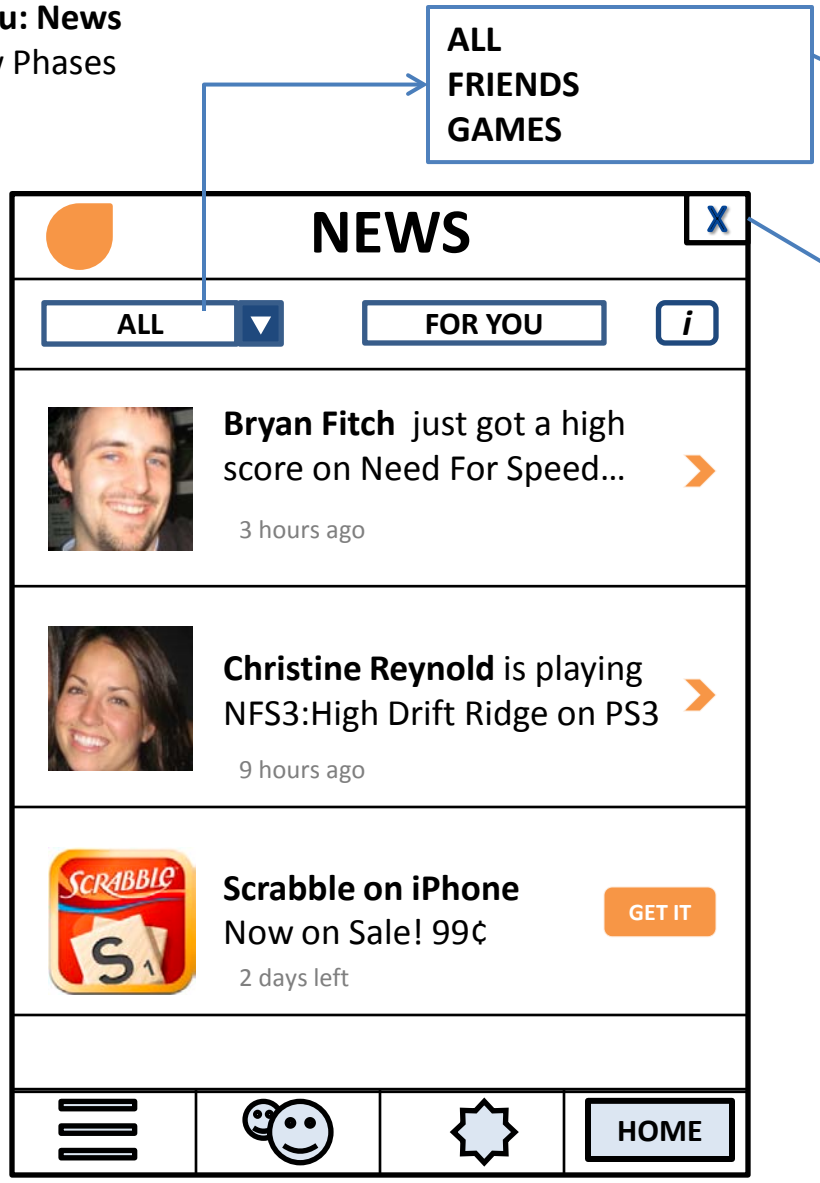
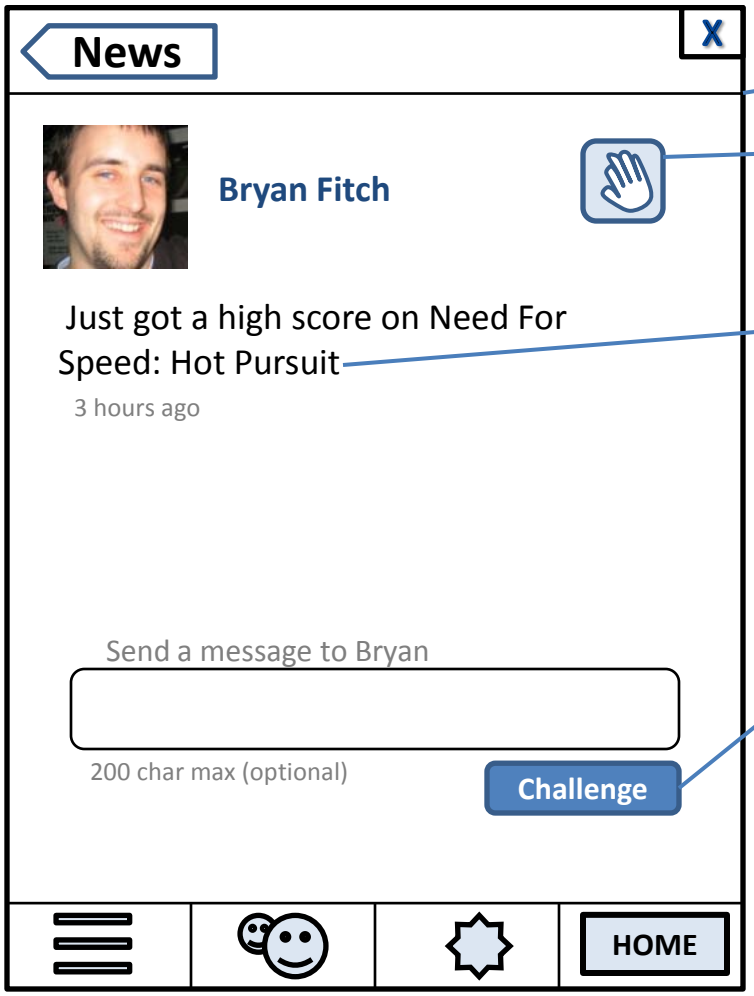
Ebisu: News
New Phases

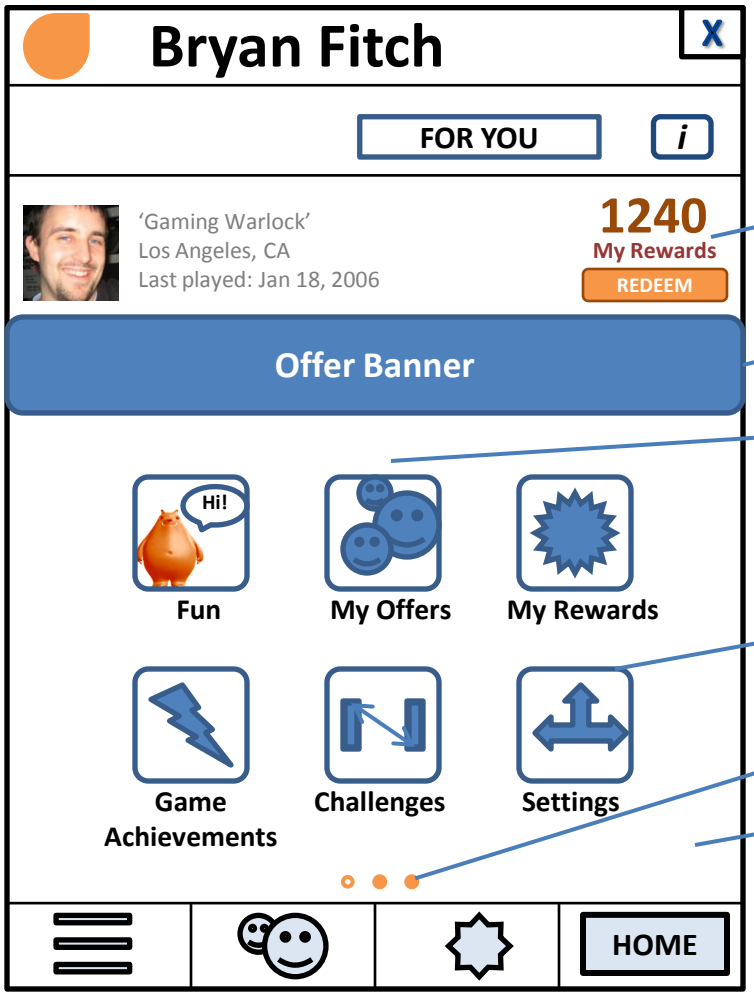


1. **ALL - shows you Origin news including friend updates, offers from EA, and your activity. Sorted by ALL community, just your FRIENDS, or GAMES specific news**
2. **Back to game**
3. **i - for information about Origin including FAQ, how to add friends, tutorials, etc.**
4. **› - takes you to the expanded news article (see pg. 2)**
5. **FOR YOU – Specials, offers and recommendations**

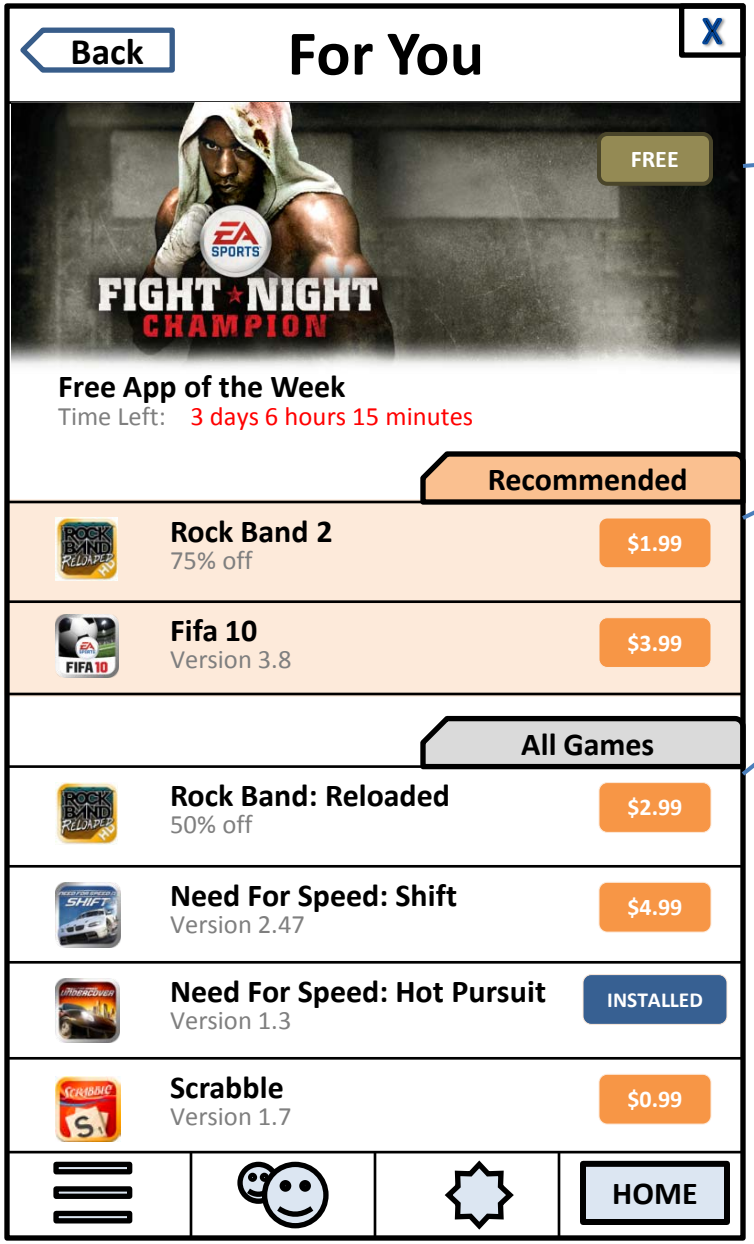


1. **Header bar is gone, dead end page, you can only navigate back to News.**
2. **Ability to give high-five as a 'like' response to the message and this action will show up in News feed.**
3. **We see the entire message**
4. **This field only shows up when a friend has achieved something or launched a game. Users can send an optional message (up to 200 characters) along with a challenge.**

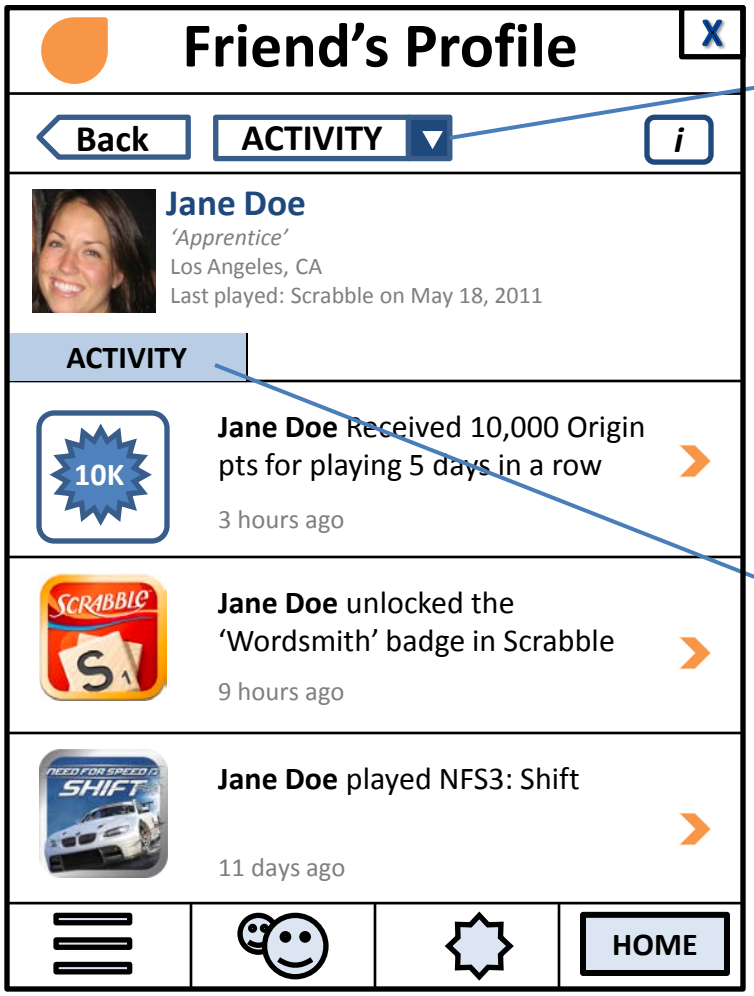
Ebisu: Home
New Phases



1. **Origin Hub – Where you default when launching**
2. **Origin points are points associated with the loyalty program**
3. **Offer Banner is a graphic and can be targeted for you personally or general sales messaging/promotions**
4. **These features go to a separate dead-end page with a 'Back' button only (see page 4)**
5. **Settings contains "My Games"**
6. **We can add pagination to accommodate additional features**
7. **Proposing that this page's background can be customizable with game art.**



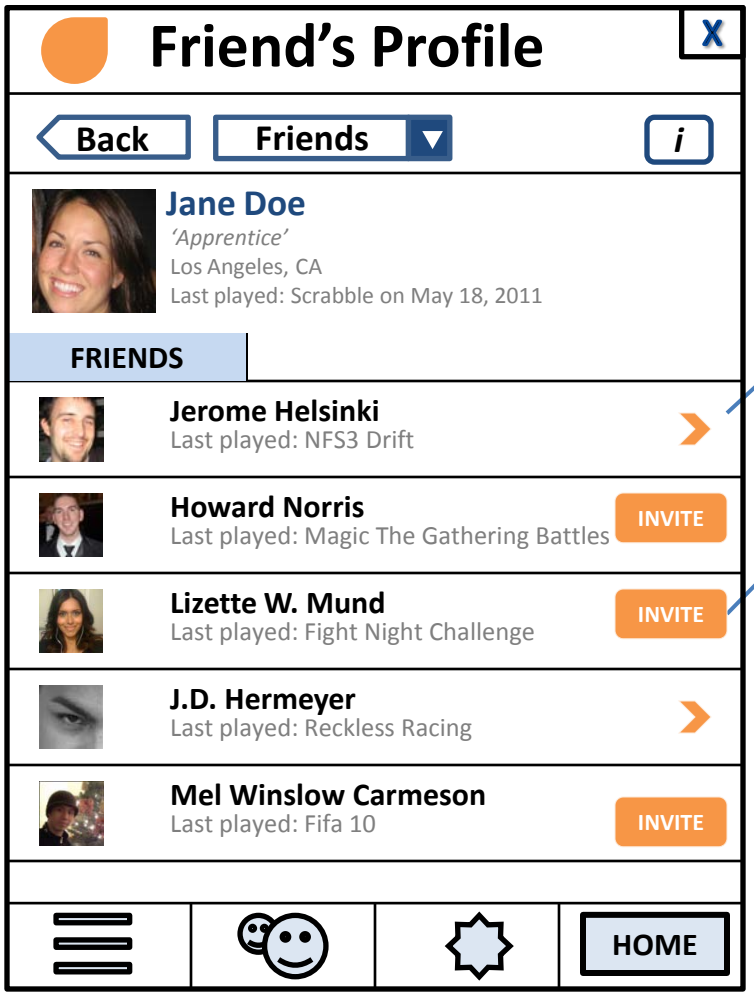
1. **The free app of the week stays pinned on top with a clear countdown of time left on special sale.**
2. **Recommended game titles custom catered to your likes.**
3. **All the rest of EA's library gets populated here with notes about discounts. If you own a game on the list, you can launch it from here.**



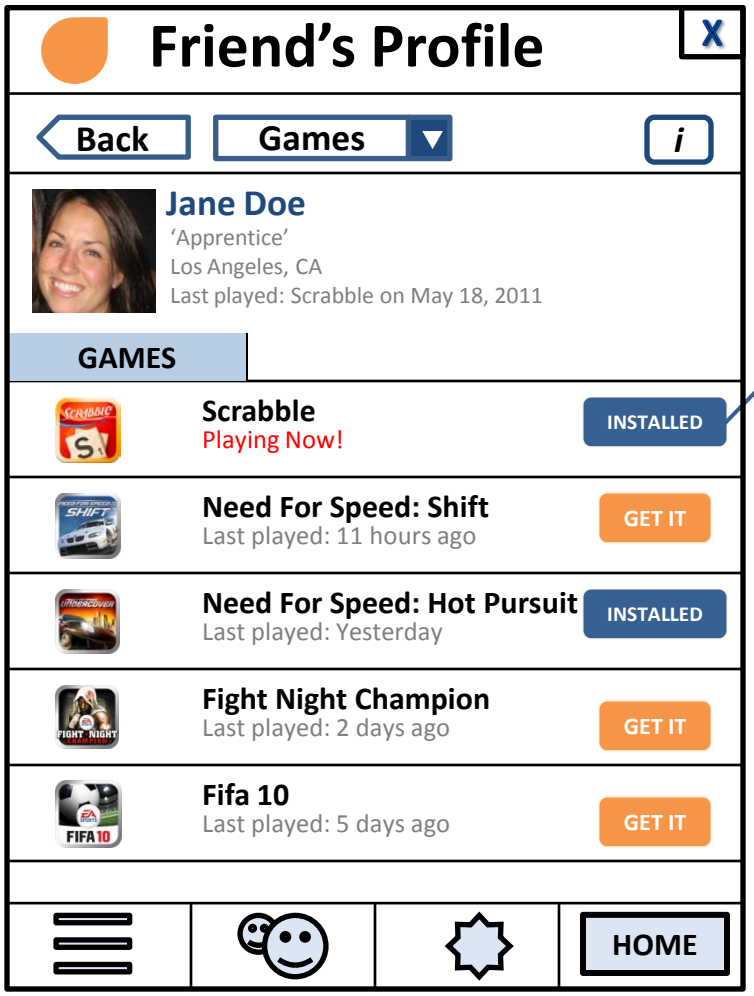
1. **Drop down options**
(choose what to display about your friend)
   - **ACTIVITY**
     Lists your friend's achievements, what games she recently played and things unlocked
   - **FRIENDS**
     Your friend's friends and the ability to invite them to become your friends
   - **GAMES**
     A list of the games your friend owns and plays. Also show what she's playing right now, if any. You have the ability to challenge your friend through her games list.

This list is expandable so we can always add new filter categories

2. **Goes to complete message page with ability to high-five, challenge (see pg. 1)**



1. **A list of my friend's friends. If it's a mutual friend I can go directly to their profile.**
2. **If my friend's friend is NOT my friend, I can send them a friend invite.**



Pop-up

Do you want to challenge Jane in Scrabble?

Add a personal message (optional)

200 characters max

No, Just Play | Yes

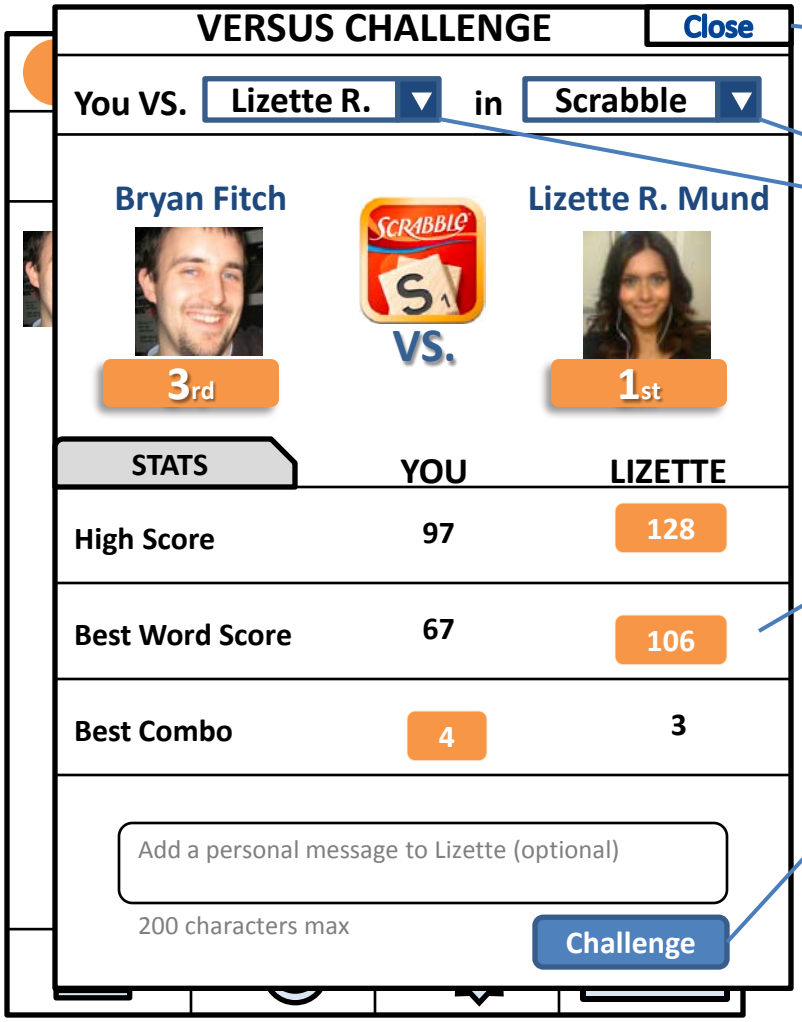
If NO

Game Launches

If YES

A challenge has been sent to Jane. You will be notified after she accepts.

Launch Game



1. **The challenge results window pops up on top of your game to show quick results and can be closed anytime to return to Origin or game.**
2. **You can choose to see stats between you and any friend in any game you own.**
3. **Game specific stats listed here**
4. **You can choose to have a rematch or start a new challenge with that friend.**

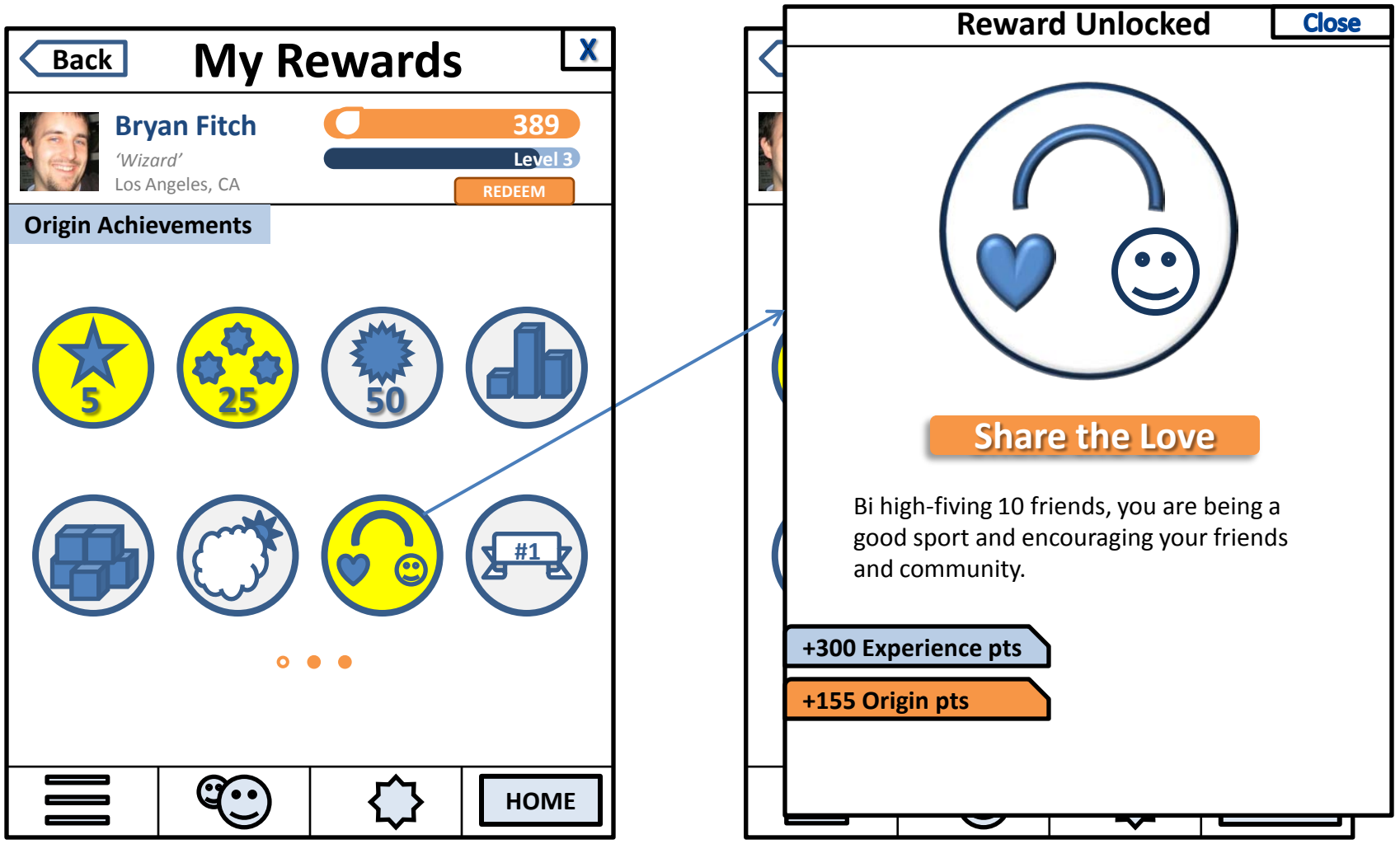
1. **FRIENDS** or **ALL**
   Do you want to see yourself ranked among only friends or ranked among the entire Origin community?

2. **Choose which game's stats you want to view.**

3. **With each player on the Leader Board, you have the option to compare one-one one stats (page 8), or challenge that person.**

4. - **Tap to see versus stats between you and that friend**

5. - **Challenge a specific friend from here**


Back
My Rewards
X
Bryan Fitch
'Wizard'
Los Angeles, CA
389
Level 3
REDEEM
Origin Achievements
5
25
50
#1
HOME
Reward Unlocked
Close
Share the Love
Bi high-fiving 10 friends, you are being a good sport and encouraging your friends and community.
+300 Experience pts
+155 Origin pts

Redeem

X

Bryan Fitch

'Wizard'

Los Angeles, CA

389

Level 3

i

WISHLIST

FIFA 11	PORTAL 2	BATTLEFIELD 2
On PS3 $5 OFF w/barcode	On PS3 25% OFF w/barcode	FREE MAP PACK
750 / 4	1375 / 11	17500 / 38

XBOX 360

SIMS 3	CRYSIS 2	DRAGON AGE 2
15% OFF	$5 OFF	$10 OFF
400 / 5	1900 / 10	13000 / 30

Wii

15% OFF SPORTS EA Sports titles	RANGO	
	$5O OFF	75% OFF
1290 / 9	2200 / 25	19500 / 40

HOME

Touch Favorited item

REDEEM

REMOVE FROM WISHLIST

Touch special item

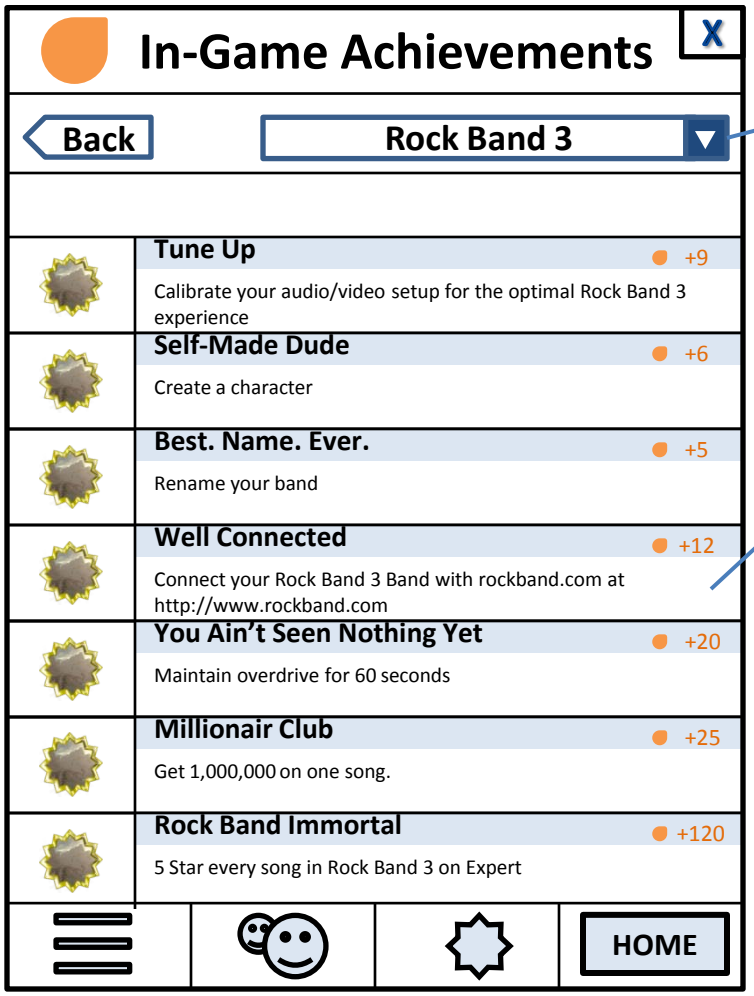
REDEEM

ADD TO WISHLIST

#149014

Valid for: Bryan Fitch

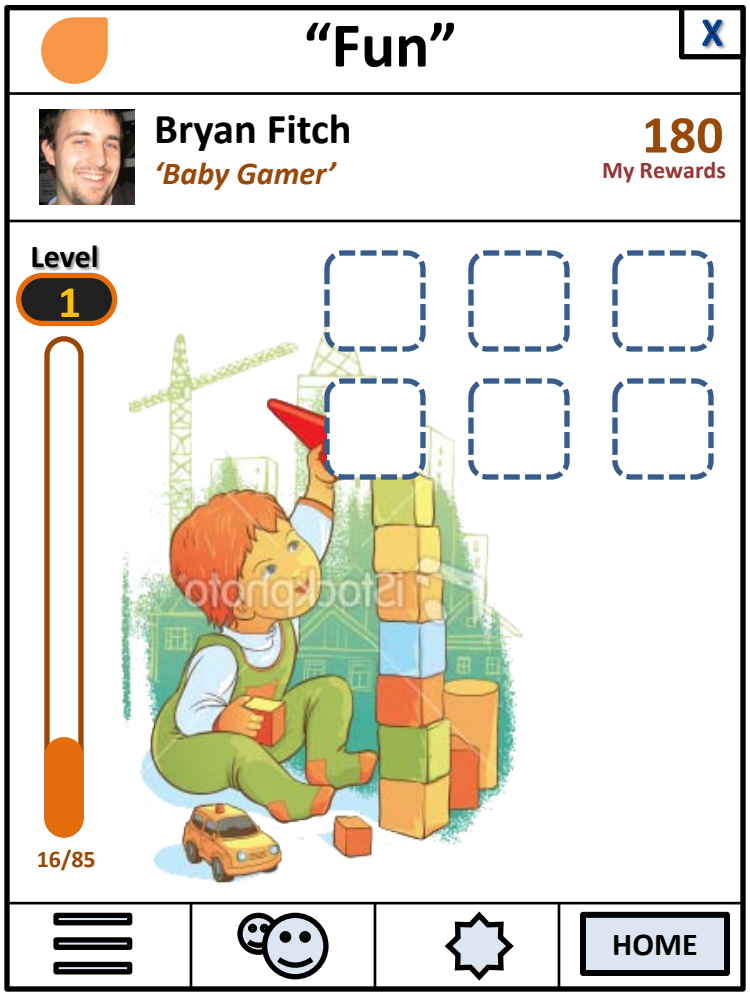
Expires: March 4, 2012

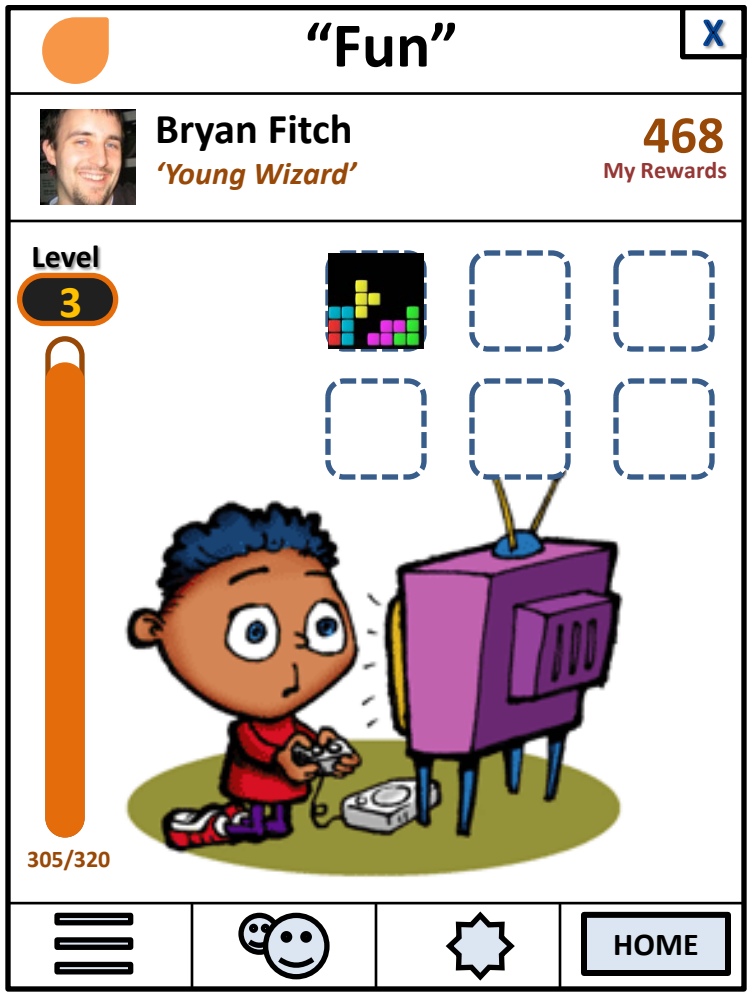


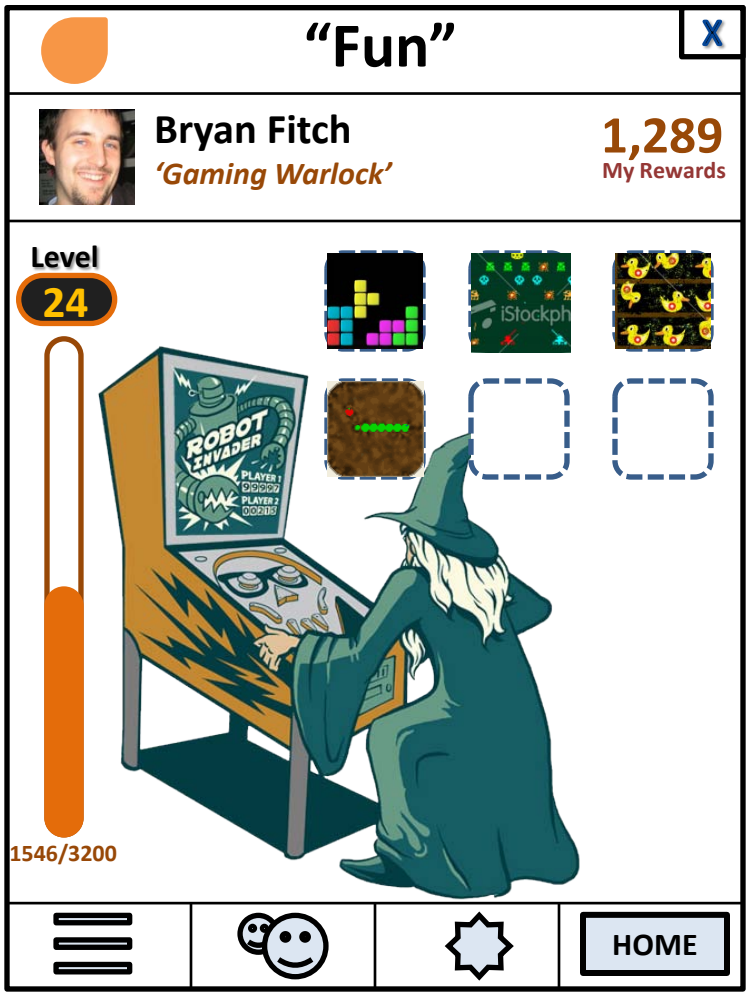
1. **Only games you own with achievements associated with them are in this drop-down**

2. **A list of your game-specific achievements are populated here. Origin points can also be rewarded for your hard on each game.**

Ebisu: “Fun”
New Phases






“Fun”
X
Bryan Fitch
‘Gaming Warlock’
1,289
My Rewards
Level
24
1546/3200
ROBOT INVADER
HOME