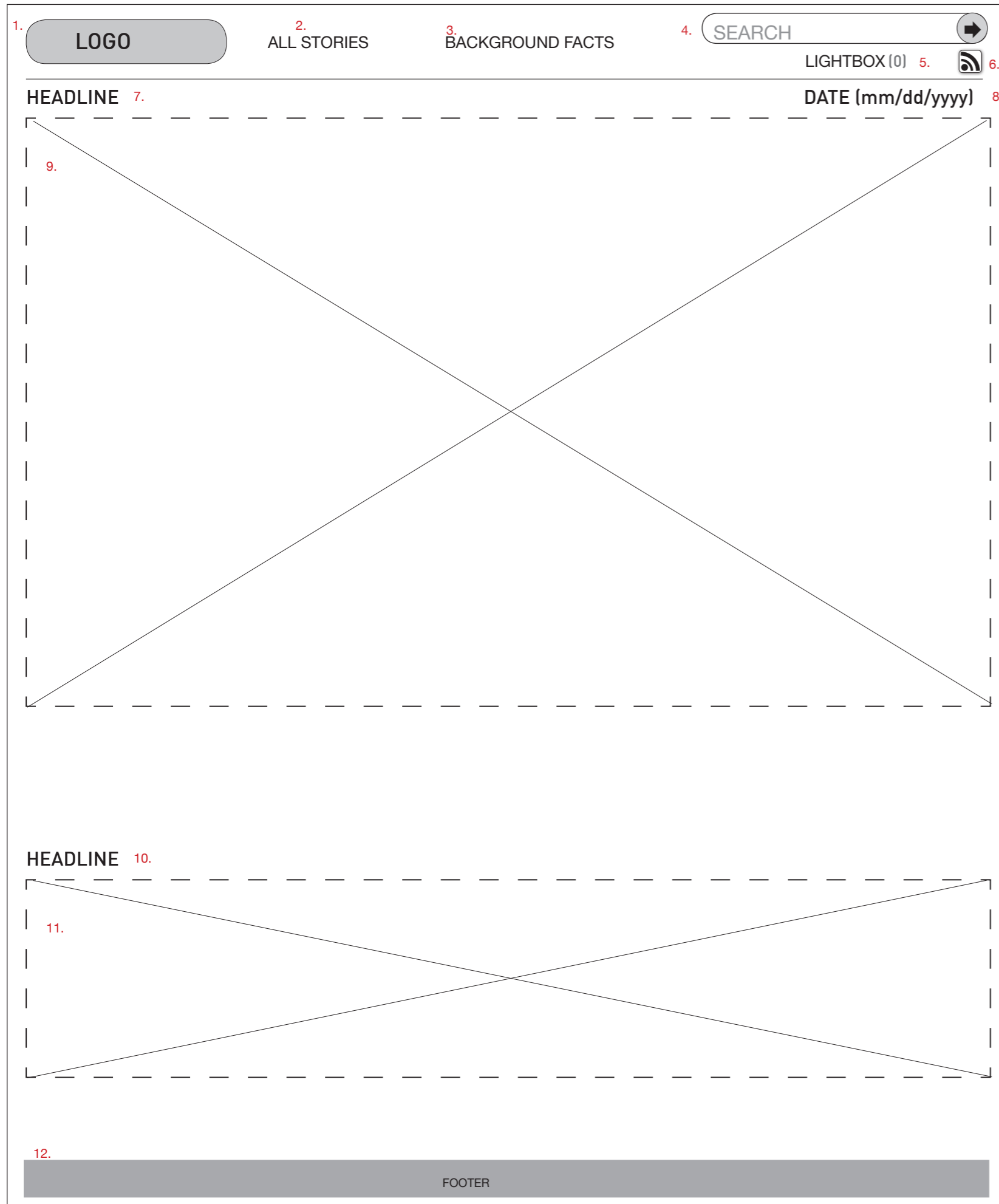


---

## TABLE OF CONTENTS

- 2• [SITEMAP](#)
- 3• [TITLE PAGE \(HOME PAGE\)](#)
- 4• [TABLE OF CONTENTS TEMPLATE](#)
- 5• [MATCH UP TEMPLATE](#)
- 6• [ON THE GROUND TEMPLATE](#)
- 7• [SEARCH RESULTS](#)
- 8• [BACKGROUND PAGE TEMPLATE](#)
- 9• [CONTENT DETAIL \(via link or search result\)](#)
- 10• [LIGHTBOX STEP 1](#)
- 11• [LIGHTBOX STEP 2](#)
- 12• [RSS FEED PAGE](#)


home	0.0	all stories	1.0	background facts	2.0	search	2.0	cart	3.0	footer	4.0	RSS	5.0
		daily update	2.1	daily update	2.1	search results	2.1	selected content	3.1				
		past updates	2.2	past updates	2.2	video	2.1.#	enter name + email	3.2				
		related content	2.1.1	related content	2.1.1	image	2.1.#	confirmation	3.3				
						graphic	2.1.#						
						article	2.1.#						
						search results detail	2.2						
						preview	2.2.#						
						content title	2.2.#						
						content caption	2.2.#						
						content tags	2.2.#						
						add to cart	2.2.#						
						share link	2.2.#						



**NOTES**


- 1. Navigation/Graphic : home
- 2. Navigation : all stories
- 3. Navigation : background facts
- 4. Search : form entry field with a call to action to trigger search
- 5. Navigation : lightbox with a dynamically generated number to show how many items are in the lightbox. Until an item is placed in the lightbox it should show up as a gray number.
- 6. RSS trigger
- 7. Copy : header
- 8. Copy : date, format mm/dd/yyyy
- 9. Content : one large image or video which represents the most important image/piece of content of the day
- 10. Copy : header
- 11. Image : represents secondary page
- 12. Footer



**INTERACTION**

1. 

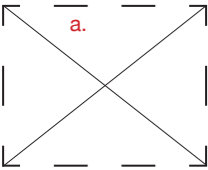
2. ALL STORIES

3. BACKGROUND FACTS

4.  

LIGHTBOX (0)  5. 

6. DAILY UPDATES

7.  a. 10.06.2010 b. [TITLE OF THE UPDATE](#) c. Geritatisum imum Romplic ienihine cote, neris bonsulvidemo nos hilicam fecoena timursu liisus aci ine am, se d. tag, tag, tag, tag e.

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic ienihine cote, neris bonsulvidemo nos hilicam fecoena timursu liisus aci ine am, se  
tag, tag, tag, tag

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic ienihine cote, neris bonsulvidemo nos hilicam fecoena timursu liisus aci ine am, se  
tag, tag, tag, tag

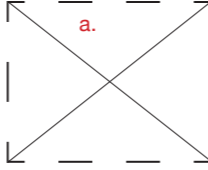
10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic ienihine cote, neris bonsulvidemo nos hilicam fecoena timursu liisus aci ine am, se  
tag, tag, tag, tag

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic ienihine cote, neris bonsulvidemo nos hilicam fecoena timursu liisus aci ine am, se  
tag, tag, tag, tag

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic ienihine cote, neris bonsulvidemo nos hilicam fecoena timursu liisus aci ine am, se  
tag, tag, tag, tag

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic ienihine cote, neris bonsulvidemo nos hilicam fecoena timursu liisus aci ine am, se  
tag, tag, tag, tag

8. CATEGORIES

9.  a. 10.06.2010 b. [TITLE OF THE UPDATE](#) c. Geritatisum imum Romplic tag, tag, tag, tag d. e.

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic  
tag, tag, tag, tag

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic  
tag, tag, tag, tag

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic  
tag, tag, tag, tag

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic  
tag, tag, tag, tag

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic  
tag, tag, tag, tag

10.06.2010 [TITLE OF THE UPDATE](#)  
Geritatisum imum Romplic  
tag, tag, tag, tag

10. FOOTER

**NOTES**

1. Navigation/Graphic : home
2. Navigation : all stories
3. Navigation : background facts
4. Search : form entry field with a call to action to trigger search
5. Navigation : lightbox with a dynamically generated number to show how many items are in the lightbox. Until an item is placed in the lightbox it should show up as a gray number.
6. RSS trigger
6. Copy : header
7. Update returns
  - a. image : thumbnail
  - b. copy : date format
  - c. copy : title, hyperlinked to that days update
  - d. copy : description
  - e. copy : tags
8. Copy : header
9. Update returns
  - a. image : thumbnail
  - b. copy : date format
  - c. copy : title, hyperlinked to that days update
  - d. copy : description
  - e. copy : tags
10. Footer

**INTERACTION**

1. **LOGO**

2. **ALL STORIES**

3. **BACKGROUND FACTS**

4. **SEARCH**

LIGHTBOX (0) 5.

6.

6. **TITLE**  
7. **subhead**

8.

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes? quonvente temqua patuam ium P. Pubitil hocridet? Ti 9.  
[add to lightbox](#) 10.

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes? quonvente temqua patuam ium P. Pubitil hocridet? Ti 9.  
[add to lightbox](#)

11. **TITLE**  
12. **subhead**

13.

It; hus. Huid cultum, C. Erri 14.  
senique a resimil ureo videnes  
[add to lightbox](#) 15.

It; hus. Huid cultum, C. Erri  
senique a resimil ureo videnes  
[add to lightbox](#)

18. 10.06.2010 a.  
[M.U. INFO GRAPHIC OF THE DAY](#) b.  
 c.

19. 10.06.2010 a.  
[M.U. IMAGE OF THE DAY](#) b.  
 c.

20. **DASHBOARD TOUT**  
e.g. auction total

**DASHBOARD TOUT**  
e.g. event registration

**DASHBOARD TOUT**  
e.g. news room feed

16. **TOUT FOR RELATED TOPICS/LINKS**

17. **TITLE**

Bati, ocat. At occid in ia es

**TITLE**

Bati, ocat. At occid in ia es

21.
FOOTER

**NOTES**

1. Navigation/Graphic : home
  2. Navigation : all stories
  3. Navigation : background facts
  4. Search : form entry field with a call to action to trigger search
  5. Navigation : lightbox with a dynamically generated number to show how many items are in the lightbox. Until an item is placed in the lightbox it should show up as a gray number.
  6. RSS trigger
  6. Copy : title
  7. Copy : subhead
  8. Video player
  9. Copy : description
  10. Call to action : add to cart
  11. Copy : title
  12. Copy : subhead
  13. Image/Graphic
  14. Copy : description
  15. Call to action : add to lightbox
  16. Copy : header
  17. Tout : related content
  18. Match Up info graphic dashboard tout
    - a. copy : date stamp
    - b. copy : title / hyperlinked
    - c. image : hyperlinked
  19. Match Up image dashboard tout
    - a. copy : date stamp
    - b. copy : title / hyperlinked
    - c. image : hyperlinked
- DIRECTS USER TO ON THE GROUND PAGE
20. Generic dashboard tout
  21. Footer

1. **LOGO**

2. ALL STORIES

3. BACKGROUND FACTS

4.

LIGHTBOX (0) 5. 6.

6. **TITLE**  
7. **subhead**

8.

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes? quonvente temqua patuam ium P. Pubitil hocridet? Ti [add to lightbox](#) 9.

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes? quonvente temqua patuam ium P. Pubitil hocridet? Ti [add to lightbox](#)

11. **TITLE**  
12. **subhead**

13.

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes [add to lightbox](#) 14.

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes [add to lightbox](#) 15.

18. 10.06.2010 a.  
[OTG INFO GRAPHIC OF THE DAY](#) b. c.

19. 10.06.2010 a.  
[OTG IMAGE OF THE DAY](#) b. c.

20. **DASHBOARD TOUT**  
e.g. auction total

**DASHBOARD TOUT**  
e.g. event registration

**DASHBOARD TOUT**  
e.g. news room feed

16. **TOUT FOR RELATED TOPICS/LINKS**

17. **TITLE**

Bati, ocat. At occid in ia es

**TITLE**

Bati, ocat. At occid in ia es

21.
FOOTER

- NOTES**
1. Navigation/Graphic : home
  2. Navigation : all stories
  3. Navigation : background facts
  4. Search : form entry field with a call to action to trigger search
  5. Navigation : lightbox with a dynamically generated number to show how many items are in the lightbox. Until an item is placed in the lightbox it should show up as a gray number.
  6. RSS trigger
  6. Copy : title
  7. Copy : subhead
  8. Video player
  9. Copy : description
  10. Call to action : add to cart
  11. Copy : title
  12. Copy : subhead
  13. Image/Graphic
  14. Copy : description
  15. Call to action : add to lightbox
  16. Copy : header
  17. Tout : related content
  18. On the Ground info graphic dashboard tout
    - a. copy : date stamp
    - b. copy : title / hyperlinked
    - c. image : hyperlinked
  19. On the Ground image dashboard tout
    - a. copy : date stamp
    - b. copy : title / hyperlinked
    - c. image : hyperlinked
- DIRECTS USER TO MATCH UP PAGE
20. Generic dashboard tout
  21. Footer

1. **LOGO**

2. ALL STORIES

3. BACKGROUND FACTS

4. **SEARCH**

LIGHTBOX (0) 5.

6.

6.
V
**VIDEOS**
7.

**Title of Video**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Video**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Video**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Video**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Video**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Video**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

12.
A
**ARTICLES**
13.

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

9.
G
**GRAPHICS**
10.

**Title of Image** 11.

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes. c..

27 May 2010

d.

**Title of Image**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Image**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

**Title of Image**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.  
27 May 2010

14.

FOOTER

- NOTES**

  1. Navigation/Graphic : home
  2. Navigation : all stories
  3. Navigation : background facts
  4. Search : form entry field with a call to action to trigger search
  5. Navigation : lightbox with a dynamically generated number to show how many items are in the lightbox. Until an item is placed in the lightbox it should show up as a gray number.
  6. RSS trigger
  6. Graphic : icon videos
  7. Copy : title
  8. Scroll bar if needed
  9. Graphic : icon graphics
  10. Copy : title
  11. Content listing (all hyperlinked)
    - a. graphic : thumbnail, if applicable
    - b. copy : title
    - c. copy : description
    - d. copy : date stamp

NOTE ALL INFORMATION WITHIN THE CONTENT LISTING IS HYPERLINKED AND DRIVES TO THE DETAIL

  12. Graphic : icon articles
  13. Copy : title
  14. Footer

**INTERACTION**

1. LOGO
2. ALL STORIES
3. BACKGROUND FACTS

4. SEARCH

➔

LIGHTBOX (0)
5.
6.

<< BACK

**TITLE**

8.

▶

🔊
🖱

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes? quonvente temqua patuam ium P. Pubitil hocridet? Ti

**Title of Content**

**Content Caption:**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.

**Content Tags:**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultu

27 May 2010

10.

**TITLE**

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes? quonvente temqua patuam ium P. Pubitil hocridet? TiAliquatium que cum ipiendita autem lictet aut harci derciasit expeligendam essim re voles invel maion cus mo conem ut millorum quiaae. Name re consequi veritem aditatem ipsamus, soluptas quatet eniet dolupti dollesequae dolorpo ribusapictia cum int int, ut quibus ma ant doloreh enecum asitae aut labo. Est resequas net et a sum ent lab illa quis ad quis reictas il et mint. Abo. Itam fugiam, solore et, occabor uptatec eperion esti debitio rporem sequibust aut la cus esentium fugiaerit, omnihilibus illaborrorem ut laborumqui quosamus dunt harchil imaximolo corehent volorio occum volorios resequis quibus quaspis aut et officium, ommolorrurum consequi ibusae nit, et facerore volumqu idesequam corem sumquas nonse estia nestiorum faccusam expliae provit, quidemp osapiet, consed modiat eiuscipid qui natur? Quis dolorepre nonsequia consequameni voluptatior antus di se vellorro et maximin cimusam adio. At dunt.

---

**17. RELATED CONTENT**

18.

▶

**Title of Video**  
tag, tag, tag, tag  
[add to lightbox](#)

19.

I

a.

X

b.

C

c.

D

d.

E

e.

**Title of Image**  
tag, tag, tag, tag  
[add to lightbox](#)

G

**Title of Graphic**  
tag, tag, tag, tag  
[add to lightbox](#)

A

**Title of Article**  
tag, tag, tag, tag  
[add to lightbox](#)

20.

21.

FOOTER

- NOTES**
1. Navigation/Graphic : home
  2. Navigation : all stories
  3. Navigation : background facts
  4. Search : form entry field with a call to action to trigger search
  5. Navigation : lightbox with a dynamically generated number to show how many items are in the lightbox. Until an item is placed in the lightbox it should show up as a gray number.
  6. RSS trigger
  6. Call to action : back
  7. Copy : title
  8. Video player
  9. Copy : video description
  10. Hero Area : video, image / article
  11. Copy : content title
  12. Copy : content caption
  13. Copy : content tags
  14. Copy : creation date
  15. Copy : content title
  16. Copy : article/story copy
  17. Copy : header
  18. Call to action : move to next related piece of content on the right
  19. Content listing
    - a. graphic : icon (either video, image, graphic or article)
    - b. graphic : thumbnail, if applicable
    - c. copy : title
    - d. tags
    - e. hyperlink : add to lightbox
  20. Call to action : move to next related piece of content on the left
  21. Footer



LOGO

ALL STORIES

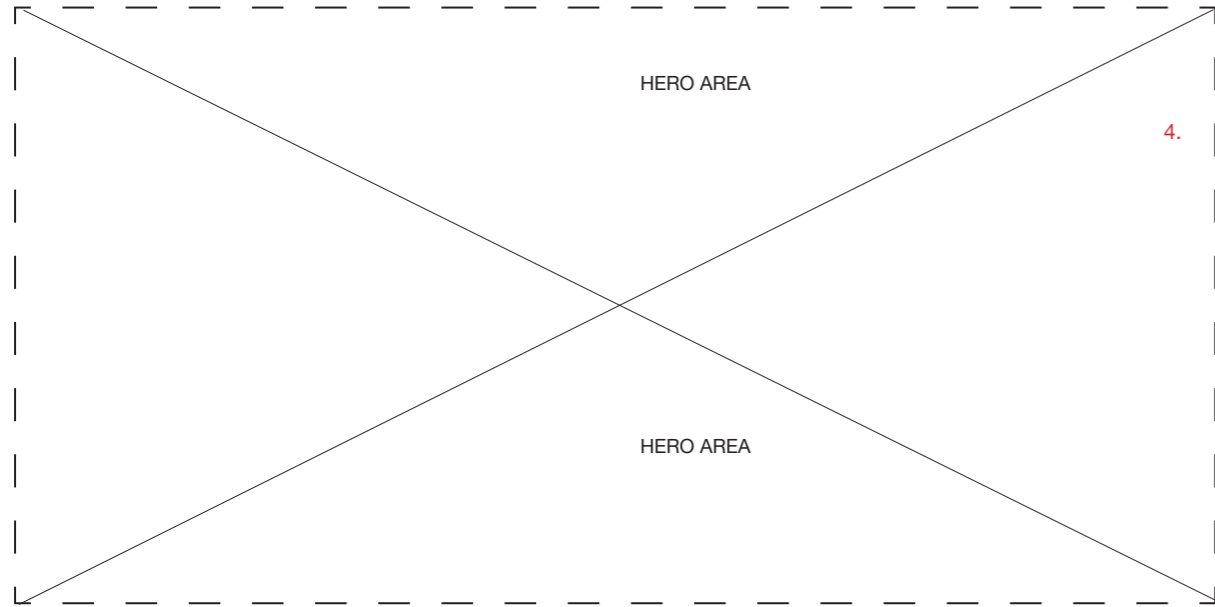
BACKGROUND FACTS

SEARCH

LIGHTBOX (0)



<< BACK 1.



Title of Content 5.

Content Caption: 6.

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.

Content Tags: 7.

It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultu

27 May 2010 8.

NOTES

- 1. Navigation : go back
- 2. Call to action : embed/share
- 3. Call to action : add to lightbox
- 4. Hero Area : video, image / article
- 5. Copy : content title
- 6. Copy : content caption
- 7. Copy : content tags
- 8. Copy : creation date

INTERACTION

RELATED CONTENT



Title of Video  
tag, tag, tag, tag  
[add to lightbox](#)



Title of Image  
tag, tag, tag, tag  
[add to lightbox](#)



Title of Graphic  
tag, tag, tag, tag  
[add to lightbox](#)



Title of Article  
tag, tag, tag, tag  
[add to lightbox](#)

FOOTER

LOGO

ALL STORIES

BACKGROUND FACTS

➔

LIGHTBOX (5)
RSS

**1. YOUR LIGHTBOX**

**3.** ▶ **a. Title of Video** **b.**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Hu **c.**

**I** **Title of Video**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Hu

---

**G** **Title of Video**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Hu

---

**A** **Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.

---

**A** **Title of Article**  
It; hus. Huid cultum, C. Erri senique a resimil ureo videnes It; hus. Huid cultum, C. Erri senique a resimil ureo videnes.

**4. remove**

**5.**

THESE ARE THE CONTENTS OF YOUR Cart. **8.**

IF YOU WANT TO REMOVE ANY OF THEM CLICK THE "REMOVE" BOX & HIT THE REFRESH BUTTON.

WE DELIVER THE CONTENTS OF YOUR Cart TO AN EMAIL ADDRESS YOU PROVIDE AS A .ZIP FILE.

CLICK NEXT IF YOU HAVE ALL THE FILES YOU WANT.

◀
**2.**

refresh

next

**6.**
**7.**

LIGHTBOX

(5 items)

FOOTER

**NOTES**

1. Copy : title
2. Call to action : close layover
3. Listing module
  - a. graphic : icon (either video, image, graphic or article)
  - b. graphic : thumbnail, if applicable
  - c. copy : title
4. Copy
5. Form : check box
6. Button : refresh
7. Button : refresh
8. Copy : explanatory copy

**INTERACTION**

LOGO    ALL STORIES    BACKGROUND FACTS    SEARCH    LIGHTBOX (0)

**C  
A  
R  
T**  
(0 items)

1. YOUR CART  
 2. <error messaging here in case of incorrect email format>  
 3. Enter a valid email address (required)  
 4.

5. submit

<on successful completion populate with a "Thank You" and close window automatically>


6.

FOOTER

NOTES

- 1. Copy : title
- 2. Copy : error messaging in case of incorrect email address
- 3. Copy : explanatory copy
- 4. Form entry field
- 5. Button : submit
- 6. Call to action : close layover

INTERACTION

1. **LOGO** 2. **ALL STORIES** 3. **BACKGROUND FACTS** 4. **SEARCH** LIGHTBOX (0) 5.  6.

<< **BACK** 6.

Copy and paste the following url into your RSS feed reader : 7.  
<http://pr.adidas.com/feed> 8.

9. **TITLE OF THE PIECE**  
 Id et prerspidi voluptat fuga. Solori optam debitorio ditem que aut ut facea consequi voluptatur re qui undae lictibus ea secup-  
 ta tquodio nsequo blam corum dolupiet pratur magnimp ostrumq uaerci comnia ducipie nitaecae. Ipsandior aut officim olup-  
 tate nis ullit et ut quist re sus iur aut aut officabo. Heniet inctore mquamet re nis aspe volor sincipsandi omni non nationesed  
 que pro id eaquos voluptatitisi sit qui accate ius reiciis dolupta ectiis con ni delicabo. Name prem haruptis am et eos excepud  
 itatur, vercit labore, que pro iumque quae corio moluptaturit eos imil mod quam et et fugiam, nullupt ionserum cullend ellup-  
 tatoria volum re doluptati aut faccumq uidigen daectet id quodist, ullab incto quas maxim volo vollut aut archicit modis none  
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10. **FOOTER**

**NOTES**

1. Navigation/Graphic : home
2. Navigation : all stories
3. Navigation : background facts
4. Search : form entry field with a call to action to trigger search
5. Navigation : lightbox with a dynamically generated number to show how many items are in the lightbox. Until an item is placed in the lightbox it should show up as a gray number.
6. RSS trigger
6. Navigation : back
7. Copy : descriptive copy
8. Copy : RSS feed
9. Sample RSS display
10. Footer

**INTERACTION**

RELATED CONTENT CAN BE VIEWED BY DRAGGING MOUSE RIGHT OR LEFT WITHIN RELATED CONTENT WINDOW