

HOLCOSMOS

TOUCHSTAND SCREEN STRUCTURE



**TOUCHSTAND**<sup>TM</sup>

**Touch the Future of Retail.**

## TOUCHSTAND START



### Attract01. ID Attract Loop

**Description:**

- ▲ Screen Type: Animation
- ▲ Controls: Select Screen to Continue
- ▲ Indicators: Start/ID Button



### Start01. TouchStand Start

**Description:**

- ▲ Screen Type: Menu
- ▲ Feature Regions: What's Hot (image, legend)  
Happenings (legend)  
Join Mailing List (legend)  
Promotion (programmatic)
- ▲ Utility Buttons: Search  
Help
- ▲ Indicators: Song Play (if active)

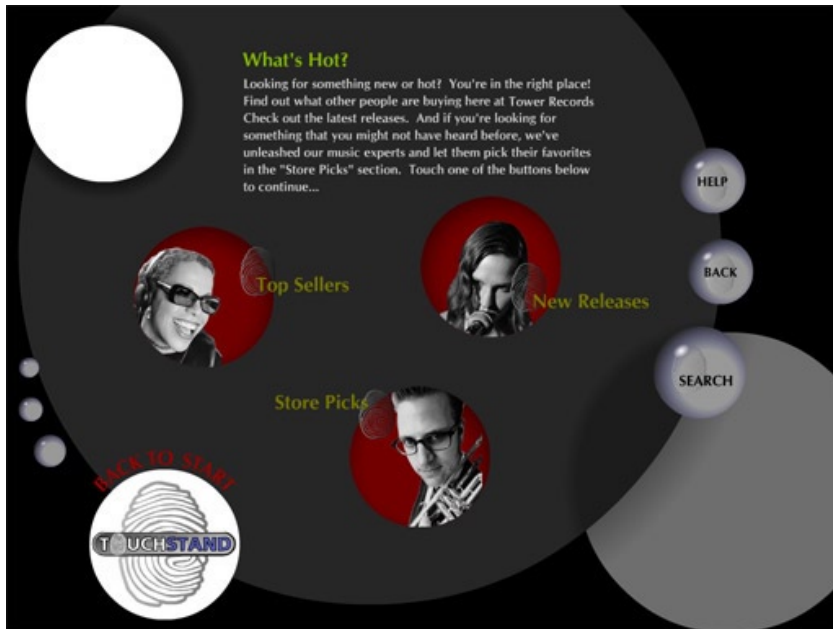
**Notes:**

Attract Loop will incorporate more exciting animation, video and sound; more compelling TouchStand animated brand ID/Store ID; incorporate additional advertising opportunities.

Menus will have looping as well, first animating into place, then differentiating actionable regions through attract motion.

Start Screen should probably be ostensibly labeled as such with more prominent TouchStand ID and perhaps Store ID.

## TOUCHSTAND START



### Hot01. What's Hot

**Description:**

- ▲ Screen Type: SubMenu (Legend and Buttons)
- ▲ Feature Regions: Top Sellers (image)  
New Releases (image)  
Store Picks (image)  
Promotion (programmatic)
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Song Play (if active)



### Hot02. Top Sellers

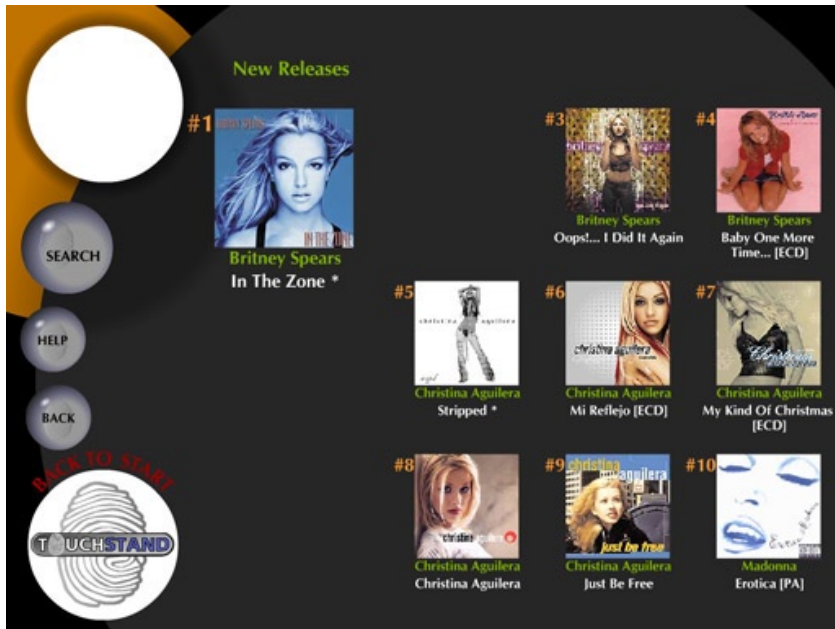
**Description:**

- ▲ Screen Type: SubMenu (Cover Matrix)
- ▲ Feature Regions: #1 Cover Button (Artist/Title Legend)  
#2-#9 Cover Button Matrix  
(Artist/Title Legend)  
Promotion (programmatic)
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Song Play (if active)

**Notes:**

Notes go Here.

## TOUCHSTAND START



### Hot03. New Releases

**Description:**

- ▲ Screen Type: SubMenu (Cover Matrix)
- ▲ Feature Regions: #1 Cover Button (Artist/Title Legend)  
#2-#9 Cover Button Matrix (Artist/Title Legend)  
Promotion (programmatic)
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Song Play (if active)



### Hot04. Store Picks

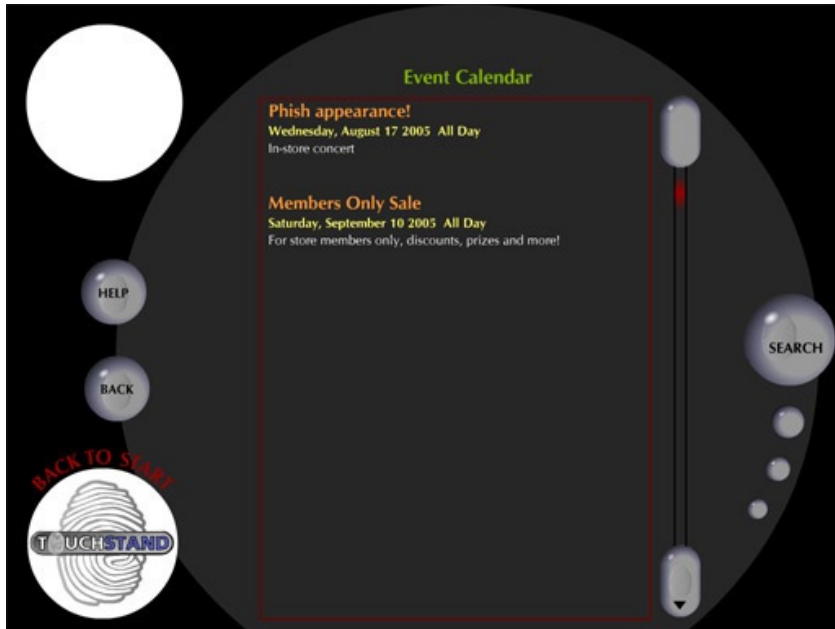
**Description:**

- ▲ Screen Type: SubMenu (Cover Matrix)
- ▲ Feature Regions: #1 Cover Button (Artist/Title Legend)  
#2-#9 Cover Button Matrix (Artist/Title Legend)  
Promotion (programmatic)
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Song Play (if active)

**Notes:**

Notes go Here.

## TOUCHSTAND START



### Event01. Event Calendar

**Description:**

- ▲ Screen Type: Scrolling Text Field
- ▲ Feature Regions: Text Field (separate non-actionable events)  
Scroller
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Scroll Position,  
Top and Bottom List Button Indicators  
Song Play (if active)



### Mail01. Join Mailing List

**Description:**

- ▲ Screen Type: Keyboard Form Entry
- ▲ Controls: Keyboard  
Next Button
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Active Region Highlight,  
Current Field Contents

**Notes:**

Events may want to become actionable regions in the future, associated with promos, ticket purchases or merchandising opportunities.

Mail "Next" Button should be unique looking and not keyboard like since it signifies distinct sequential process. Perhaps form entry fields should be directly selectable and not only addressable through NEXT button to reduce awkwardness.

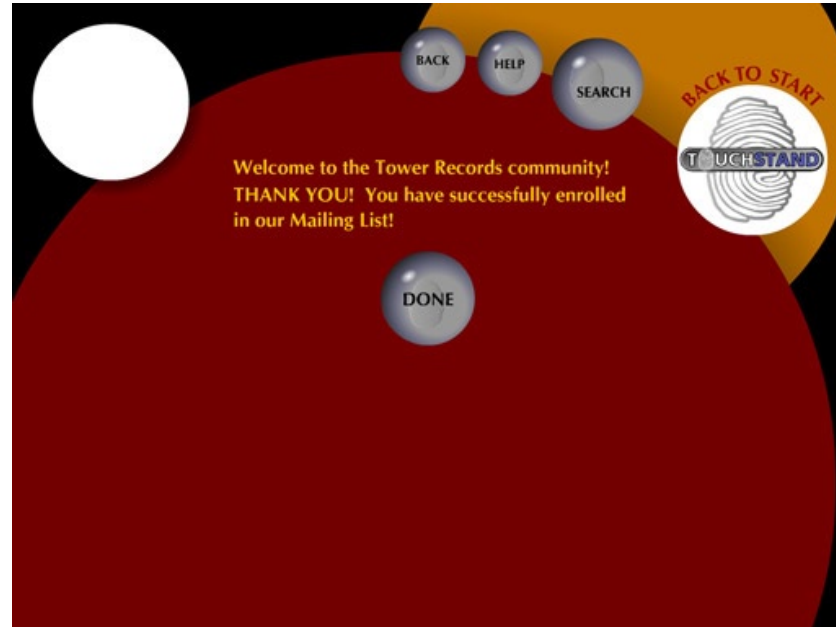
## TOUCHSTAND



### Mail02. Entry Confirmation

**Description:**

- ▲ Screen Type: Dialog
- ▲ Controls: Change  
Done
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Field Entry Contents



### Mail03. Welcome to List

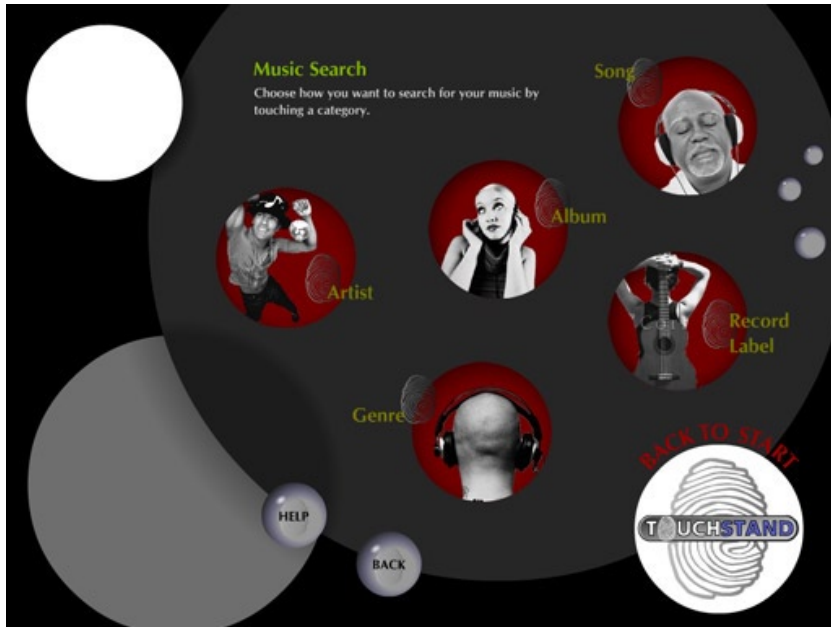
**Description:**

- ▲ Screen Type: Dialog
- ▲ Controls:
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Field Entry Contents

**Notes:**

Since the Welcome screen is an alert without other options, perhaps it should be a brand animation leading back to the Start.

## TOUCHSTAND



**Search.01 Search Main Menu**

**Description:**

- ▲ Screen Type: SubMenu (Legend and Buttons)
- ▲ Feature Regions: Artist (image)  
Album (image)  
Song (image)  
Genre (image)  
Record label (image)  
Promotion (programmatic)
- ▲ Utility Buttons: Back  
Back to Start  
Help
- ▲ Indicators: Song Play (if active)



**Search.02 Search Artist**

**Description:**

- ▲ Screen Type: Keyboard Search Entry
- ▲ Controls: Keyboard, Enter
- ▲ Mode Buttons: Artist Name Starts With  
Artist Name is Exactly  
Artist Name Contains
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Current Field Contents: Artist

**Notes:**

Keyboard "Enter" Button should be unique looking and not keyboard like since it signifies distinct sequential process. Probably need to distinguish "Search" button from Search function achieved by "Enter" button as this could be confusing.

## TOUCHSTAND



### Search.03 Search Album

**Description:**

- ▲ Screen Type: Keyboard Search Entry
- ▲ Controls: Keyboard, Enter
- ▲ Mode Buttons: Album Title Starts With  
Album Title is Exactly  
Album Title Contains
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Current Field Contents: Album



### Search.04 Search Song

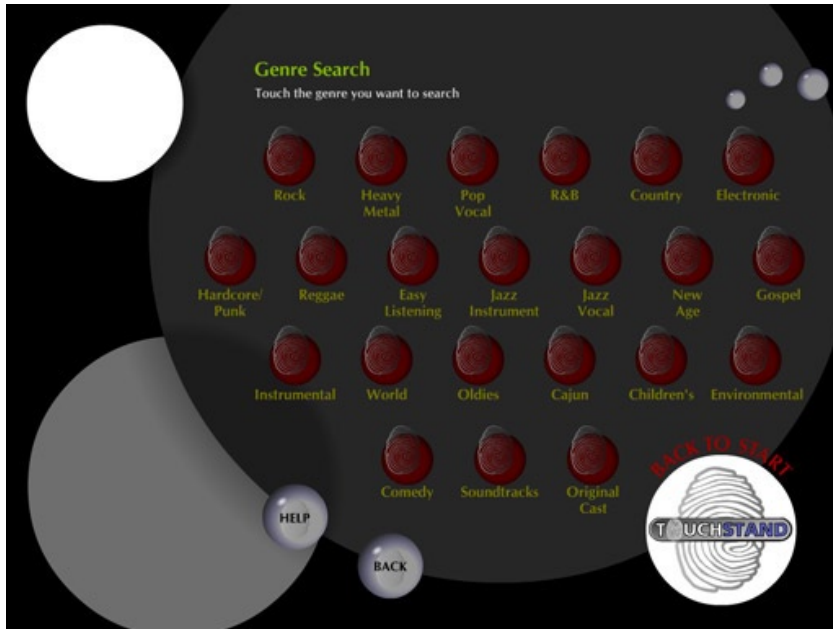
**Description:**

- ▲ Screen Type: Keyboard Search Entry
- ▲ Controls: Keyboard, Enter
- ▲ Mode Buttons: Song Title Starts With  
Song Title is Exactly  
Song Title Contains
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Current Field Contents: Song

**Notes:**

Notes go Here.

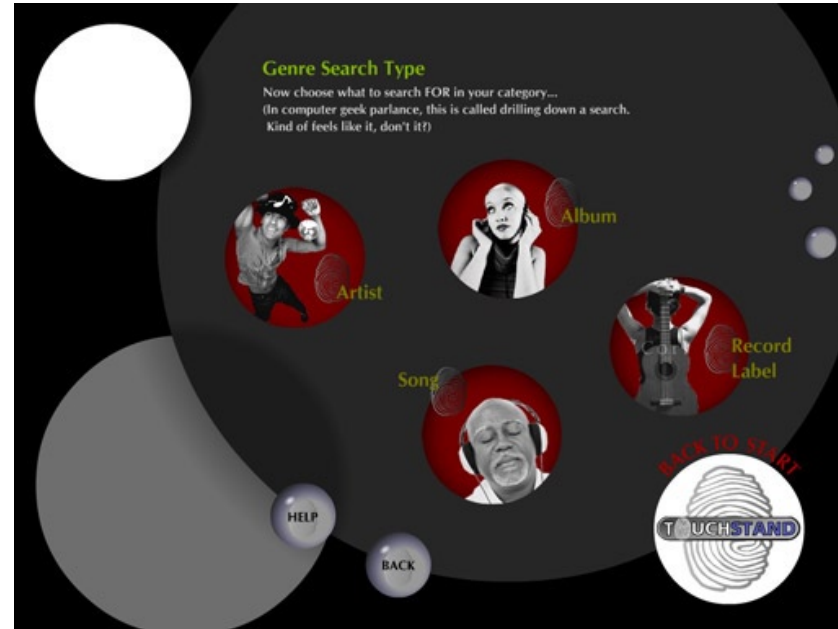
## TOUCHSTAND



**Search.05 Genre Search**

**Description:**

- ▲ Screen Type: SubMenu (Legend and Button Matrix)
- ▲ Feature Regions: 22 Genres (Names and Generic Icons)  
Promotion (programmatic)
- ▲ Utility Buttons: Back  
Back to Start  
Help
- ▲ Indicators: Song Play (if active)



**Search.05.1 Genre Search Type**

**Description:**

- ▲ Screen Type: SubMenu (Legend and Buttons)
- ▲ Feature Regions: Artist (image)  
Album (image)  
Song (image)  
Genre (image)  
Record label (image)  
Promotion (programmatic)
- ▲ Utility Buttons: Back  
Back to Start  
Help
- ▲ Indicators: Song Play (if active)

**Notes:**

Notes go Here.

## TOUCHSTAND



### Search.05.2a-e Search in General Genre

**Description:**

- ▲ Screen Type: Keyboard Search Entry
- ▲ Controls: Keyboard, Enter
- ▲ Mode Buttons: <Search Type a-e> Starts With  
<Search Type a-e> is Exactly  
<Search Type a-e> Contains
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Current Field Contents: Label



### Search.06 Search Record Label

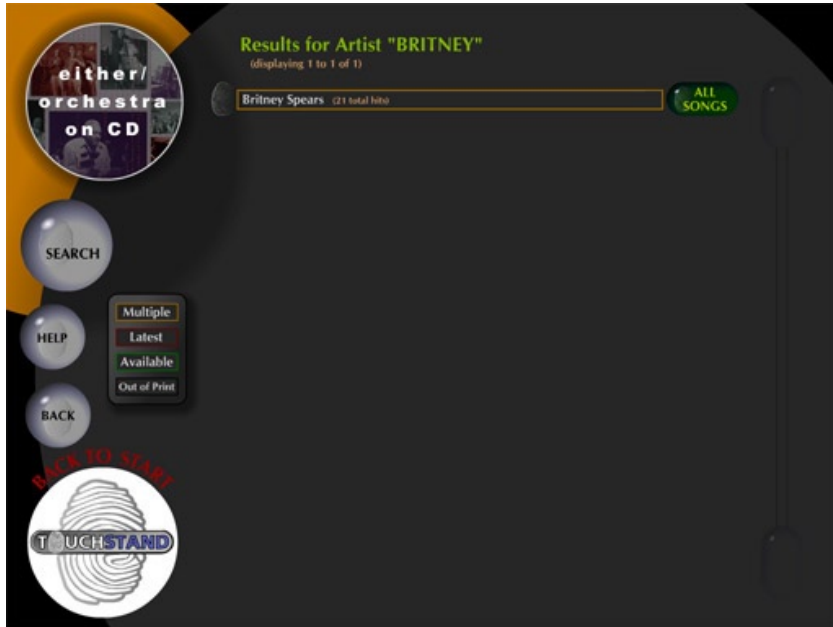
**Description:**

- ▲ Screen Type: Keyboard Search Entry
- ▲ Controls: Keyboard, Enter
- ▲ Mode Buttons: Record Label Starts With  
Record Label is Exactly  
Record Label Contains
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Current Field Contents: Label

**Notes:**

Notes go Here.

## TOUCHSTAND



**Search.07 Search Results 01**

**Description:**

- ▲ Screen Type: Scrolling Search Results
- ▲ Feature Regions: Text Object Array (actionable objects) Scroller
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Results List Title  
Range Display Indicator  
Scroll Position, Button Indicators  
Multiple/Latest/Available/OOP Legend



**Search.07 Search Results 02**

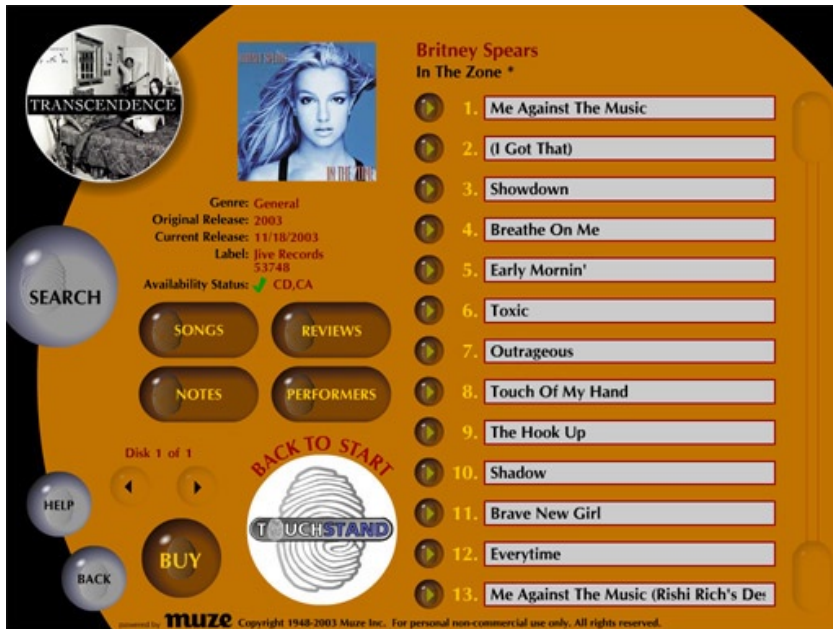
**Description:**

- ▲ Screen Type: Scrolling Search Results
- ▲ Feature Regions: Text Object Array (actionable objects) Scroller
- ▲ Utility Buttons: Back  
Back to Start  
Search  
Help
- ▲ Indicators: Results List Title  
Range Display Indicator  
Scroll Position, Button Indicators  
Multiple/Latest/Available/OOP Legend

**Notes:**

Notes go Here.

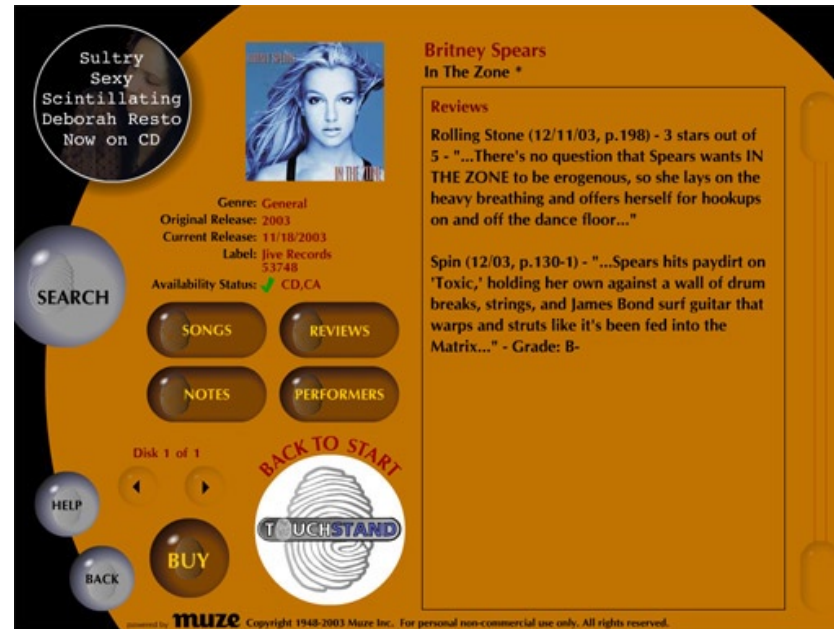
## TOUCHSTAND



**Album01. Album Songs**

**Description:**

- ▲ Screen Type: Album Menu + Song List
- ▲ Feature Regions: Text Object Array (actionable objects) Scroller
- ▲ Mode Buttons: Songs, Reviews, Notes, Performers
- ▲ Utility Buttons: Back, Back to Start, Search, Help
- ▲ Indicators: Cover Art/Artist Name/Album Title  
Genre/Original Release/Current Release/  
Label/Number/Availability Status  
Scroll Position, Button Indicators  
Multiple/Latest/Available/OOP Legend



**Album02. Album Reviews**

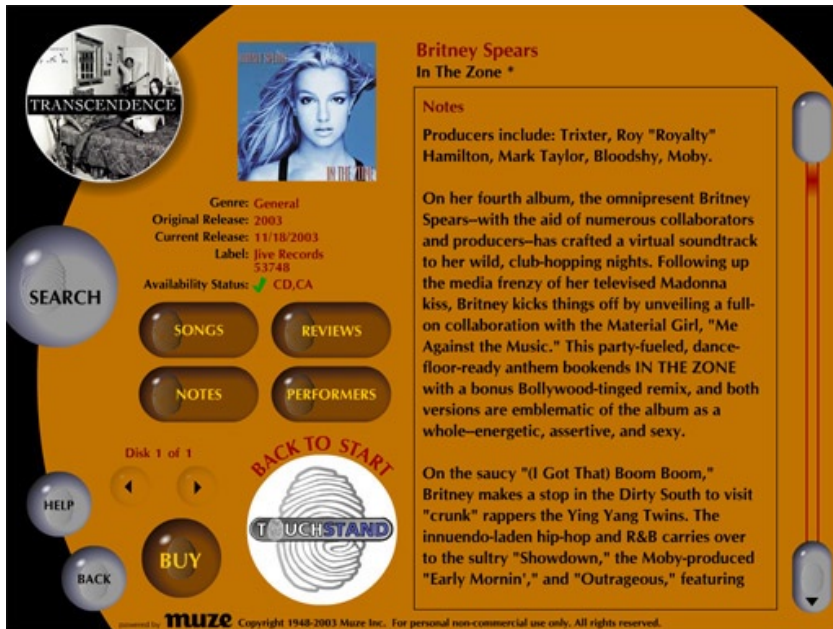
**Description:**

- ▲ Screen Type: Album Menu + Scrolling Text
- ▲ Feature Regions: Scrolling Text Field Scroller
- ▲ Mode Buttons: Songs, Reviews, Notes, Performers
- ▲ Utility Buttons: Back, Back to Start, Search, Help
- ▲ Indicators: Cover Art/Artist Name/Album Title  
Genre/Original Release/Current Release/  
Label/Number/Availability Status  
Scroll Position, Button Indicators  
Multiple/Latest/Available/OOP Legend

**Notes:**

Album Cover should be actionable to display larger image, possibly in Popup window or as "Album Menu + Graphic Detail" where the graphic appears in place of the song list, thus making the Cover Art thumbnail parallel in function to the other Mode Buttons.

## TOUCHSTAND



### Album03. Album Notes

**Description:**

- ▲ Screen Type: Album Menu + Scrolling Text
- ▲ Feature Regions: Scrolling Text Field Scroller
- ▲ Mode Buttons: Songs, Reviews, Notes, Performers
- ▲ Utility Buttons: Back, Back to Start, Search, Help
- ▲ Indicators: Cover Art/Artist Name/Album Title  
Genre/Original Release/Current Release/  
Label/Number/Availability Status  
Scroll Position, Button Indicators  
Multiple/Latest/Available/OOP Legend



### Album04. Album Performers

**Description:**

- ▲ Screen Type: Album Menu + Scrolling Text
- ▲ Feature Regions: Scrolling Text Field Scroller
- ▲ Mode Buttons: Songs, Reviews, Notes, Performers
- ▲ Utility Buttons: Back, Back to Start, Search, Help
- ▲ Indicators: Cover Art/Artist Name/Album Title  
Genre/Original Release/Current Release/  
Label/Number/Availability Status  
Scroll Position, Button Indicators  
Multiple/Latest/Available/OOP Legend

**Notes:**

Notes go Here.

## TOUCHSTAND HELP



### Start01H. TouchStand Start Help

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Store Logo Button (Back to Start)  
Search Button
- ▲ Feature Regions: Promotion (programmatic)



### Hot01H. What's Hot Help

**Description:**

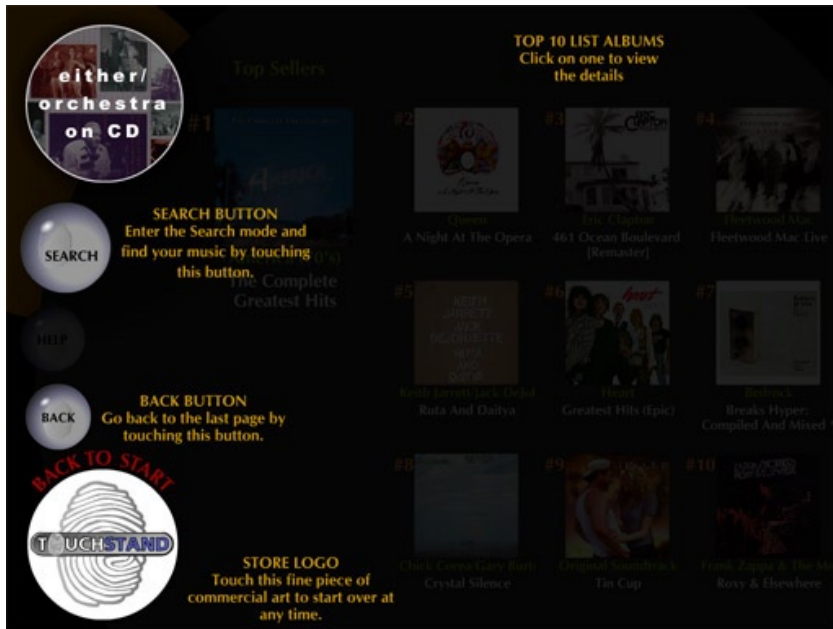
- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Featured Selection Buttons  
Back Button  
Store Logo Button (Back to Start)  
Search Button
- ▲ Feature Regions: Promotion (programmatic)

**Notes:**

Sequential animation and/or context-specific interactive help may be a good idea later on in order to reduce confusion and enhance the help experience.

Also, a quick animated intro orientation (time-tested in the video arcade game market) might be helpful and interesting for neophytes.

## TOUCHSTAND HELP



### Hot02H. Top Ten Help

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Top Ten Cover Array  
Back Button  
Store Logo Button (Back to Start)  
Search Button
- ▲ Feature Regions: Promotion (programmatic)



### Event01H. Event Calendar Help

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Scroll Buttons  
Back Button  
Store Logo Button (Back to Start)
- ▲ Feature Regions: Promotion (programmatic)

**Notes:**

Notes go Here.

## TOUCHSTAND HELP



### Mail01H. Join Mailing List Help

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Keyboard Entry for Mail Info  
Delete Button  
Clear Button  
Back Button  
Store Logo Button (Back to Start)  
Search Button
- ▲ Feature Regions: Promotion (programmatic)



### Mail02H. Entry Confirmation Help

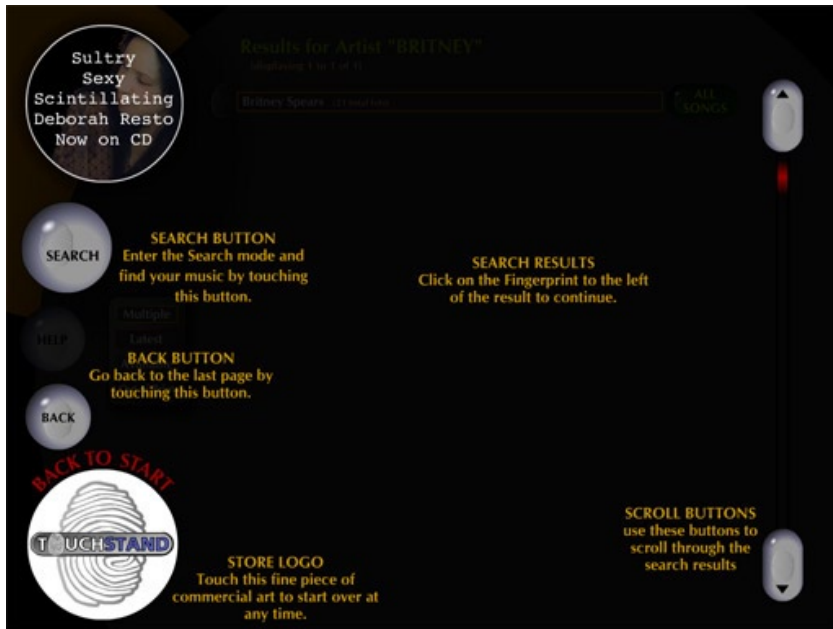
**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Information Confirm (Done)  
Change Button  
Back Button  
Store Logo Button (Back to Start)
- ▲ Feature Regions: Promotion (programmatic)

**Notes:**

Notes go Here.

## TOUCHSTAND HELP



**Notes:**

Notes go Here.

### Mail02,3H. Entry Confirmation Help

### Search.01H Search Main Menu Help

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Information Confirm (Done)  
Change Button  
Back Button  
Store Logo Button (Back to Start)
- ▲ Feature Regions: Promotion (programmatic)

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Search Type Buttons  
Back Button  
Store Logo Button (Back to Start)
- ▲ Feature Regions: Promotion (programmatic)

## TOUCHSTAND HELP



### Search4H. Keyboard Search Help

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Keyboard Entry for Music Searches  
Delete Button  
Clear Button  
Back Button  
Store Logo Button (Back to Start)  
Search Button
- ▲ Feature Regions: Promotion (programmatic)



### Search.05H Genre Search Help

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Genre Buttons  
Back Button  
Store Logo Button (Back to Start)
- ▲ Feature Regions: Promotion (programmatic)

**Notes:**

Notes go Here.

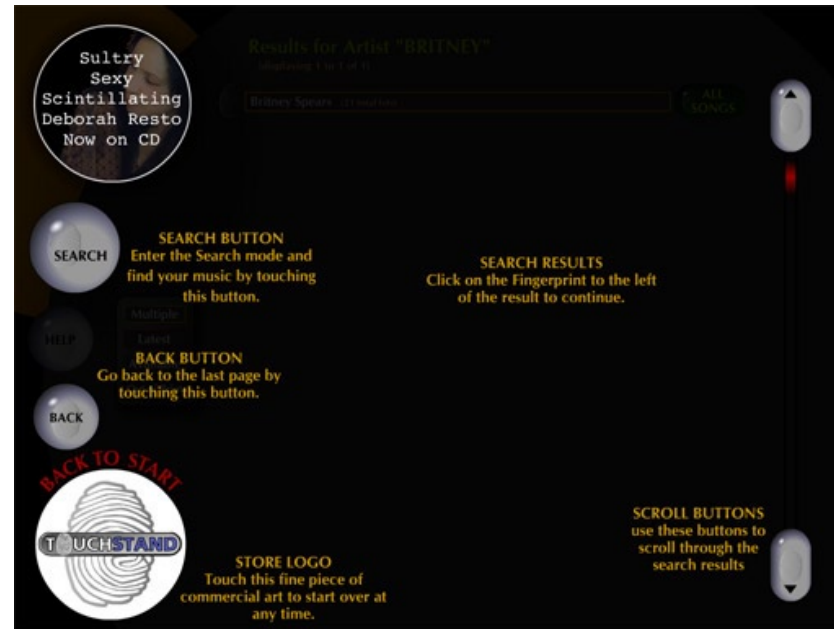
## TOUCHSTAND HELP



### Search.05.1H Genre Search Type Help

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Genre Search Type Buttons  
Back Button  
Store Logo Button (Back to Start)
- ▲ Feature Regions: Promotion (programmatic)



### Search.07H Search Results Help

**Description:**

- ▲ Screen Type: Help Overlay
- ▲ Help Legends: Scroll Buttons  
Search Results  
Back Button  
Store Logo Button (Back to Start)
- ▲ Feature Regions: Promotion (programmatic)

**Notes:**

Notes go Here.