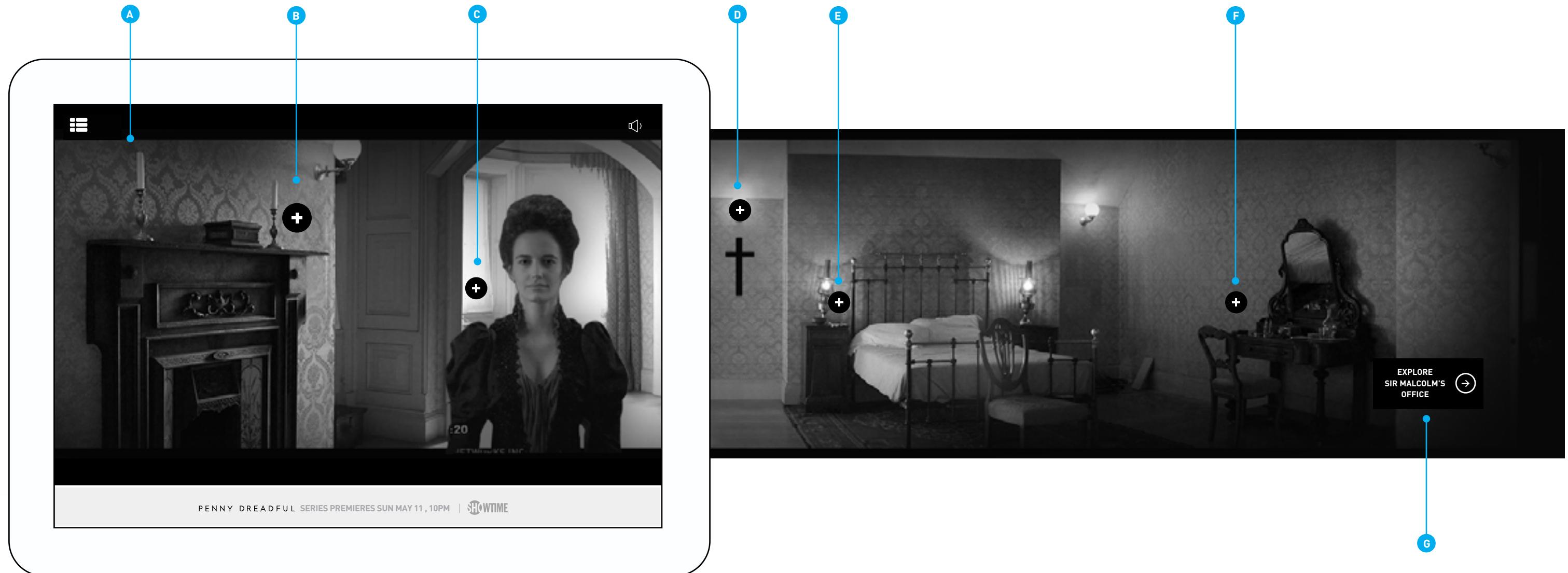
1. VANESSA'S LOADING SCREEN.



A Vanessa's loading screen: The screen content will include short introduction on the character/ Location and a loader.

VANESSA'S ROOM

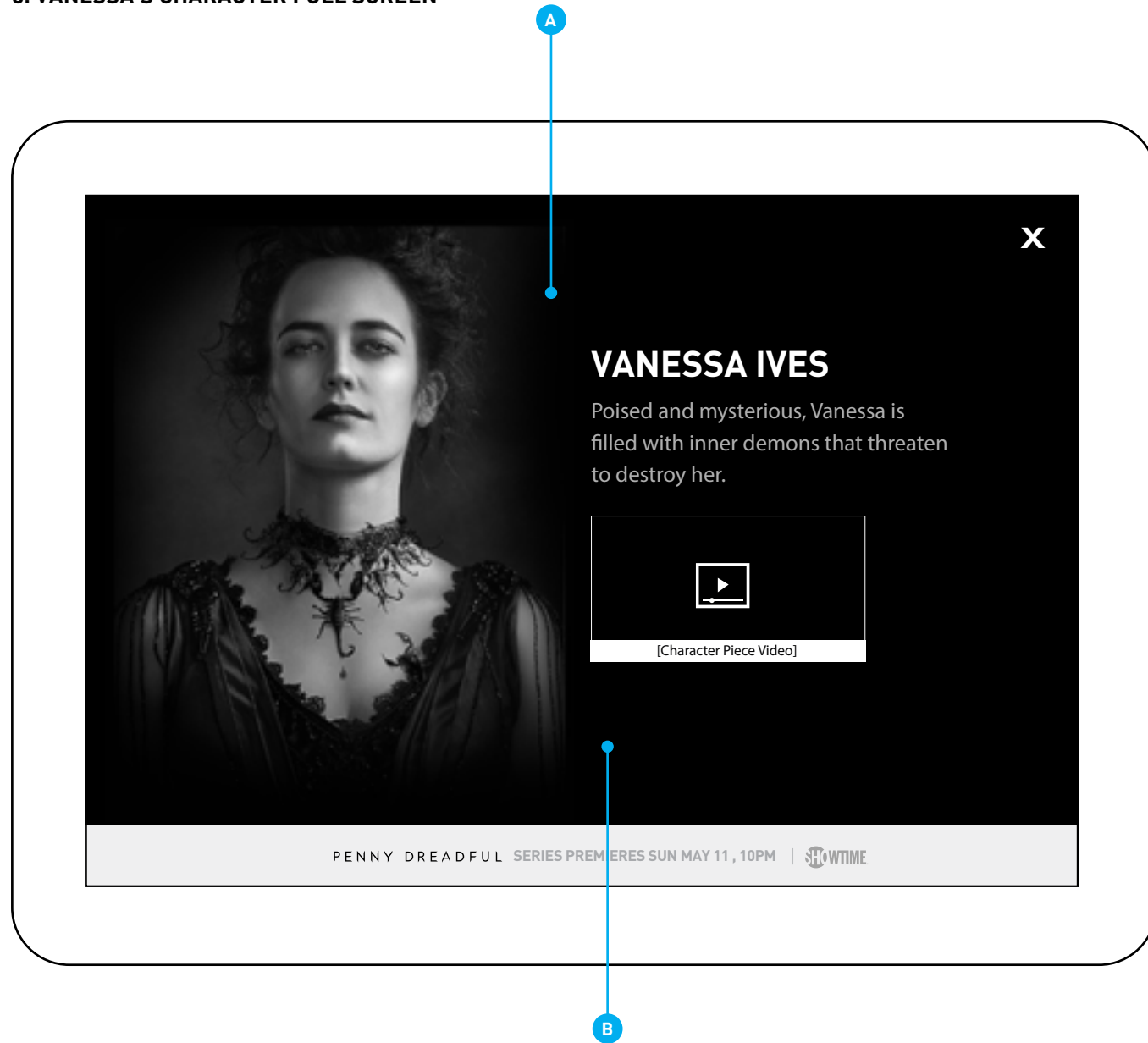
2. VANESSA



- A** The user will be able to navigate throughout the panorama view. (left/right, and a little up/down).
- B** Hot Spot: Flickering Candles
- C** Vanessa's Cinema graph, Tapping on her will open a Full-screen with description and video on the character.
- D** Hot Spot: Cross.
- E** Hot Spot: Tarot Cards.
- F** Hot Spot: Hair Brushes/ Mirror.
- G** The user will be able to navigate to the next location i.e "Explore Sir Malcolm's Office".

VANESSA'S ROOM

3. VANESSA'S CHARACTER FULL SCREEN

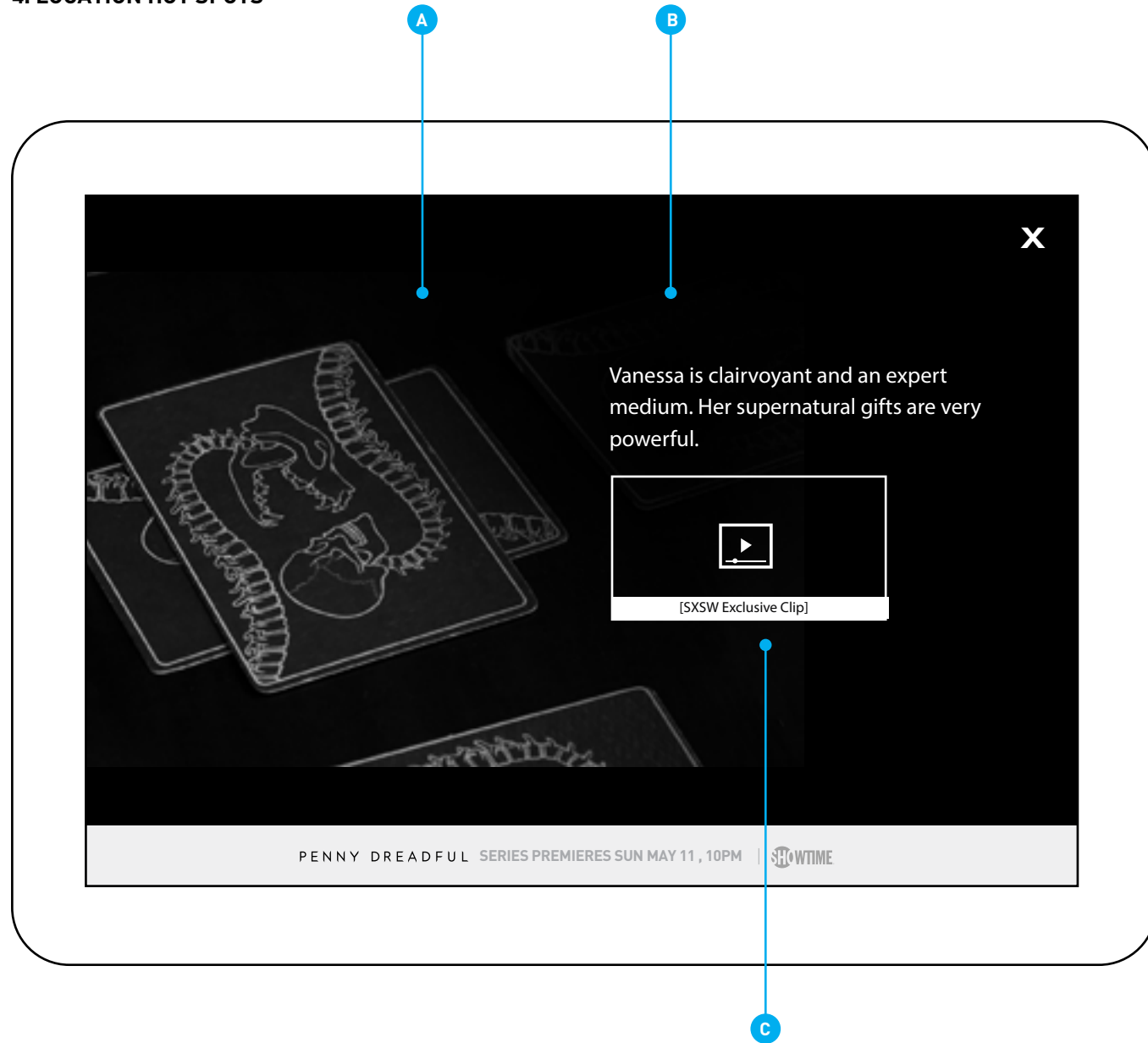


A Character Photo and Description.

B Tapping on the Character Piece Video Thumbnail, will play the video in the mobile device native player or Desktop Player.

VANESSA'S ROOM

4. LOCATION HOT SPOTS



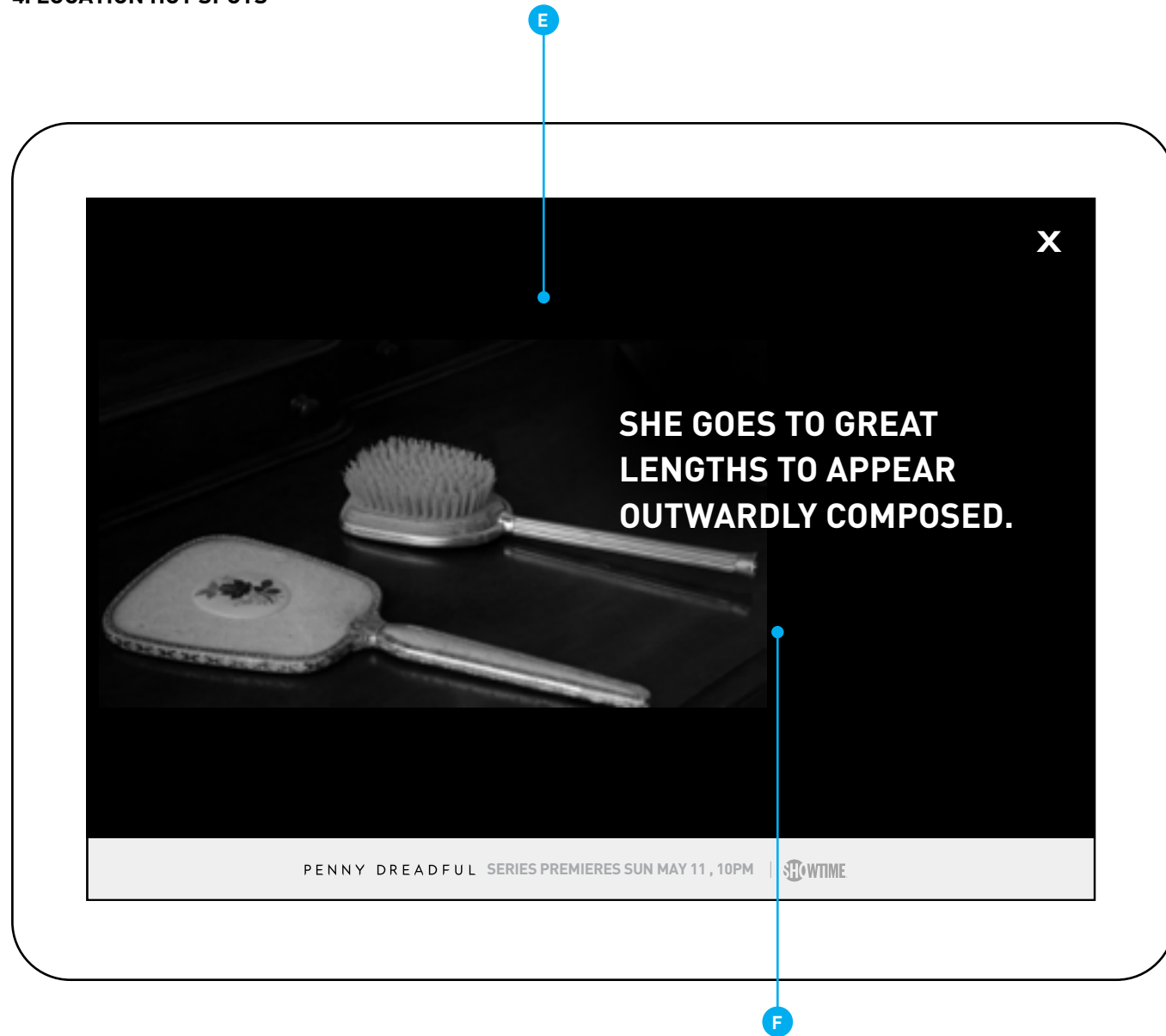
- A** Hot Spot, Tarot Cards; Highlighting Vanessa's being an expert medium/ having supernatural gifts. - Image
- B** Object Description.
- C** Tapping on the SXSX Exclusive Video Thumbnail, will play the video in the mobile device native player or Desktop Player.



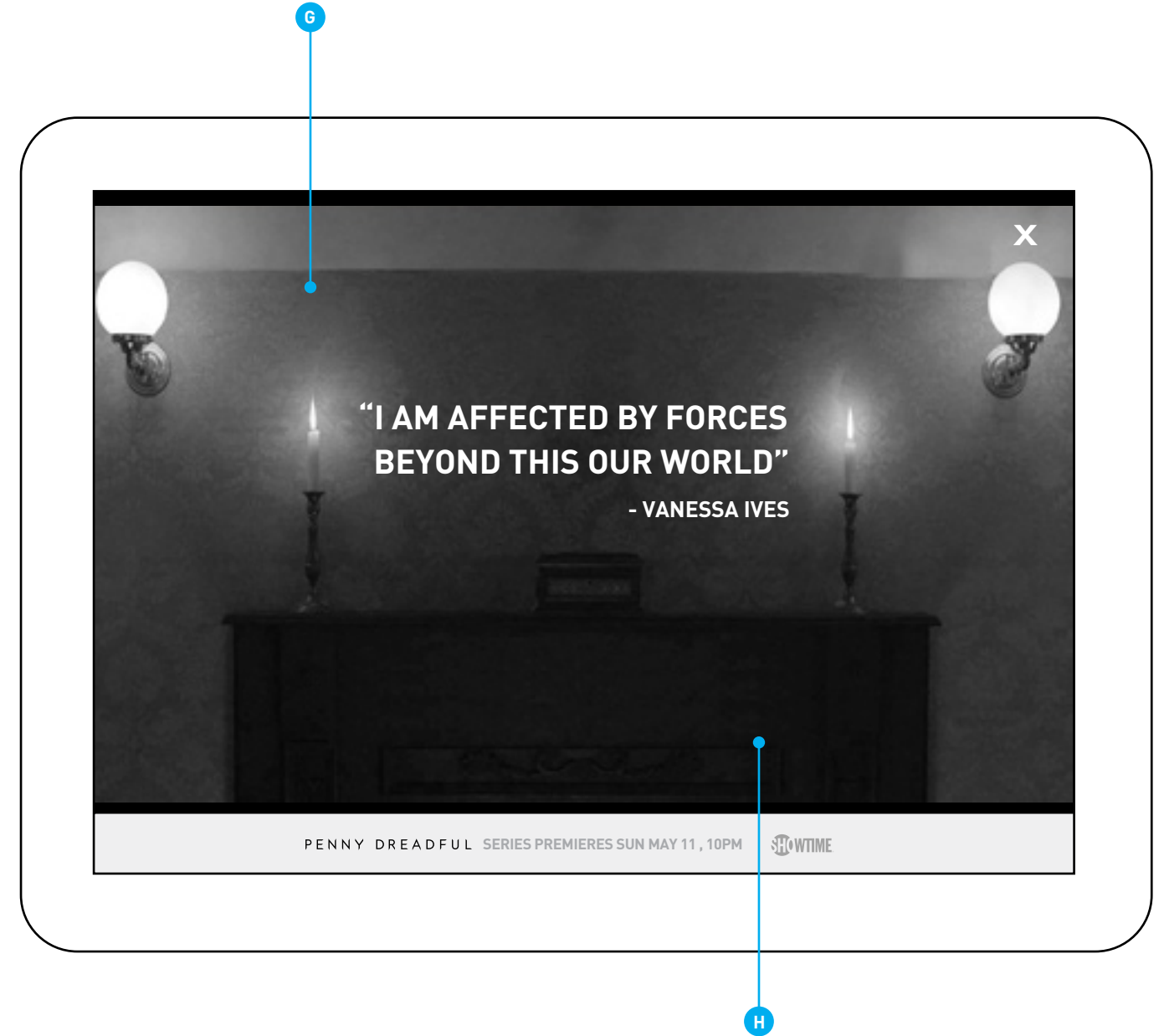
- D** Hot Spot, Cross Image.
- E** Object Description.
- F** Tapping on the Video Thumbnail, will play the video in the mobile device native player or Desktop Player. Penny Dreadful Tease: We All Have Our Demons

VANESSA'S ROOM

4. LOCATION HOT SPOTS



- E** Hot Spot, Mirror and Brushes.
- F** Object Description.



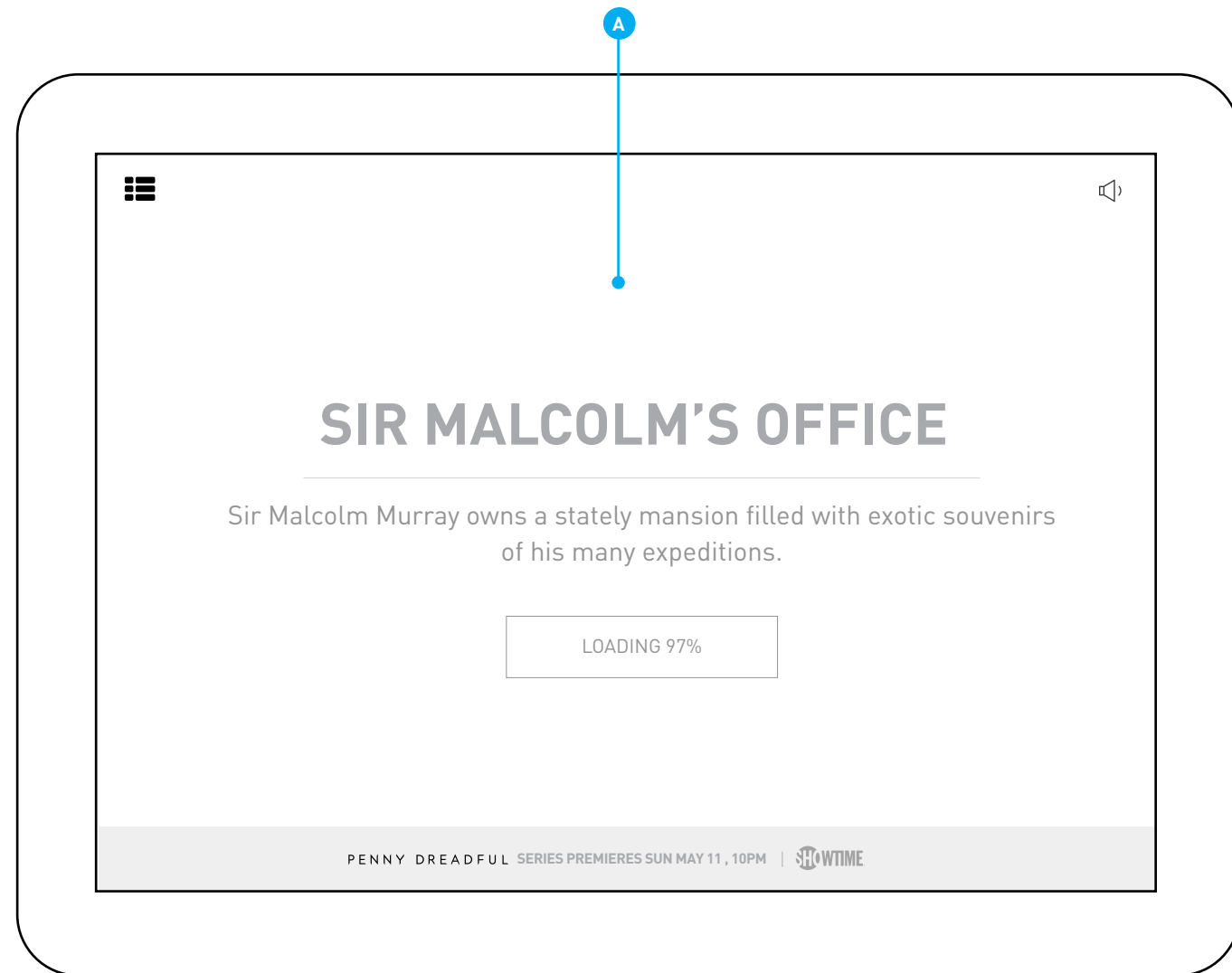
- G** Hot Spot, Vanessa's Room Close Up, gif animation were the lights flickers.
- H** Quote.



SIR MALCOLM'S OFFICE

SIR MALCOLM'S OFFICE

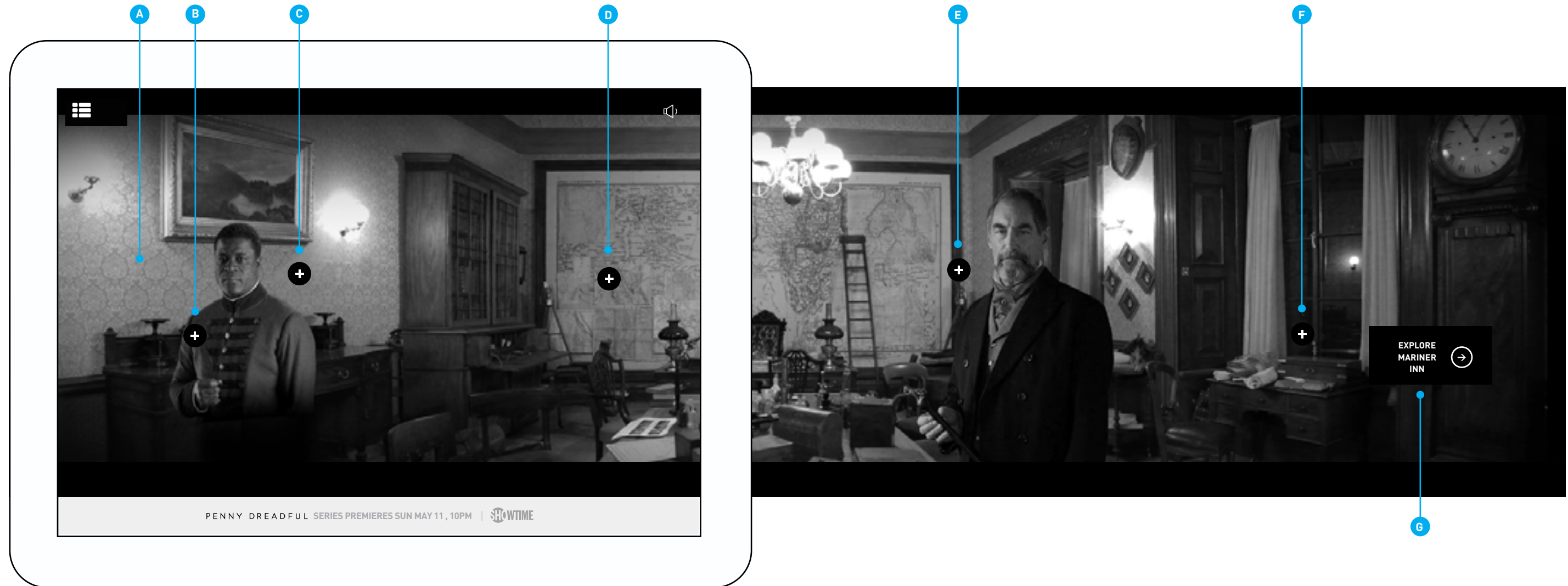
1. SIR MALCOLM'S OFFICE LOADING SCREEN.



A Sir Malcolm's Office loading screen: The screen content will include short introduction on the character/ Location and a loader.

SIR MALCOLM'S OFFICE

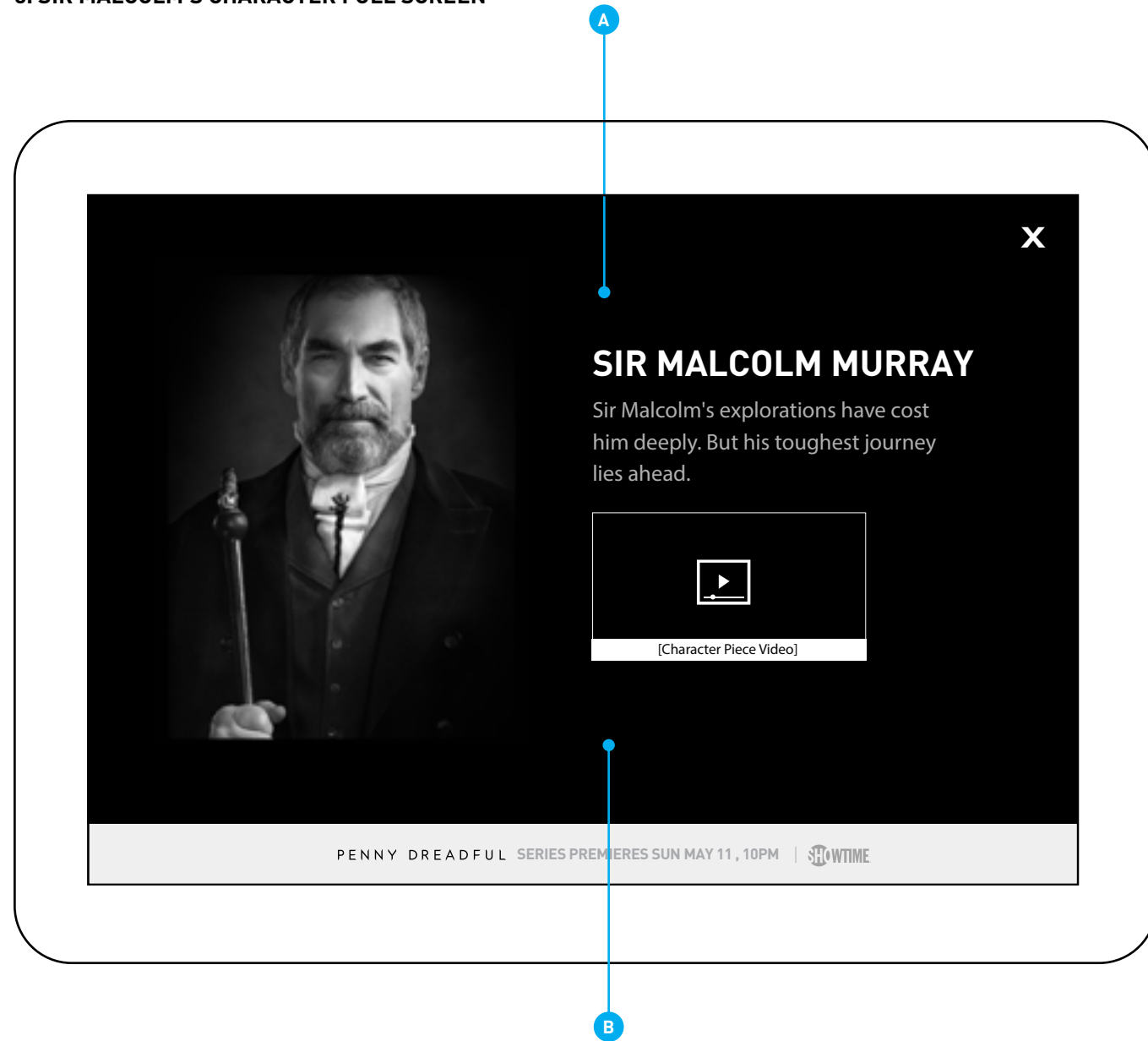
2. SIR MALCOLM AND SEMBENE



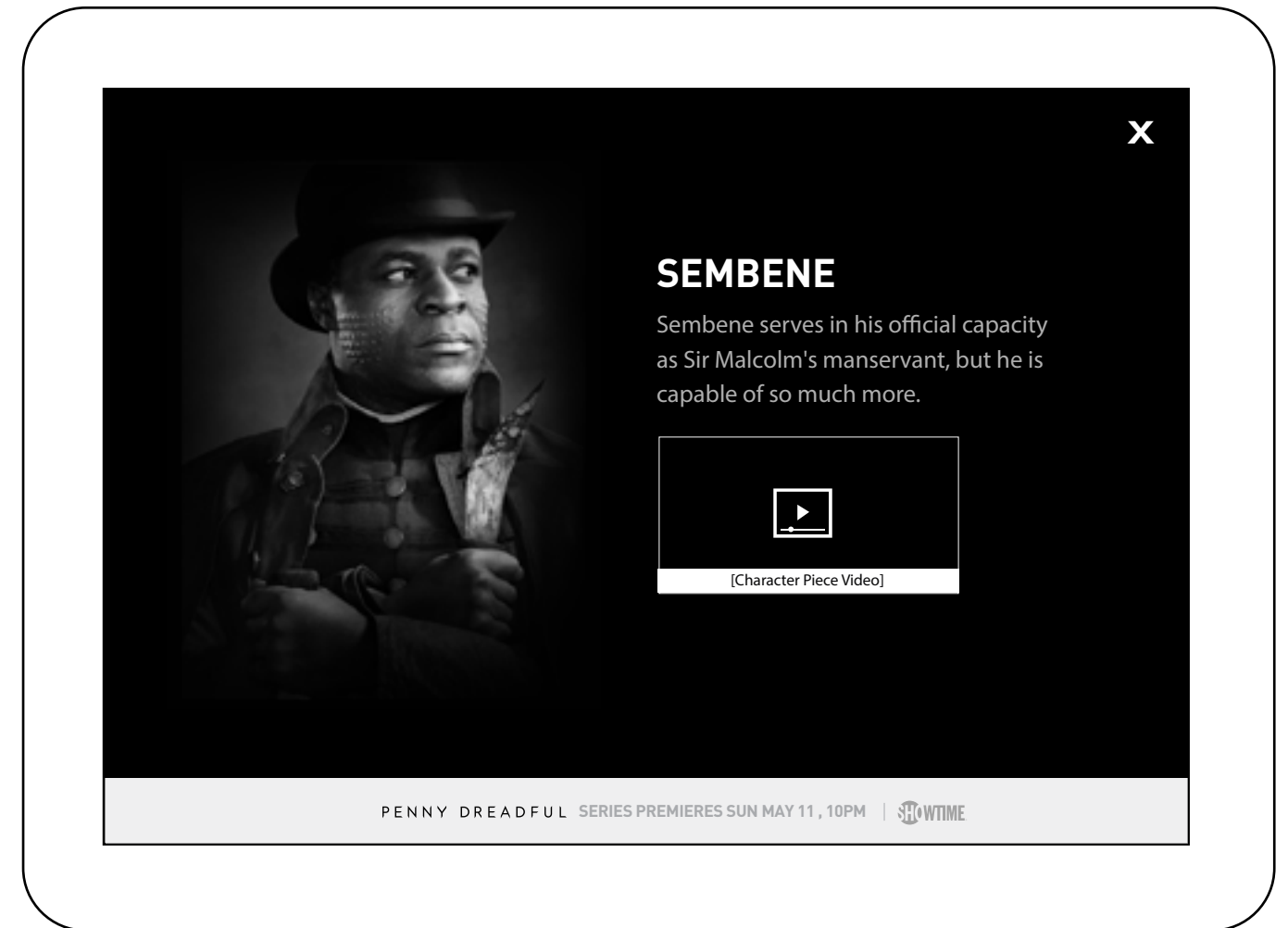
- A** The user will be able to navigate throughout the panorama view. (left/right, and a little up/down).
- B** Hot Spot: Sembene's 360 View Knives.
- C** Sembene's Cinema graph, Tapping on him will open a Full-screen with description and video on the character.
- D** Hot Spot: Sir Malcolm's Expeditions Map.
- E** Sir Malcolm's Cinema graph, Tapping on him will open a Full-screen with description and video on the character.
- F** Hot Spot: Mina and Here Brother Photo.
- G** The user will be able to navigate to the next location i.e "Explore Mariner Inn".

SIR MALCOLM'S OFFICE

3. SIR MALCOLM'S CHARACTER FULL SCREEN



4. SEMBENE'S CHARACTER FULL SCREEN

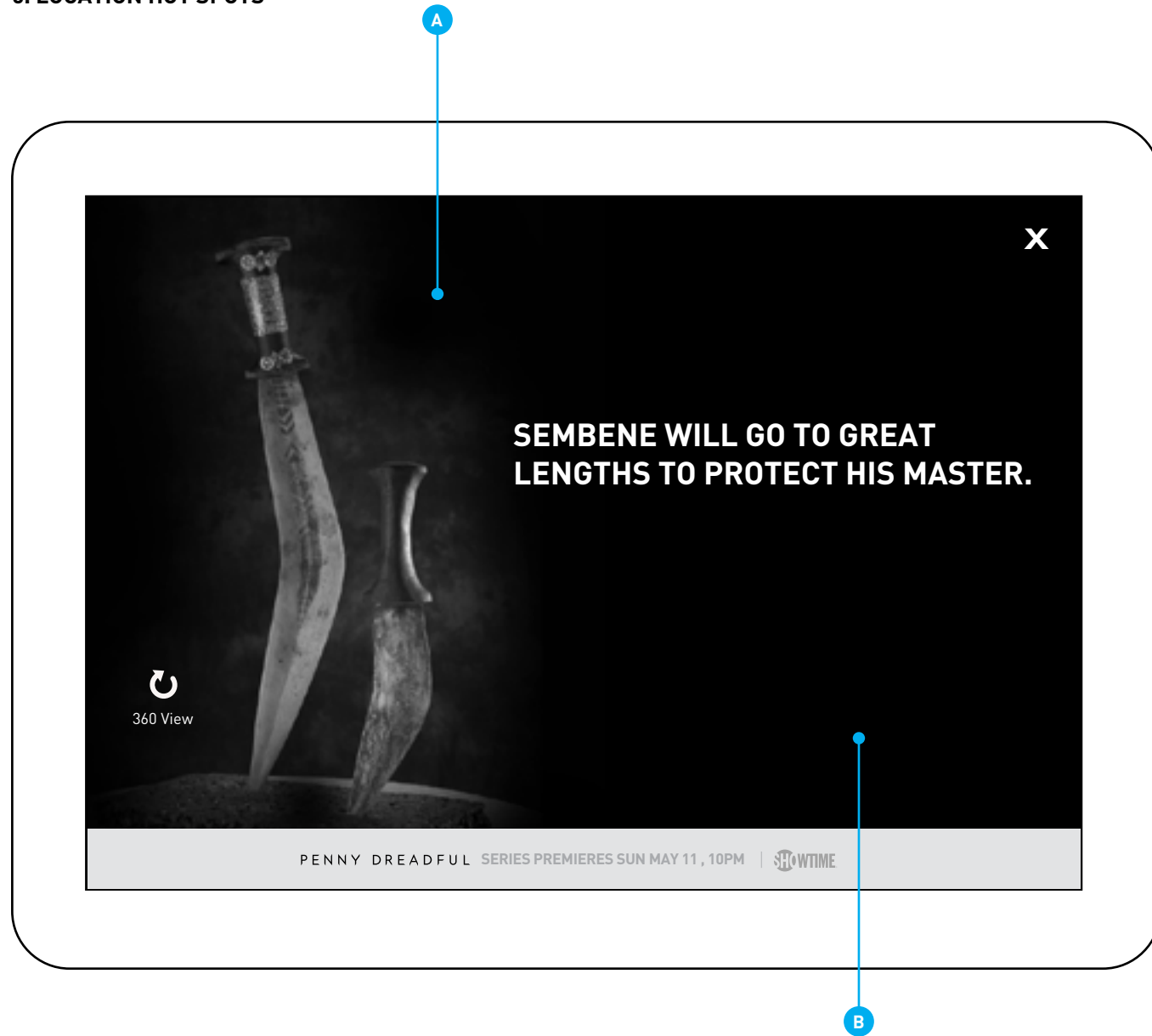


A Character Photo and Description.

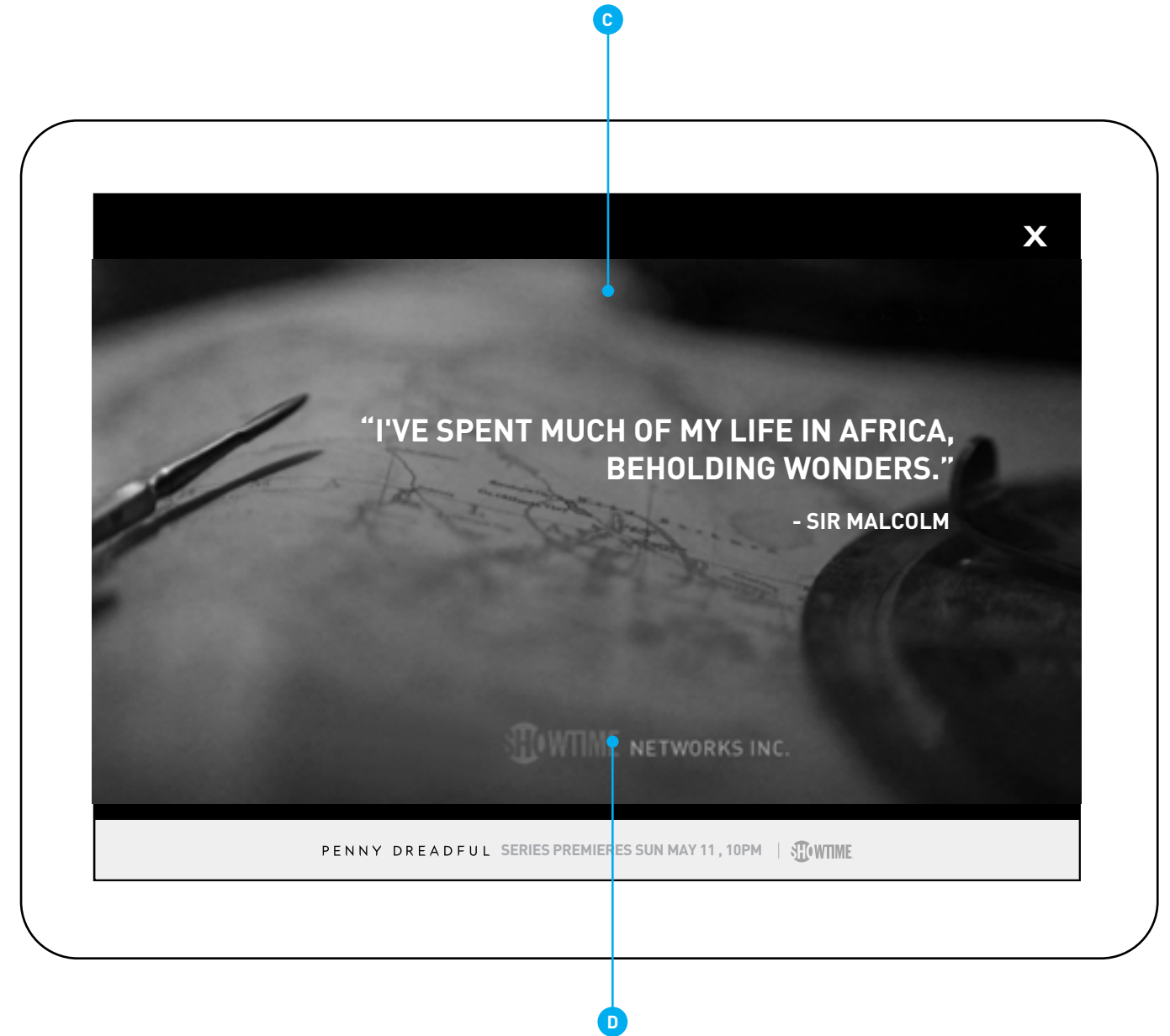
B Tapping on the Character Piece Video Thumbnail, will play the video in the mobile device native player or Desktop Player.

SIR MALCOLM'S OFFICE

5. LOCATION HOT SPOTS



- A** Hot Spot: 360 View of Sembene's Knives.
- B** Object Description.



- C** Hot Spot: Expeditions Map; Highlighting Sir Malcolm's expeditions/ exciting career. Close Up Image
- D** Quote.

SIR MALCOLM'S OFFICE

5. LOCATION HOT SPOTS



E Hot Spot, Mina and Her Brother Photo; Highlighting Sir Malcolm's past and personal quest. Gif animation, creating an effect of flickering light inside the photo.

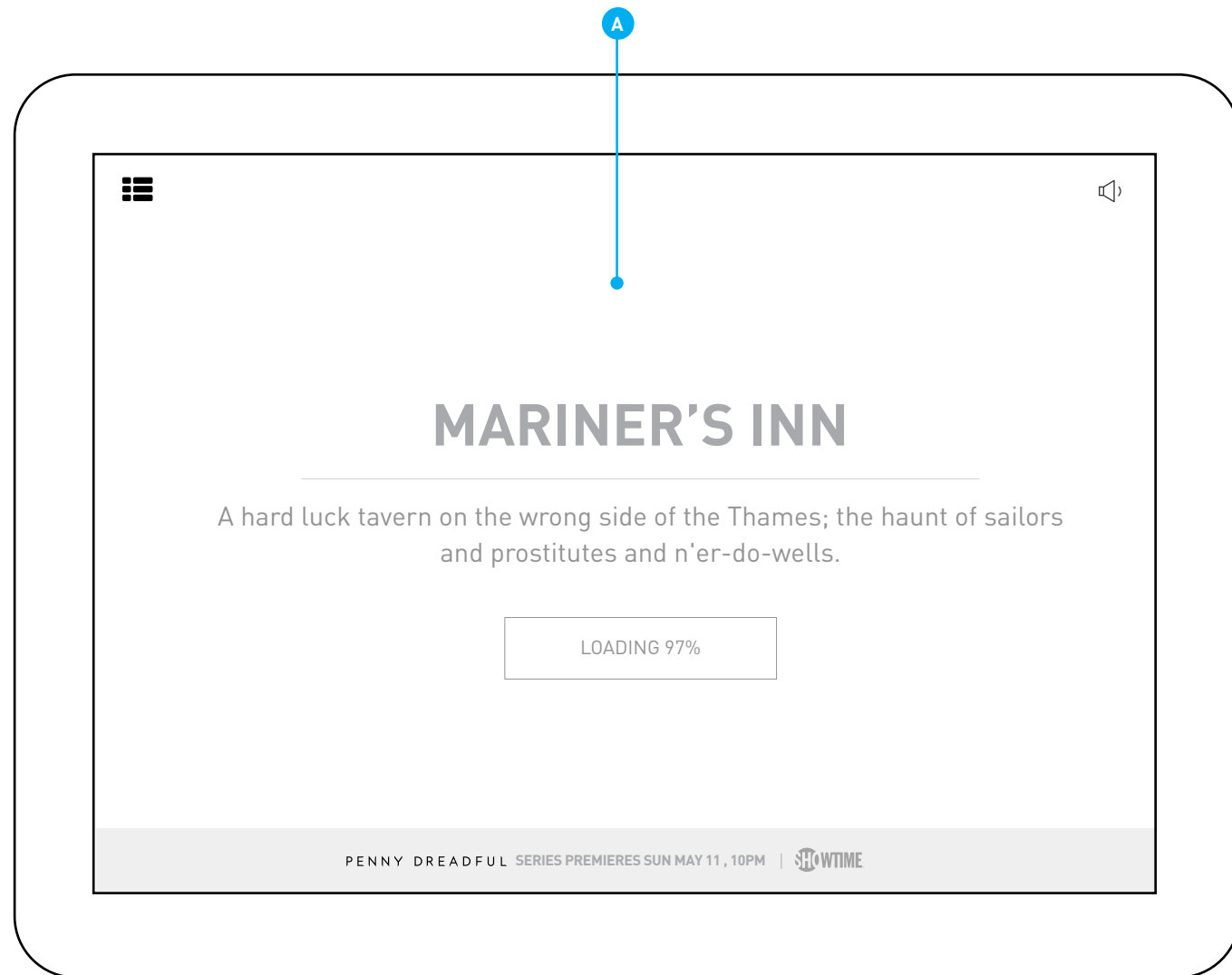
F Object Description



MARINER'S INN

MARINER'S INN

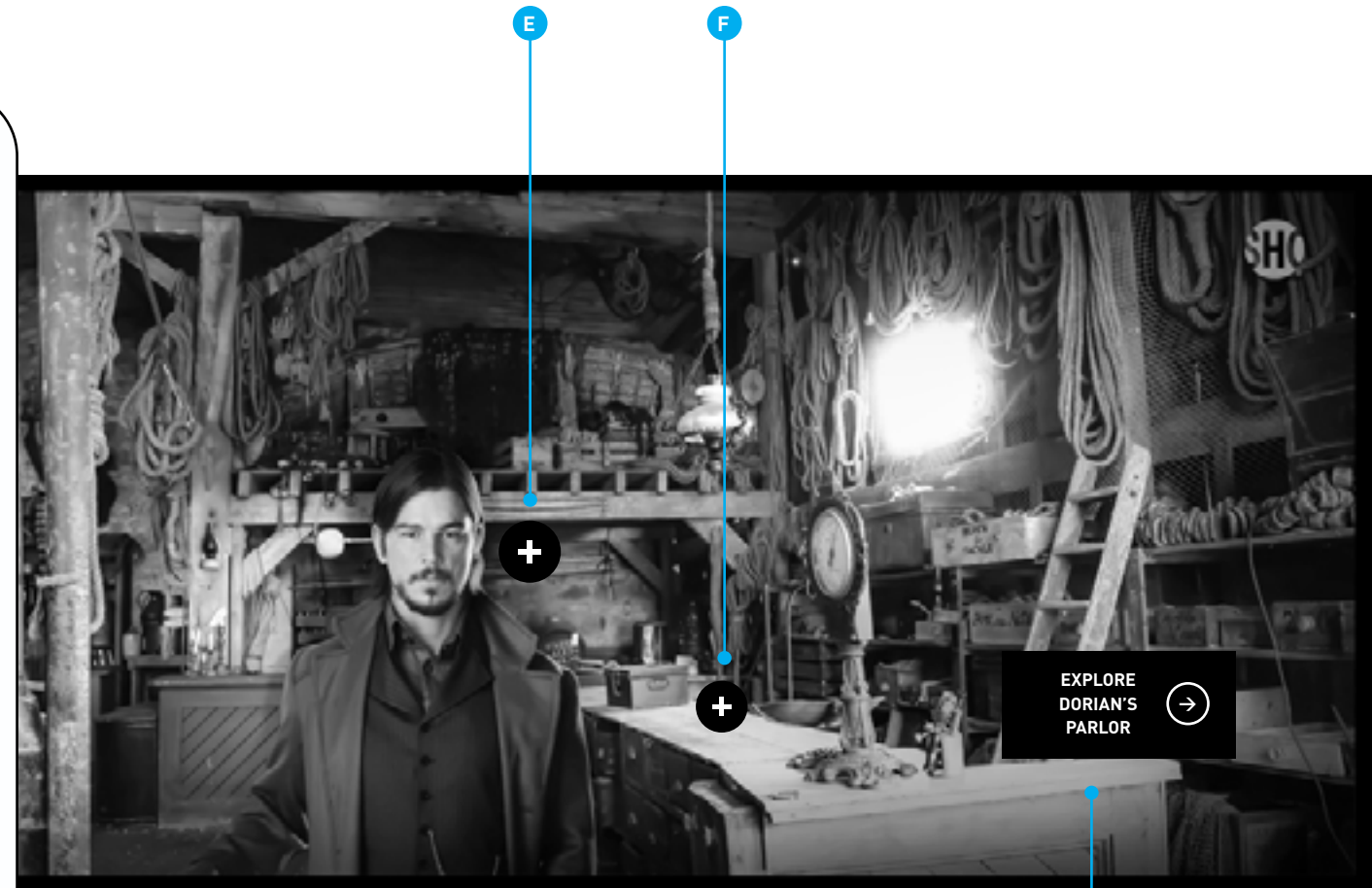
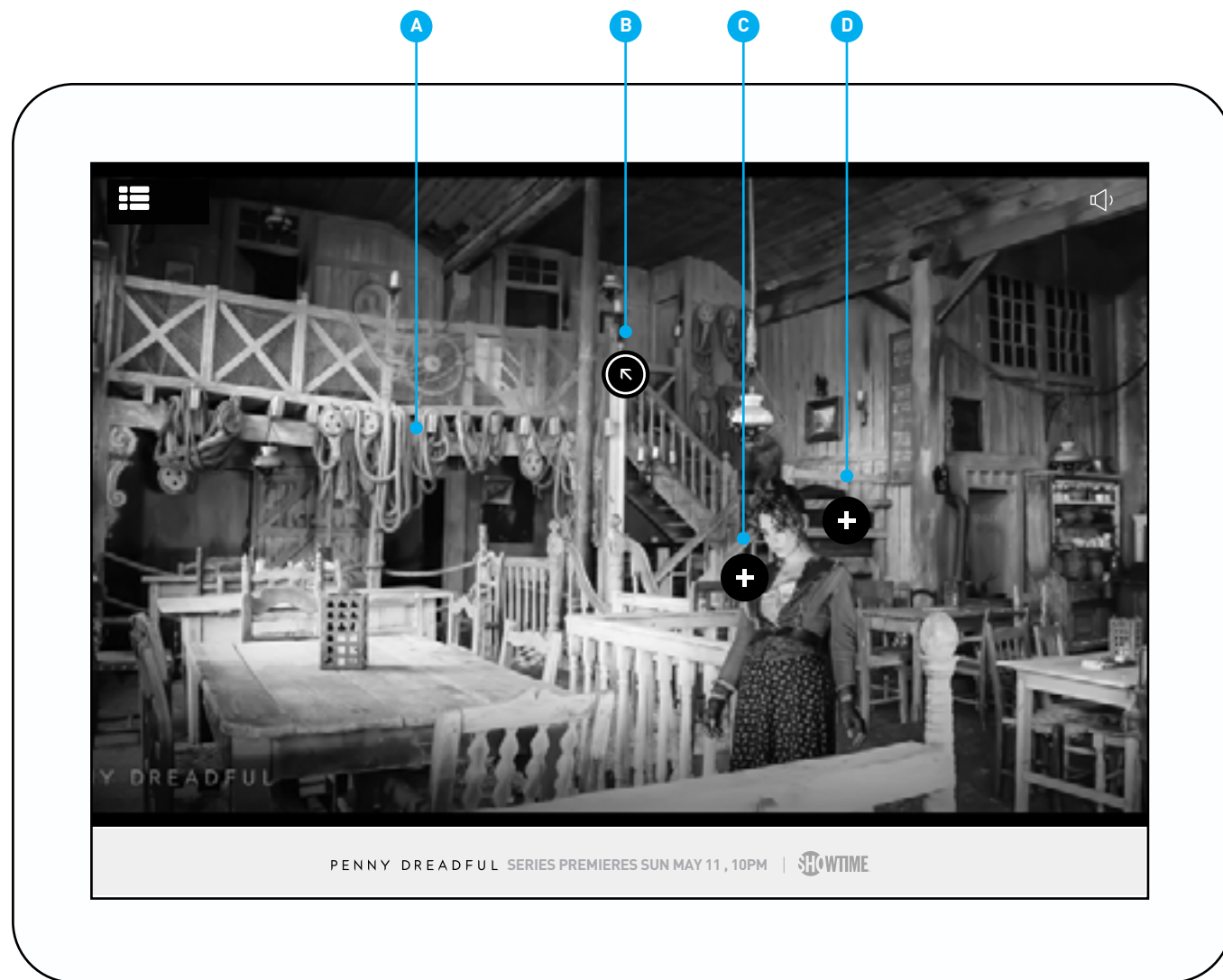
1. MARINER'S INN LOADING SCREEN.



A Mariner's Inn loading screen: The screen content will include short introduction the character/ location and a loader.

MARINER'S INN

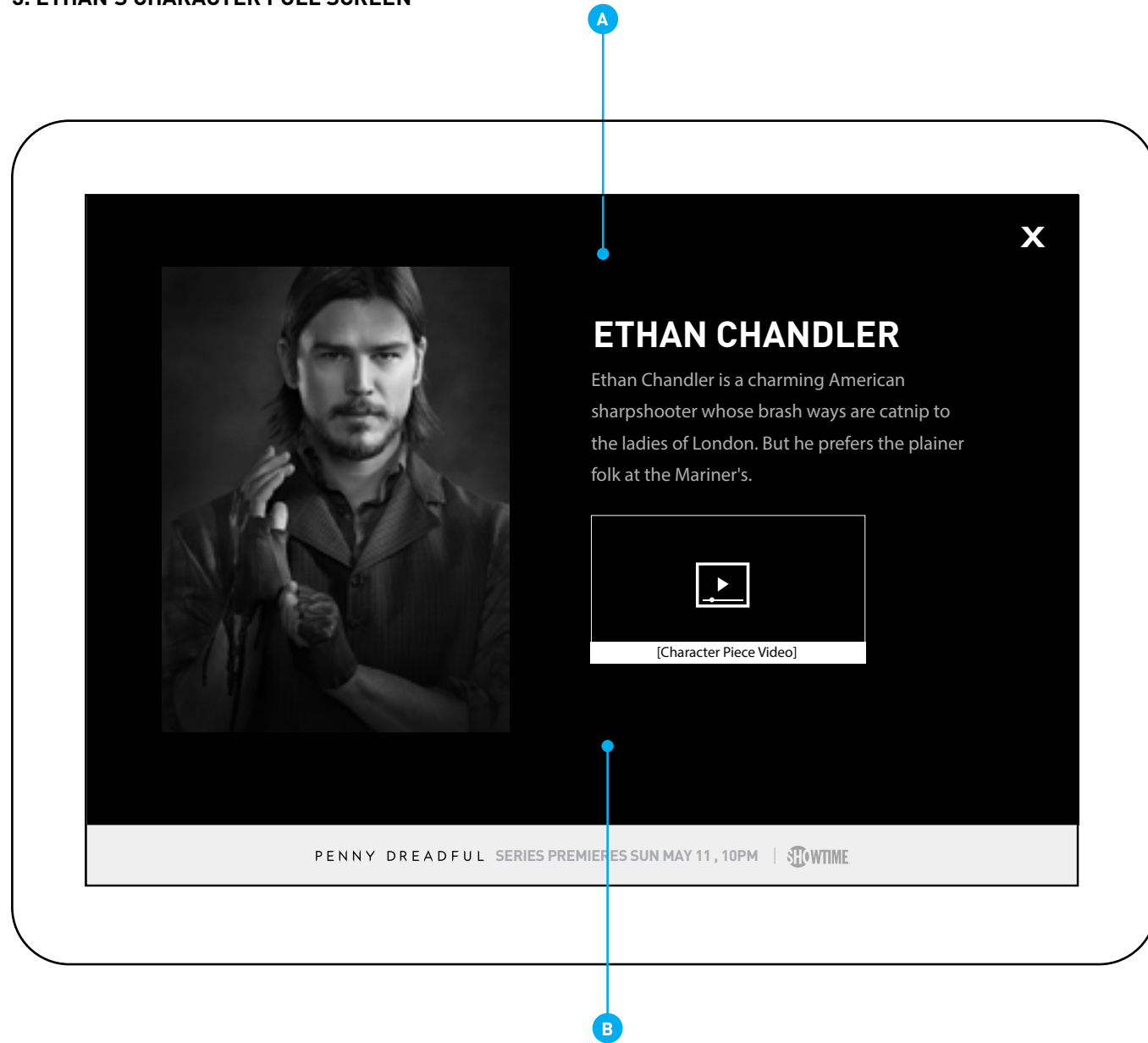
2. ETHAN AND BRONA



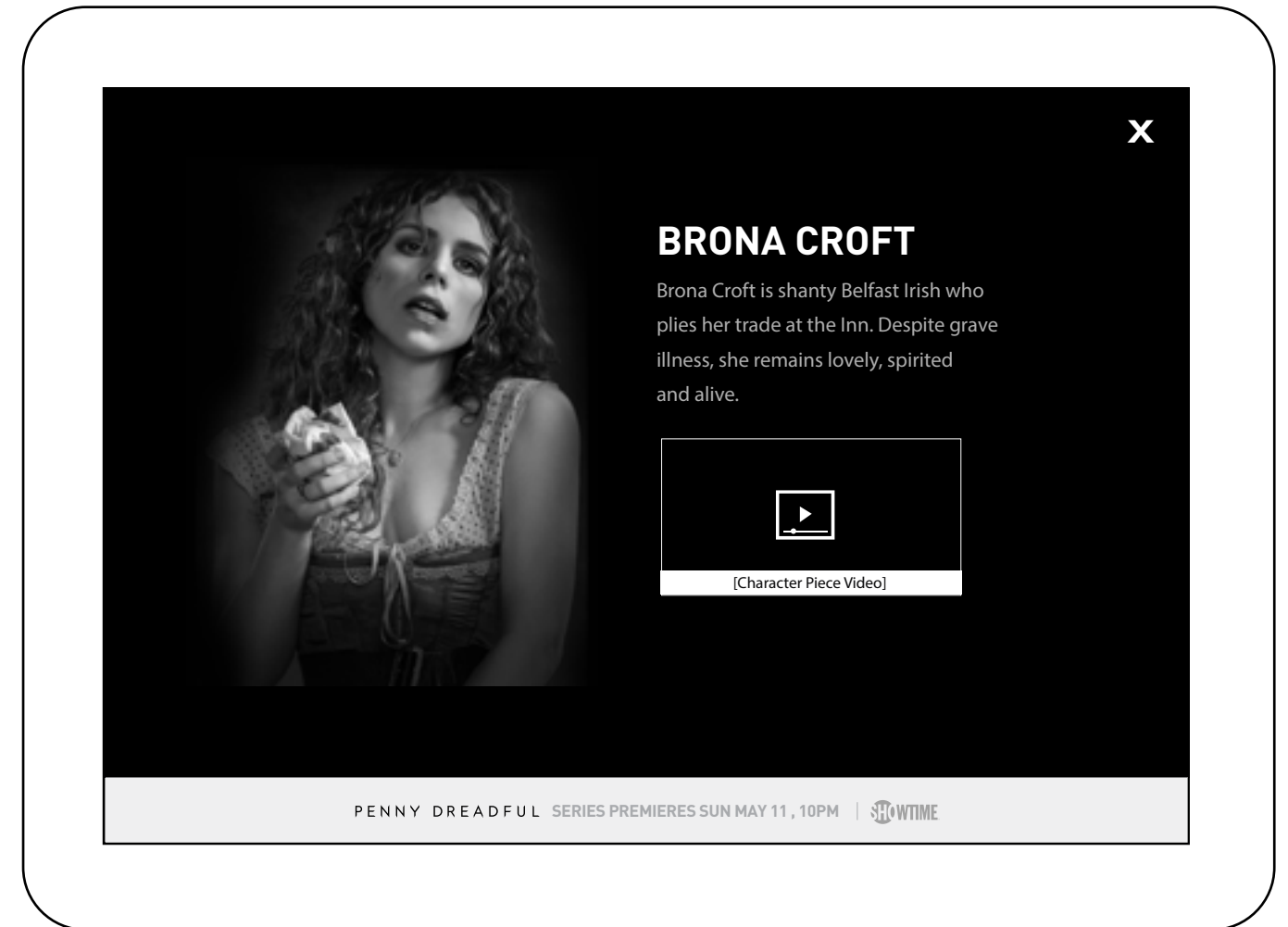
- A** The user will be able to navigate throughout the panorama view. (left/right, and a little up/down).
- B** Hot Spot: Brona's Bedroom.
- C** Hot Spot: Brona's St Jude Medal necklace.
- D** Brona's Character, Tapping on her will open a Full-screen with description and video on the character.
- E** Ethan's Cinema graph, Tapping on him will open a Full-screen with description and video on the character.
- F** Hot Spot: Ethan's Guns.
- G** The user will be able to navigate to the next location i.e "Dorian's Parlor".

MARINER'S INN

3. ETHAN'S CHARACTER FULL SCREEN



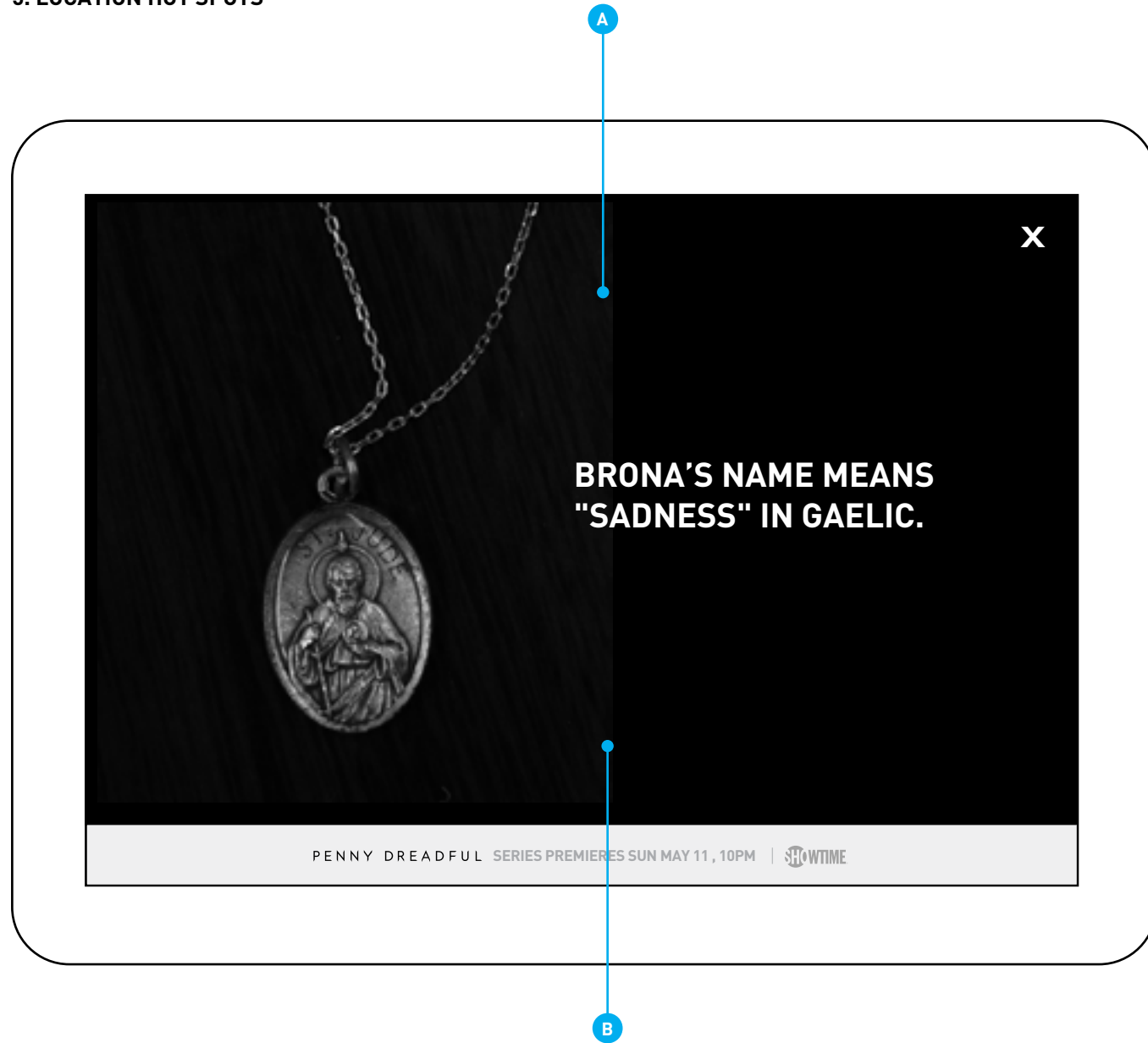
4. BRONA'S CHARACTER FULL SCREEN



A Character Photo and Description.

B Tapping on the Character piece Video Thumbnail, will play the video in the mobile device native player or Desktop Player.

5. LOCATION HOT SPOTS



A Hot Spot: Brona's St Christopher Medal necklace. Close up image.

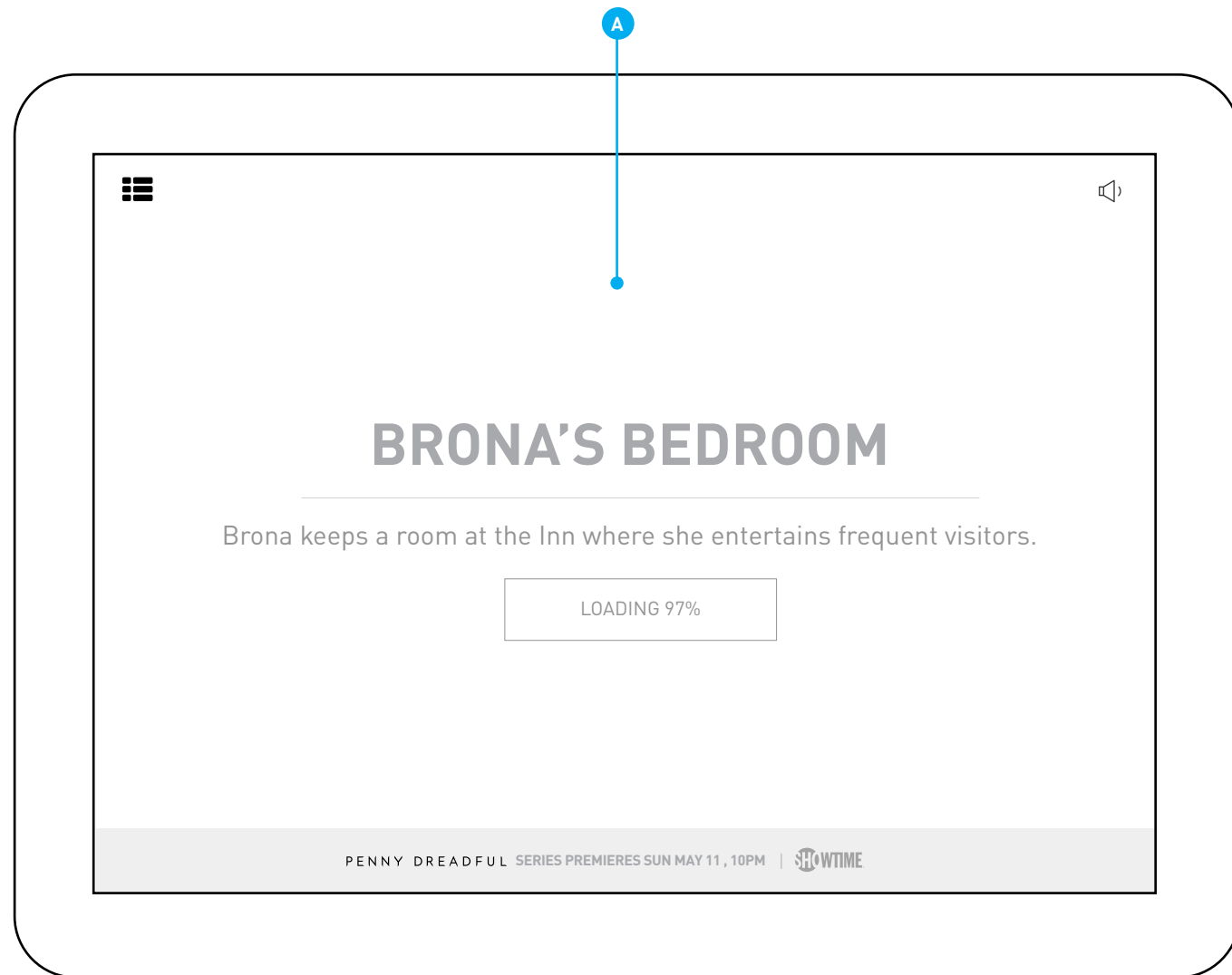
B Description.



C Hot Spot: Ethan Guns Close up Image.

D Quote

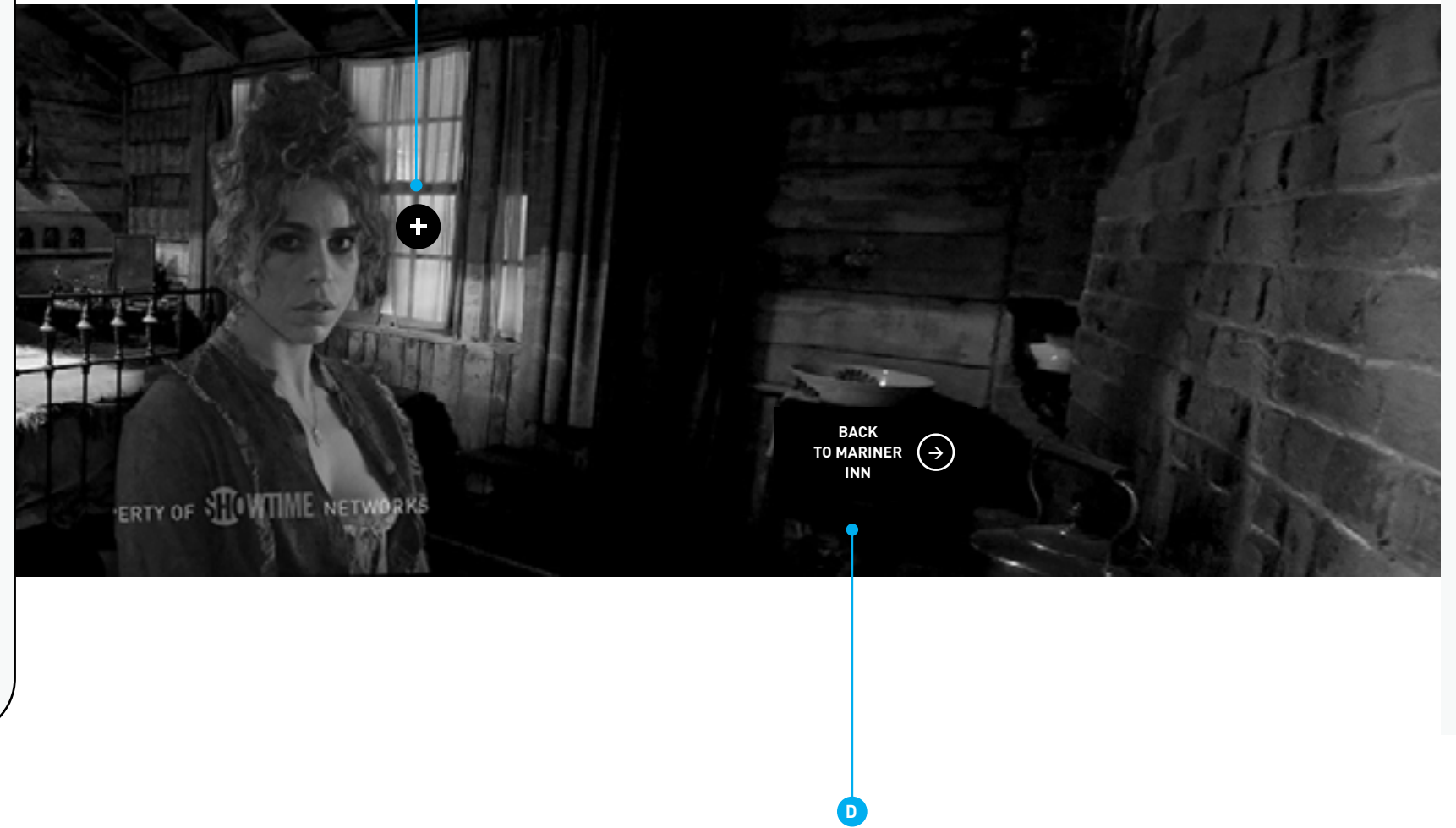
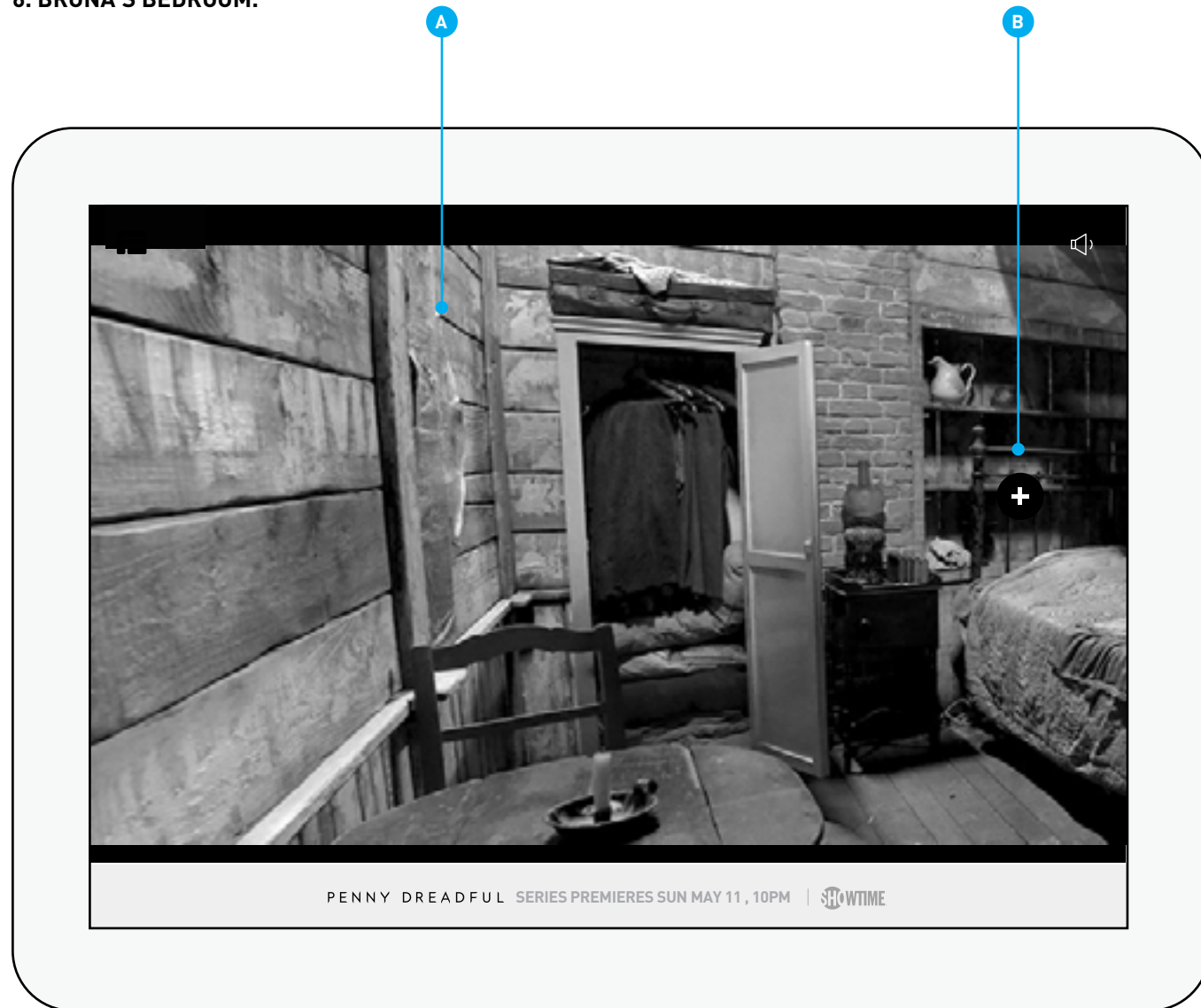
6. BRONA'S BEDROOM LOADING SCREEN.



A Brona's Bedroom loading screen: The screen content will include short introduction the character/ location and a loader.

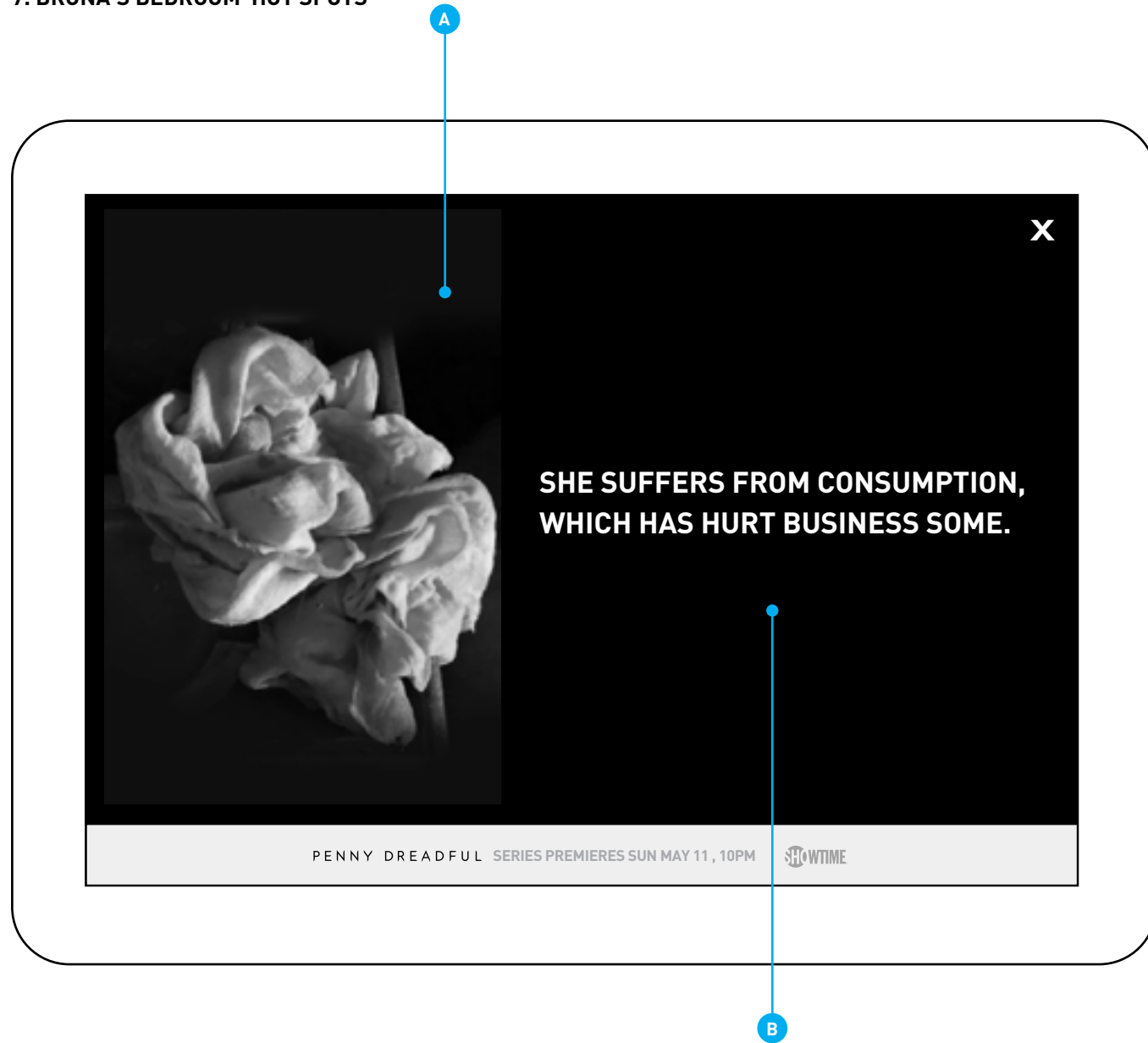
MARINER'S INN

6. BRONA'S BEDROOM.



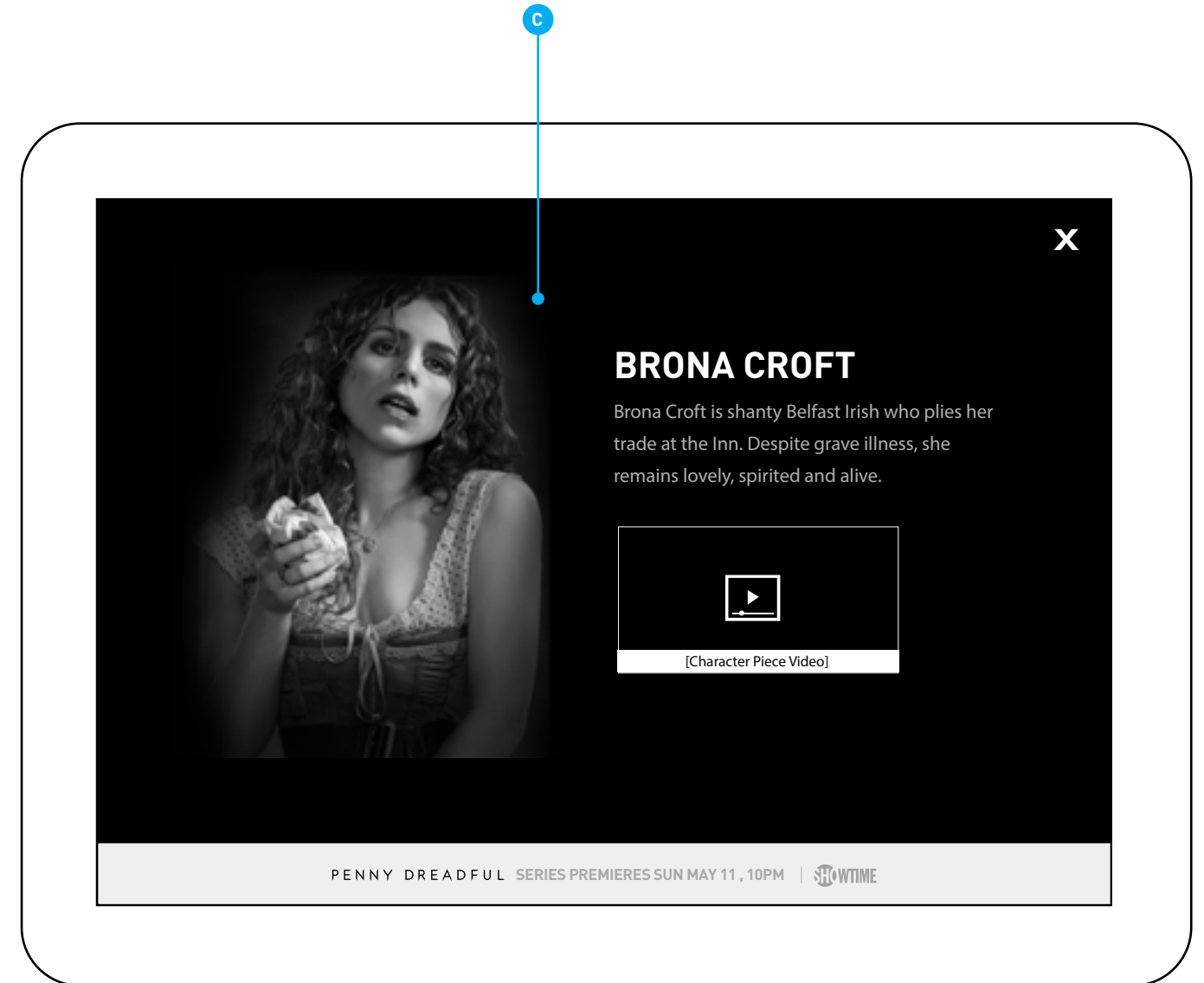
- A** The user will be able to navigate throughout the panorama view. (left/right, and a little up/down).
- B** Hot Spot: Brona's Bloody Handkerchief.
- C** Hot Spot: Brona's Cinema graph.
- D** CTA Back to the main room of the Mariner Inn.

7. BRONA'S BEDROOM HOT SPOTS



A Hot Spot: Brona's Bloody handkerchief: suffer from consumption. Gif Animation were Brona's handkerchief become more and more bloody.

B Description.



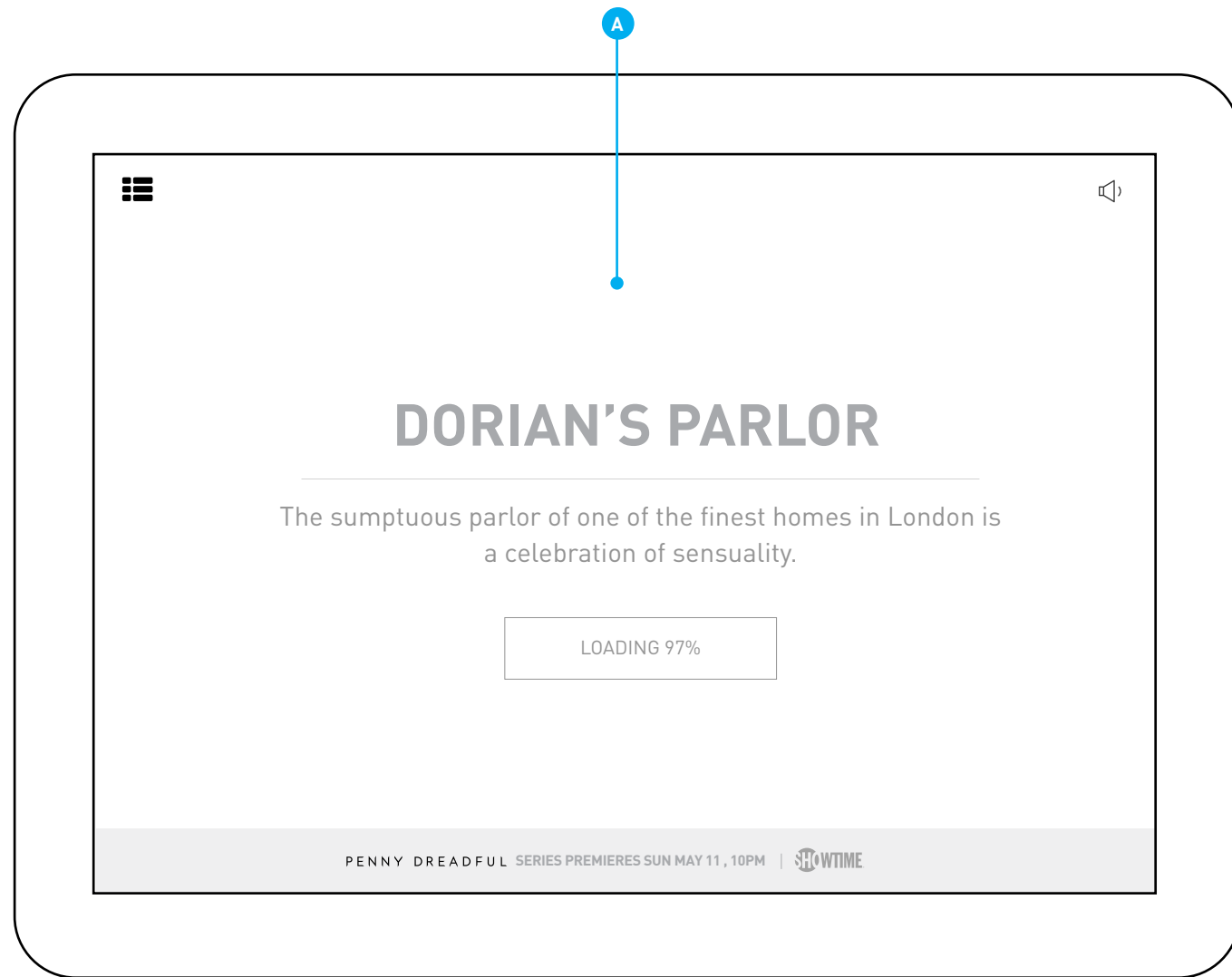
C Hot Spot, Tapping on Brona's Cinema graph will open her Character screen.



DORIAN'S PARLOR

DORIAN'S PARLOR

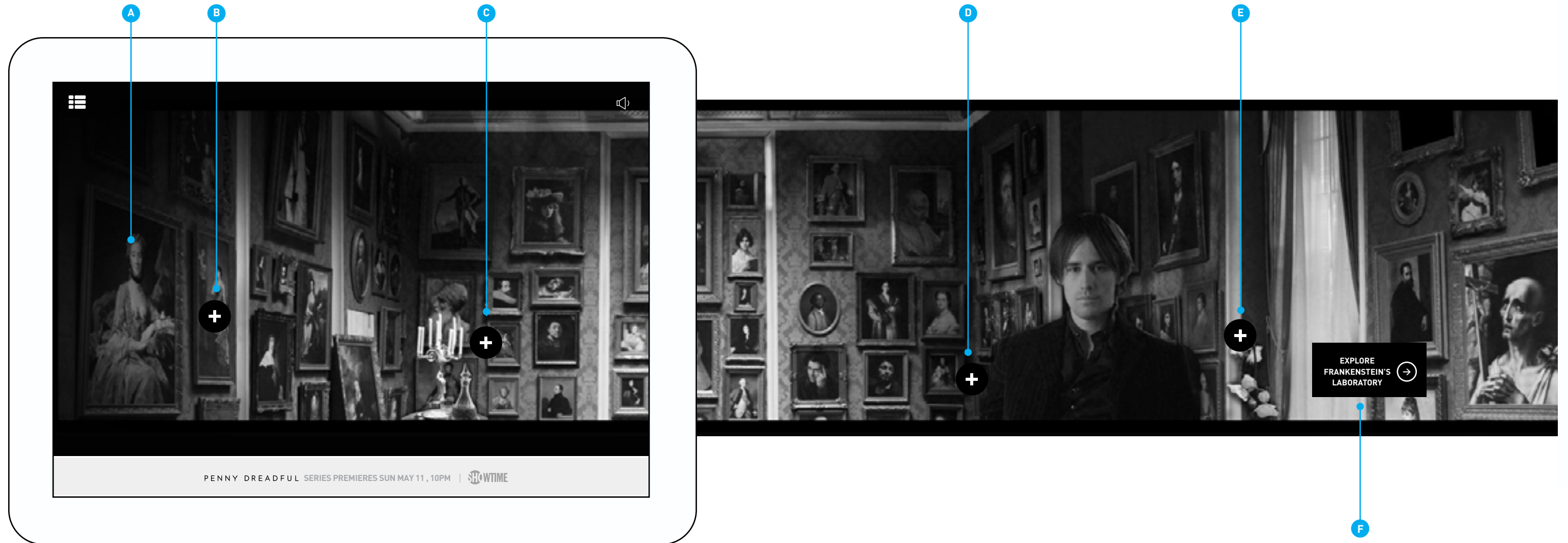
1. DORIAN'S PARLOR LOADING SCREEN.



A Dorian Parlor loading screen: The screen content will include short introduction the character/ location and a loader.

DORIAN'S PARLOR

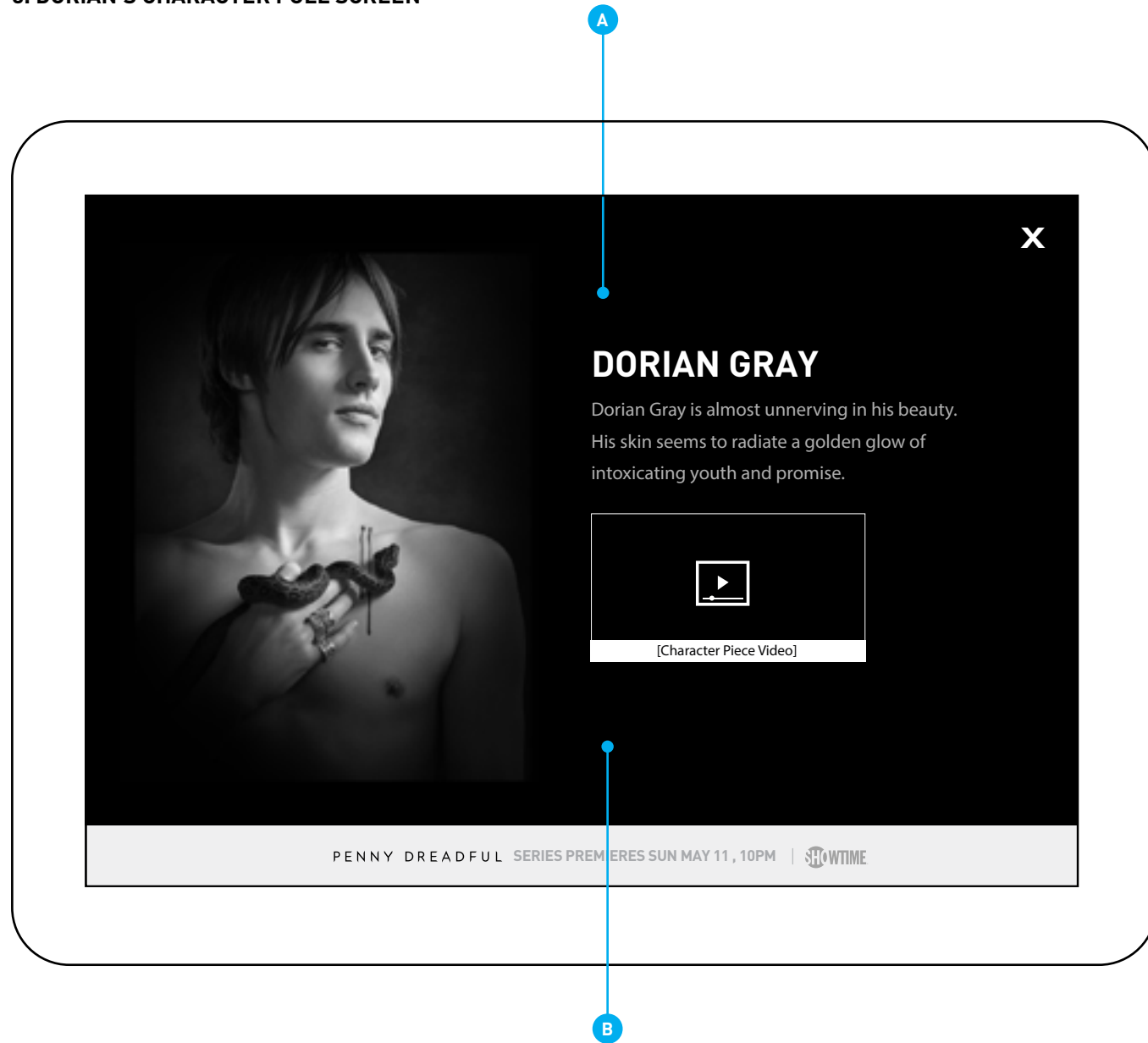
2. DORIAN GRAY



- A** The user will be able to navigate throughout the panorama view. (left/right, and a little up/down).
- B** Hot Spot: Close up on the wall of picture.
- C** Hot Spot: Absinth.
- D** Dorian's Cinema graph, Tapping on his will open a Full-screen with description and video on the character.
- E** Hot Spot: Flower.
- F** The user will be able to navigate to the next location i.e "Frankenstein's Laboratory".

DORIAN'S PARLOR

3. DORIAN'S CHARACTER FULL SCREEN

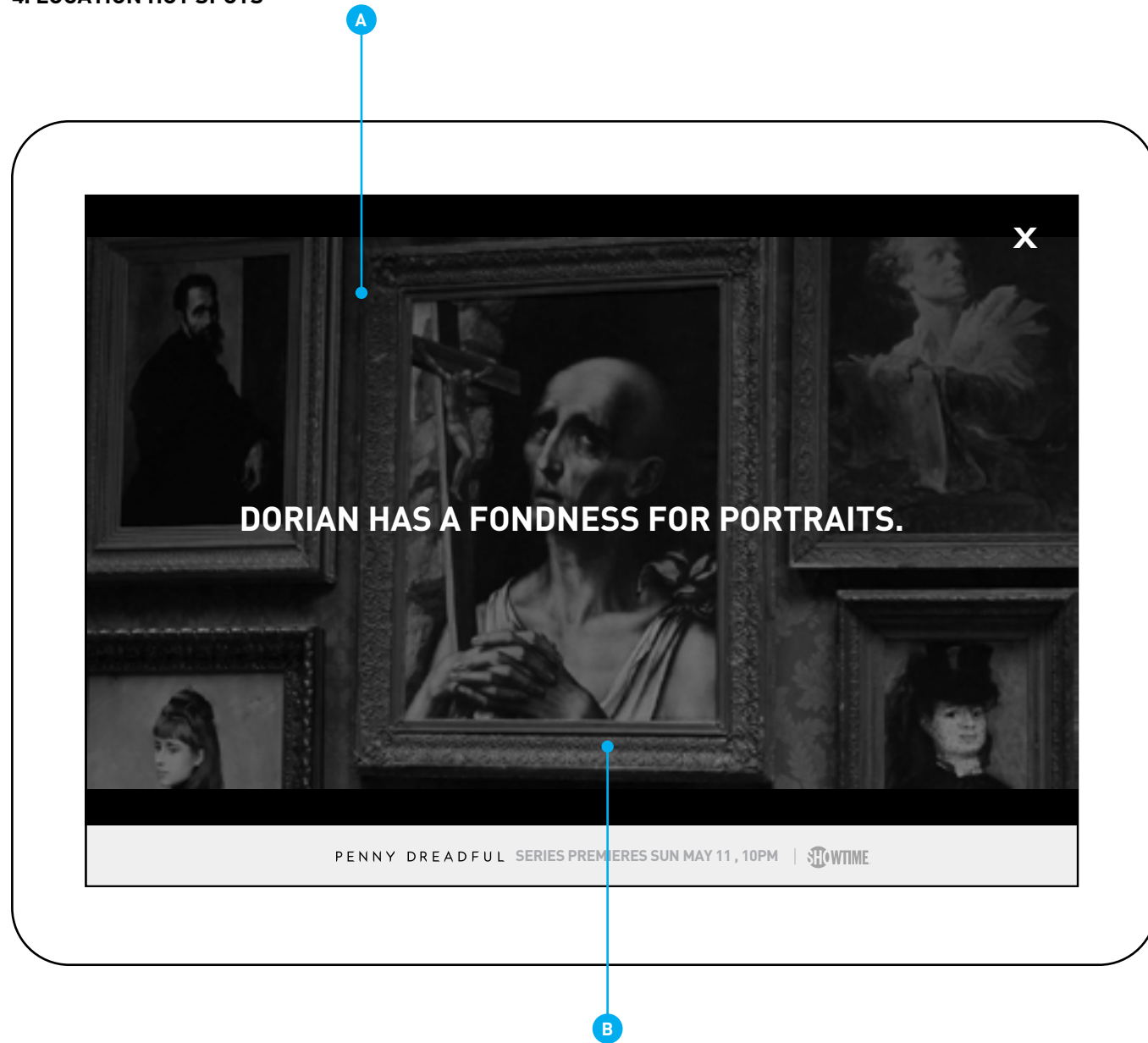


A Character Photo and Description.

B Tapping on the Character Video Piece Thumbnail, will play the video in the mobile device native player or Desktop Player.

DORIAN'S PARLOR

4. LOCATION HOT SPOTS



- A** Hot Spot, Wall of Picture, Close up Image.
- B** Description.



- C** Hot Spot, Flower. Gif Animation were the flower decay, bugs crawling over.
- D** Quote.

DORIAN'S PARLOR

5. LOCATION HOT SPOTS



E Hot Spot, Absinth 360 view:.

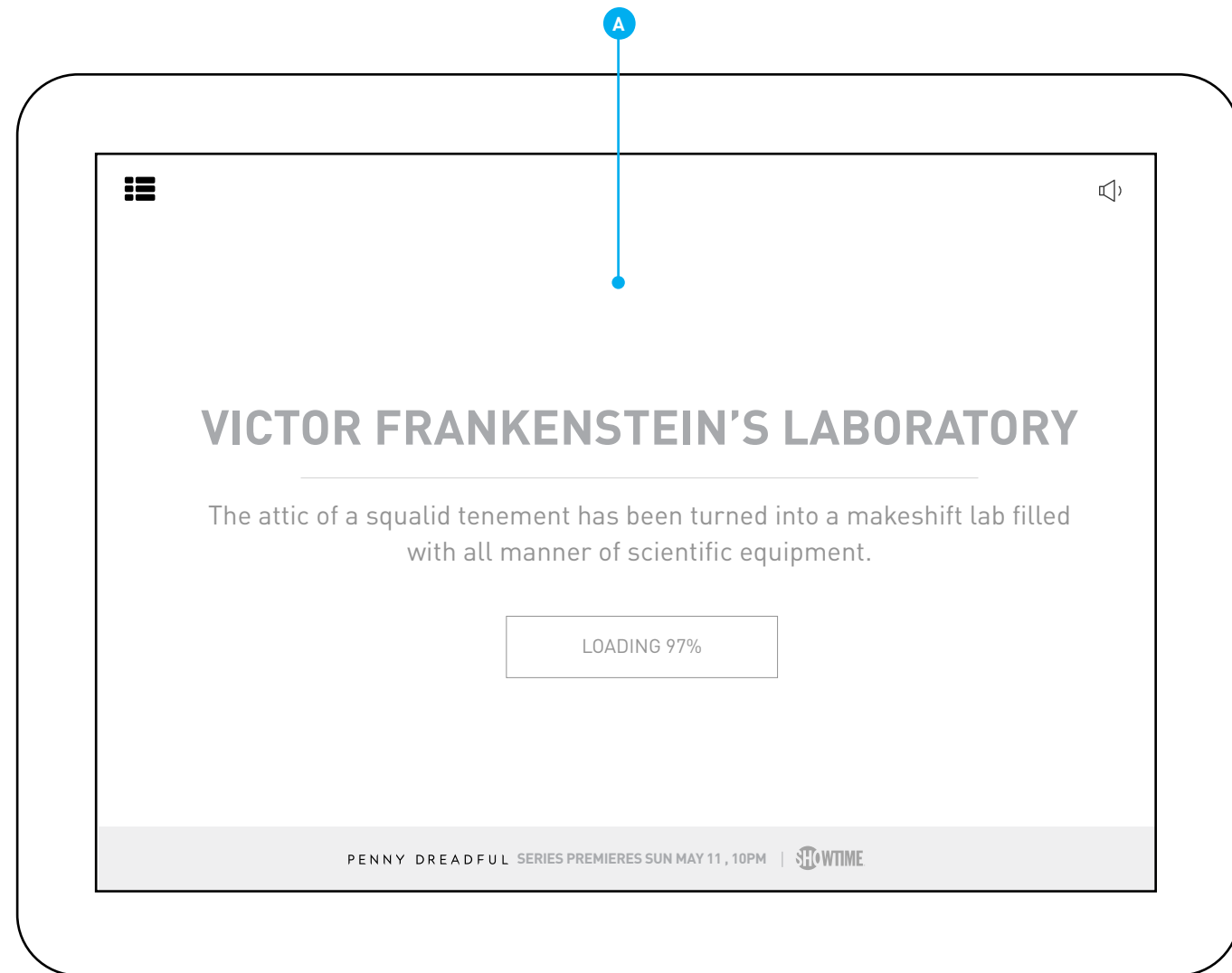
F Description.



VICTOR FRANKENSTEIN'S LABORATORY

VICTOR FRANKENSTEIN'S LABORATORY

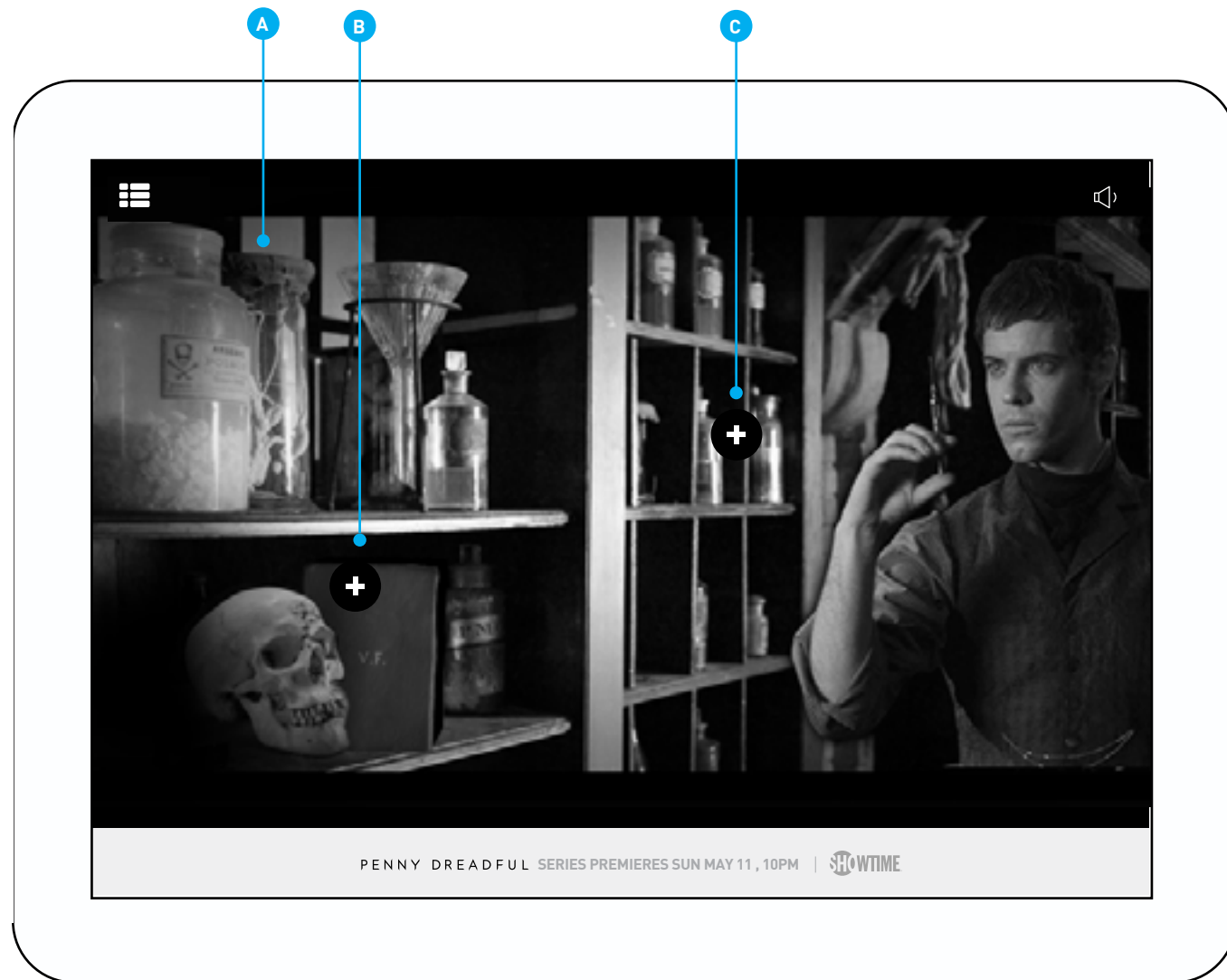
1. VICTOR FRANKENSTEIN'S LABORATORY



A Victor Frankenstein's Laboratory loading screen: The screen content will include short introduction the character/location and a loader.

VICTOR FRANKENSTEIN'S LABORATORY

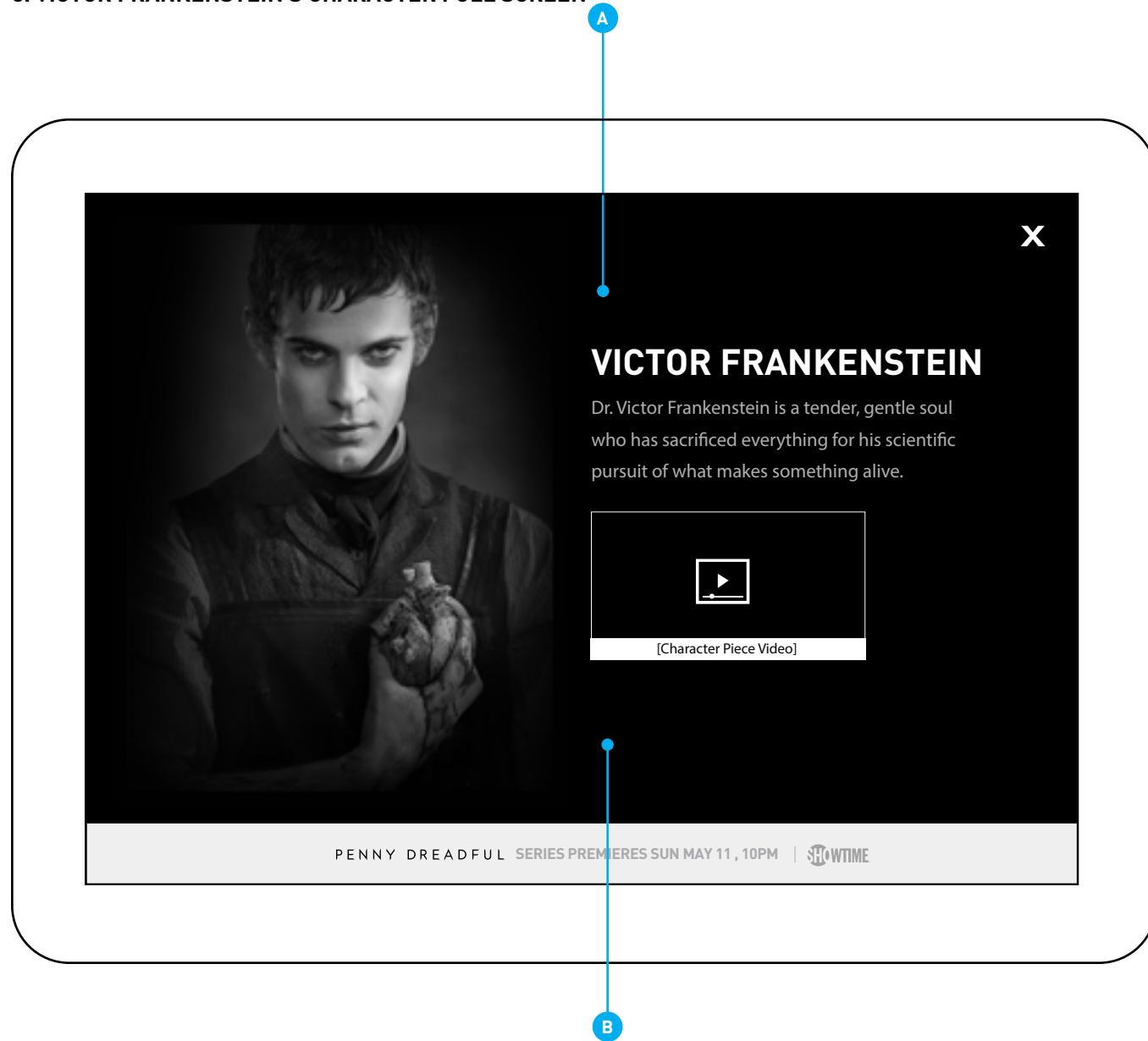
2. VICTOR FRANKENSTEIN



- A** The user will be able to navigate throughout the panorama view. (left/right, and a little up/down).
- B** Hot Spot: Frankenstein's Journal.
- C** Frankenstein's Cinema graph, Tapping on his will open a Full-screen with description and video on the character.
- D** Hot Spot: Cut Leg 360 View.
- E** Hot Spot: Shelf of Books.
- F** The user will be able to navigate to the next location i.e "Vanessa's Room".

VICTOR FRANKENSTEIN'S LABORATORY

3. VICTOR FRANKENSTEIN'S CHARACTER FULL SCREEN

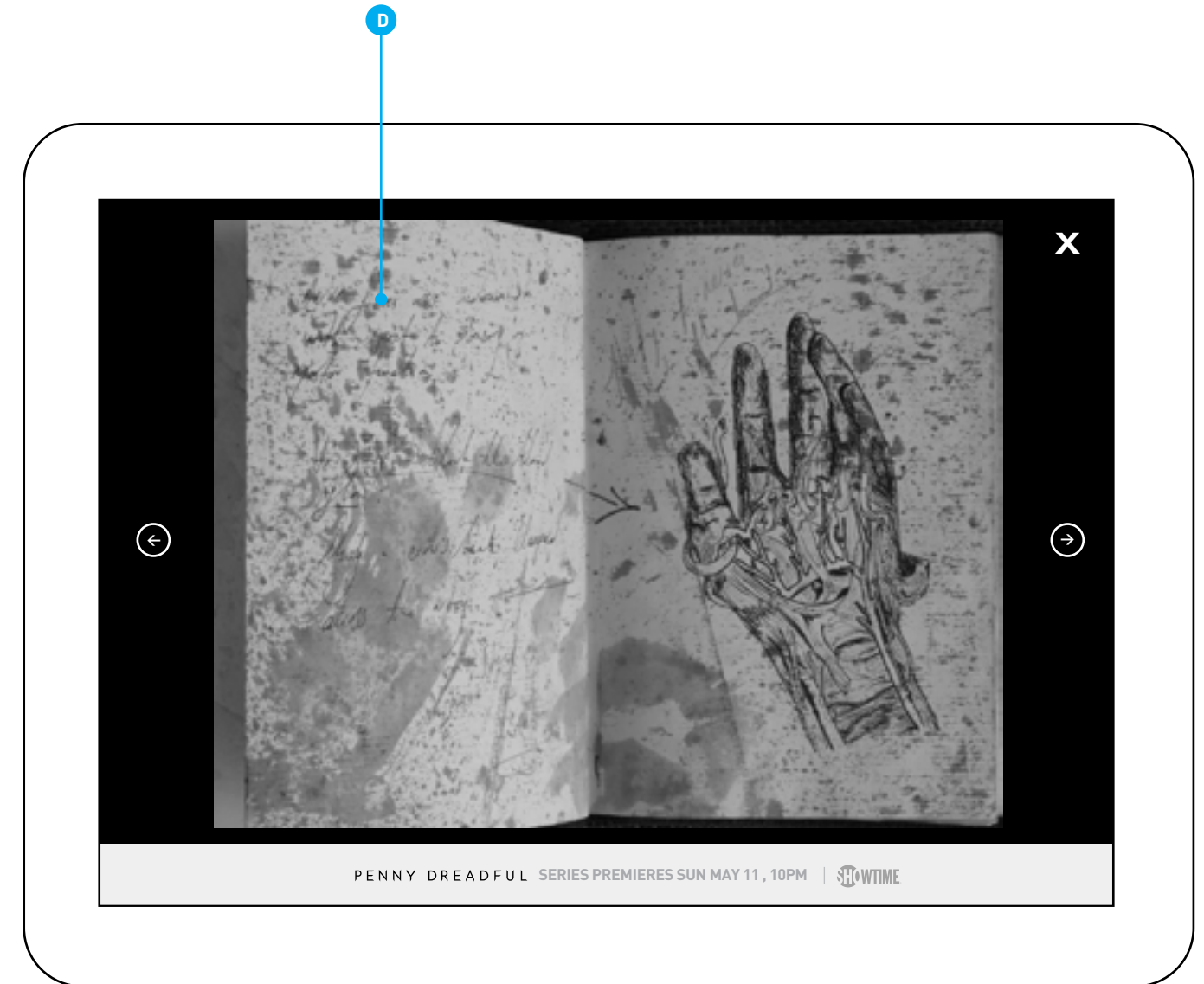
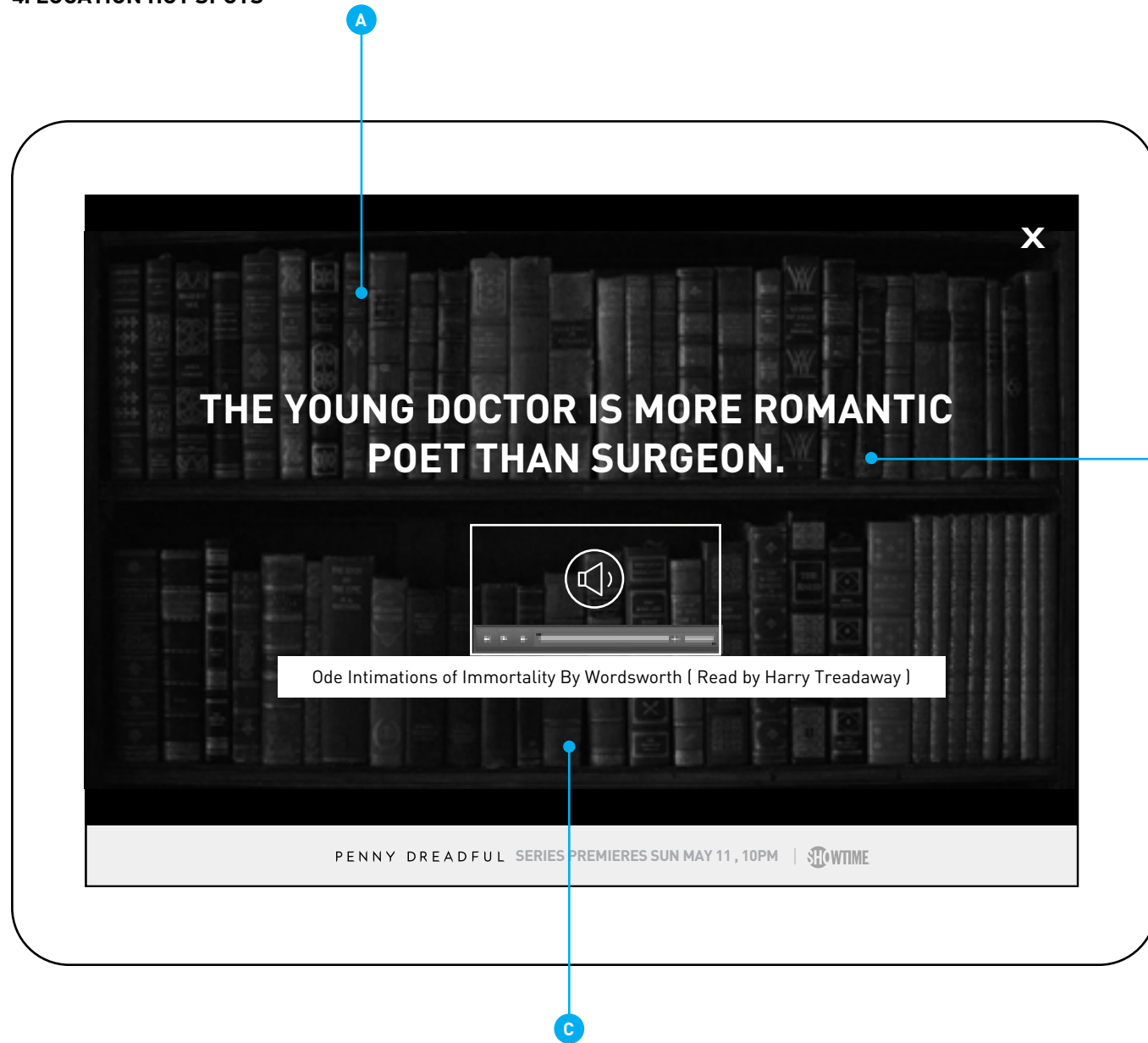


A Character Photo and Description.

B Tapping on the Character Piece Video Thumbnail, will play the video in the mobile device native player or Desktop Player.

VICTOR FRANKENSTEIN'S LABORATORY

4. LOCATION HOT SPOTS



- A** Hot Spot, Books: Highlighting Frankenstein love to poetry. Close up Image.
- B** Description.
- C** Poem reading recording will be automatically played as the user enter the screen. Ode Intimations of Immortality_Wordsworth read by Harry Treadaway

- D** Frankenstein's Journal; Highlighting Frankenstein dedication to researching what makes something live. The user will be able to click Next/Previous to view more pages.

VICTOR FRANKENSTEIN'S LABORATORY

4. LOCATION HOT SPOTS



A Quote.

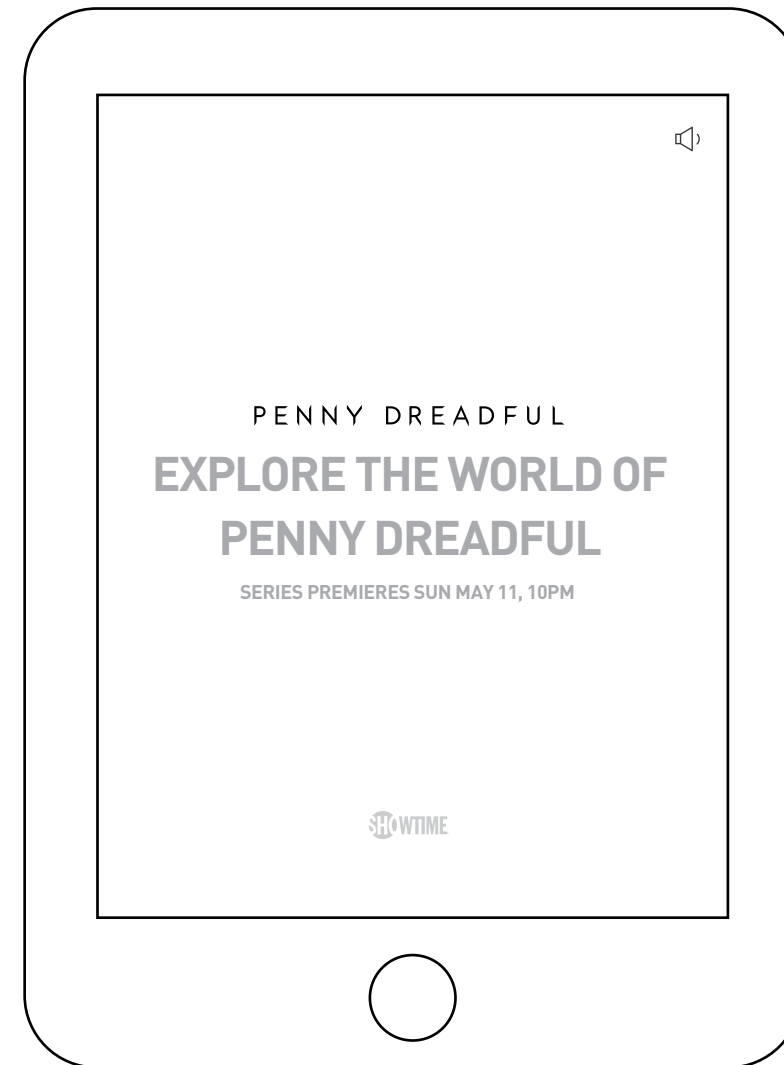
B Hot Spot, 360 Cut legl view: Highlighting Frankenstein scientific pursuit - 360 View.



BANNERS

BANNERS

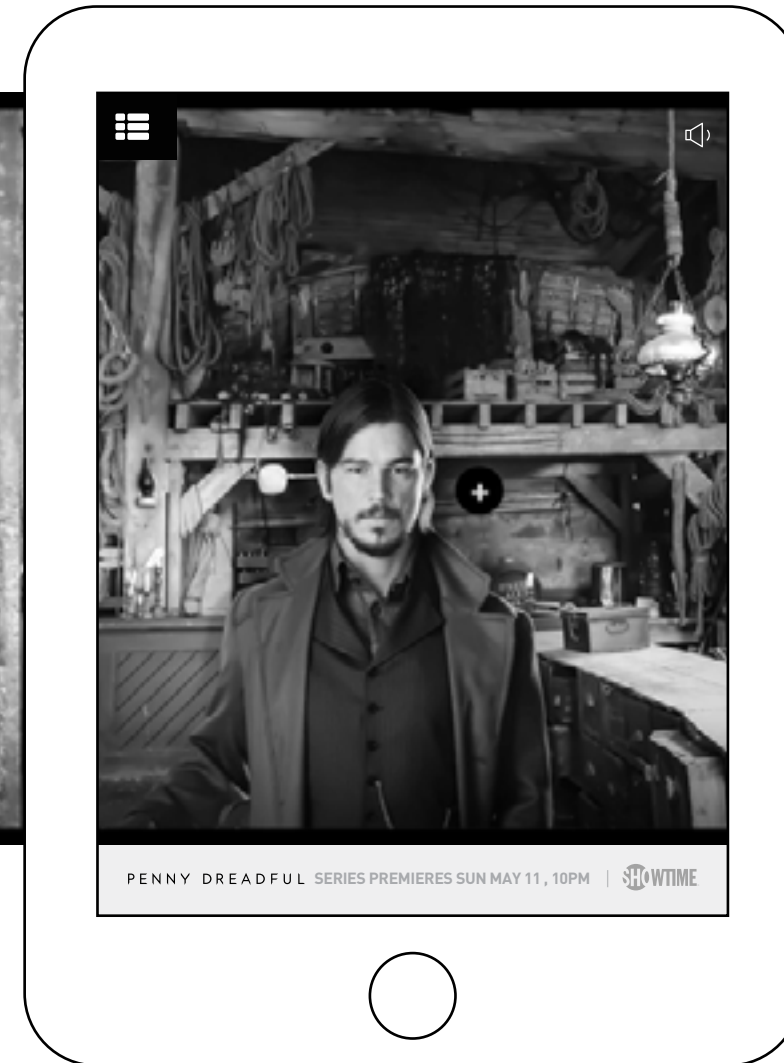
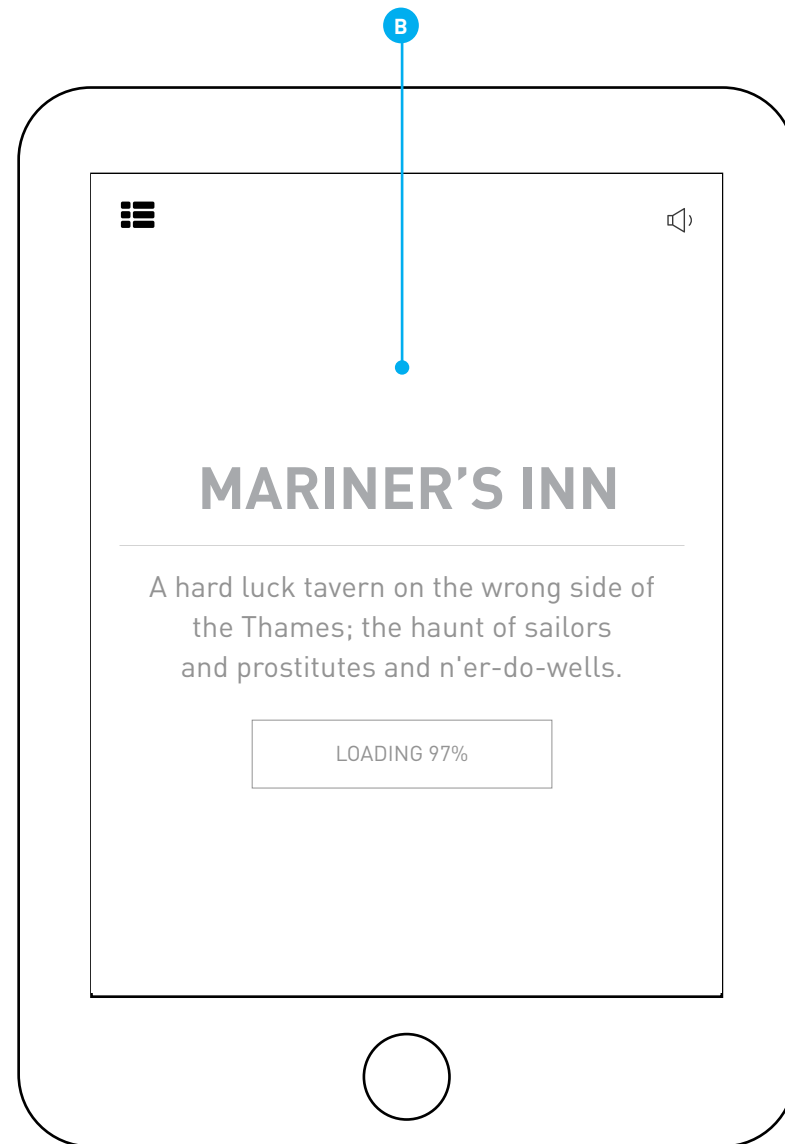
1. POINT OF ENTRY



- A** Banner ads prompt the user to "Explore The World of Penny Dreadful". Use gyroscope to scan a portion of a "scene" from within ad. Tapping on the banner ad, will take the user directly to the intro screen, which will fade into the specific location panoramic view from the ad.

BANNERS

1. POINT OF ENTRY



B Location loading screen, that will lead the user into the panoramic panel.