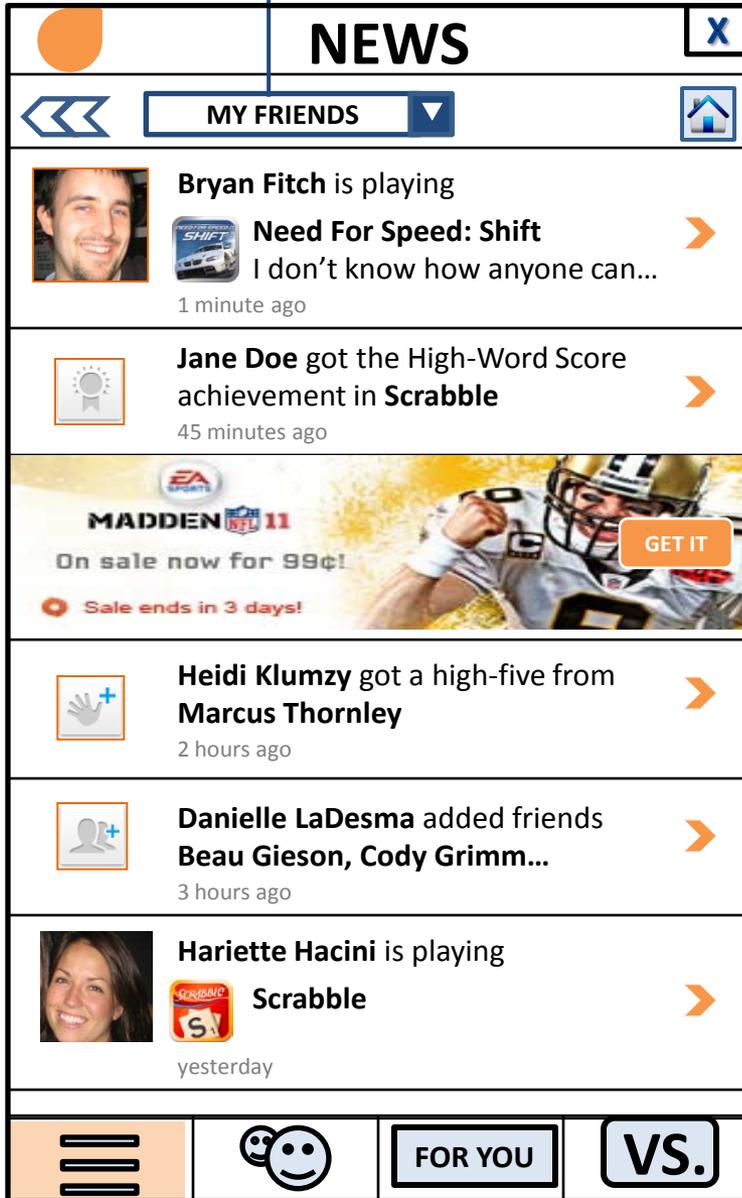


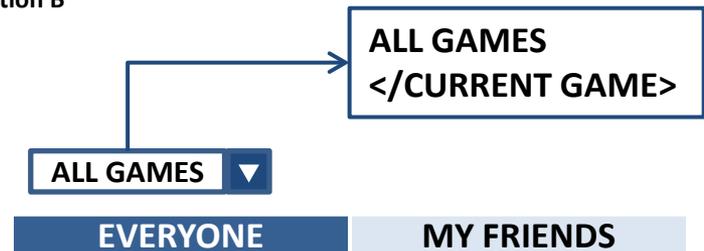
Option A



EVERYONE  
MY FRIENDS  
</CURRENT GAME>

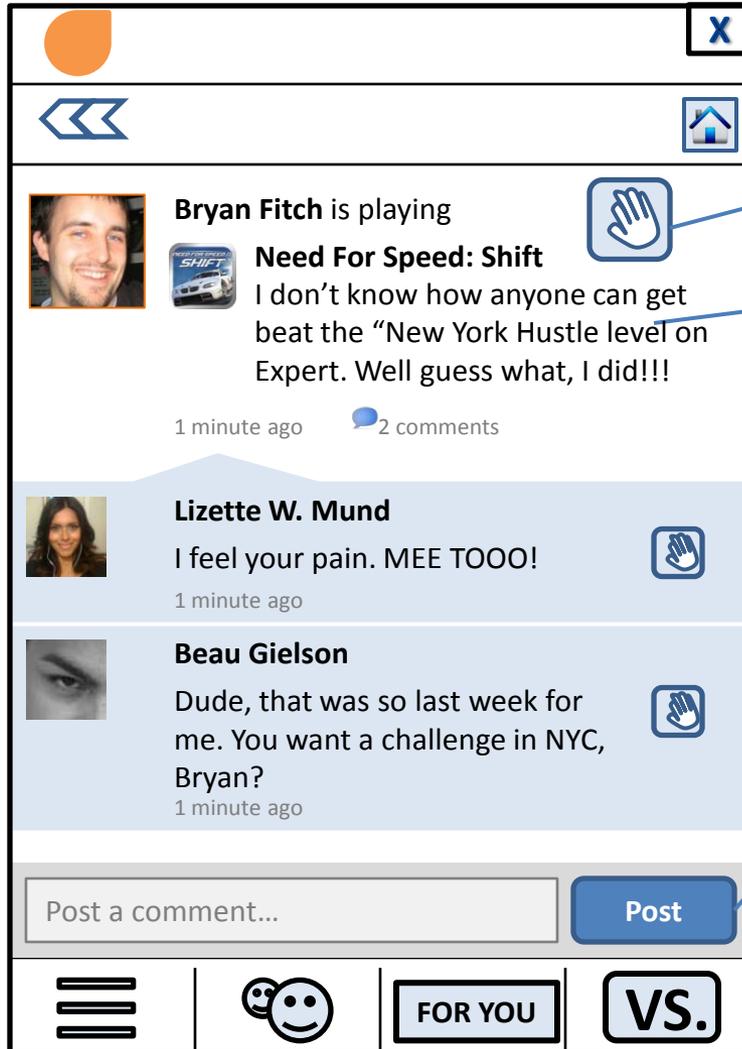
1. EVERYONE shows all of Origin's activity in all games, MY FRIENDS are only my friends in all games, and </CURRENT GAME> shows my friends' activity on Current Game
2. Back to game
3.  - for information about Origin including FAQ, how to add friends, tutorials, etc.
4.  - takes you to the expanded news article (see pg. 2)
5. FOR YOU – Specials, offers and recommendations

Option B

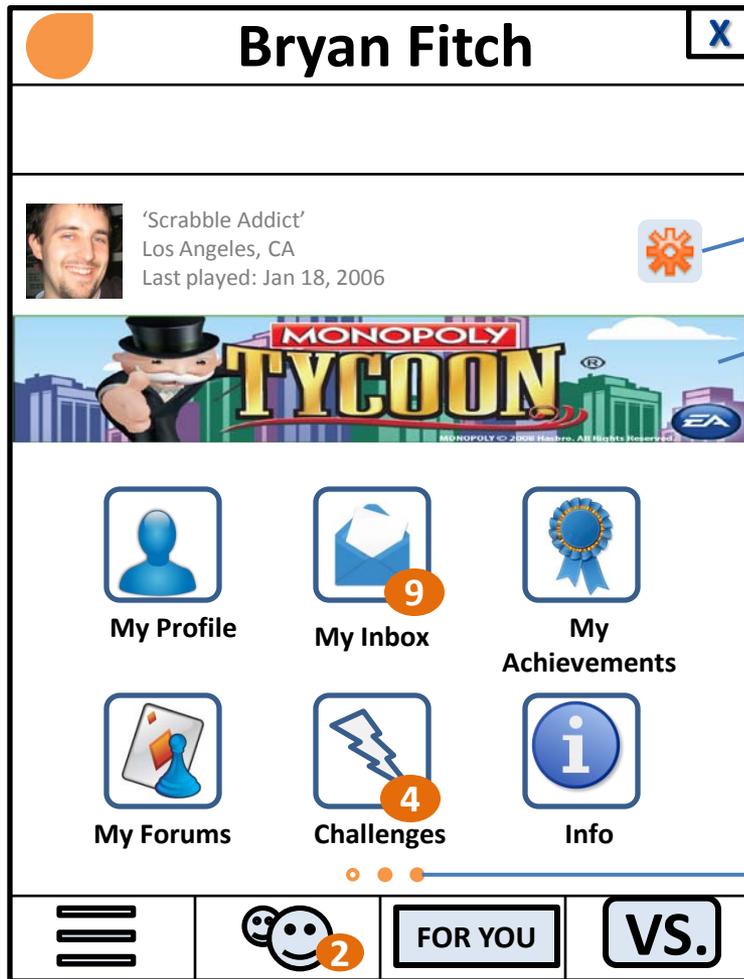


# Ebisu: News (Expanded)

## New Phases



1. Ability to give high-five to Bryan which will show up in everyone's News Feed and Bryan's 'My Inbox'
2. We see the entire message w links to launch Bryan's profile or Need For Speed's Game Profile page
3. You can send a message to Bryan in response to his update (up to 200 characters). It will show up in his 'My Inbox' and by tapping it, he comes to this screen to view his entire dialogue.



1. Origin HOME – Where you default when launching
2. My Settings
3. Offer Banner is a graphic and can be targeted for you personally or general sales messaging/promotions
4. We can add pagination to accommodate additional features

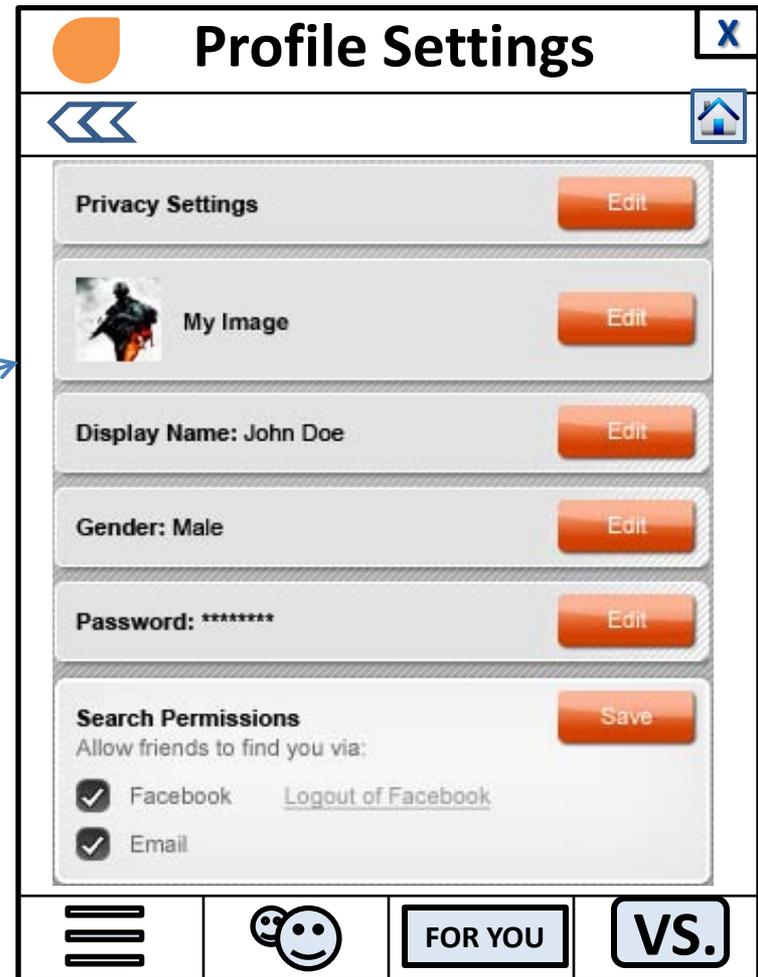
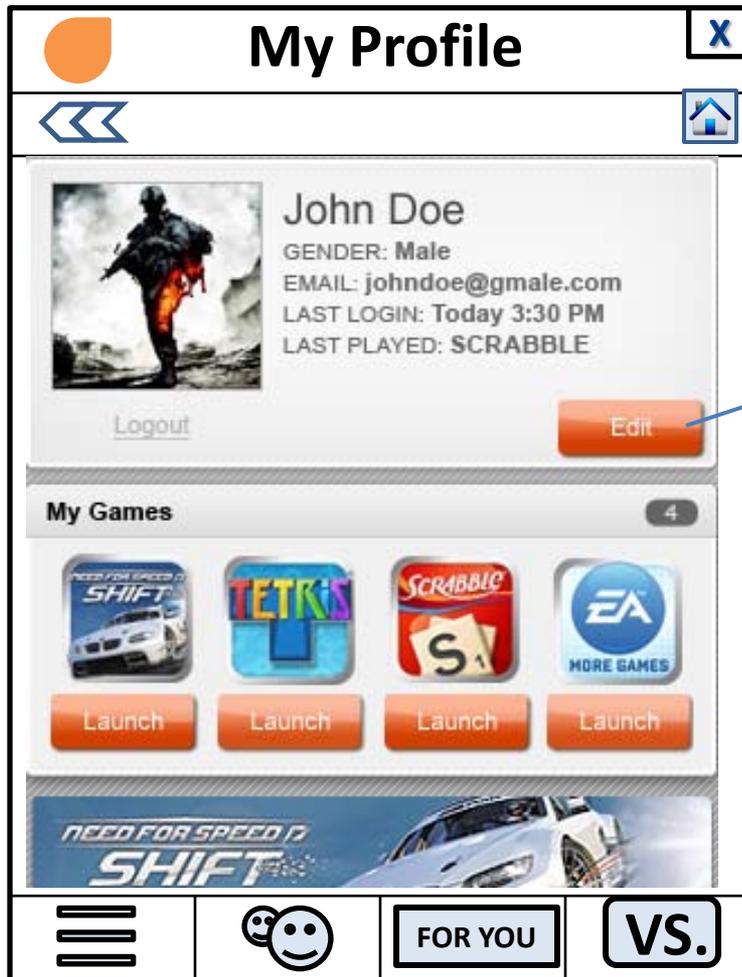


The screenshot shows the 'For You' app interface. At the top, there is a header with an orange circle icon, the text 'For You', and a close button (X). Below the header is a navigation bar with a back arrow and a home icon. The main content area features a large promotional banner for 'FIGHT NIGHT CHAMPION' with the EA Sports logo and a 'FREE' badge. Below the banner, it says 'Free App of the Week' and 'Time Left: 3 days 6 hours 15 minutes'. A 'Recommended' section follows, listing 'Rock Band 2' (Howard Norris plays this, \$1.99) and 'Fifa 10' (Bryan Fitch plays this, \$3.99). Below that is an 'All Games' section listing 'Rock Band: Reloaded' (Pablo Garcia plays this, \$2.99), 'Need For Speed: Shift' (Lizette Harnandez is a wizard, \$4.99), 'Need For Speed: Hot Pursuit' (You own this, with a right arrow), and 'Scrabble' (Harold Istanboulian plays this, \$0.99). At the bottom, there is a navigation bar with a hamburger menu, a smiley face icon, a 'FOR YOU' button, and a 'VS.' button.

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. All game links go to Game Profile page in Origin before being linked to the App Store

# Ebisu: My Profile – Profile Settings

New Phases



# Ebisu: Friend's Profile – PROFILE

New Phases

PROFILE  
FRIENDS  
GAMES

**Jane Doe's Profile**

PROFILE

'Apprentice'  
Los Angeles, CA  
Last played: Scrabble on June 1, 2011

Jane Doe received 10,000 Origin points  
45 minutes ago

Jane Doe and Beau Gieson are now friends  
3 hours ago

Jane Doe played Scrabble  
yesterday

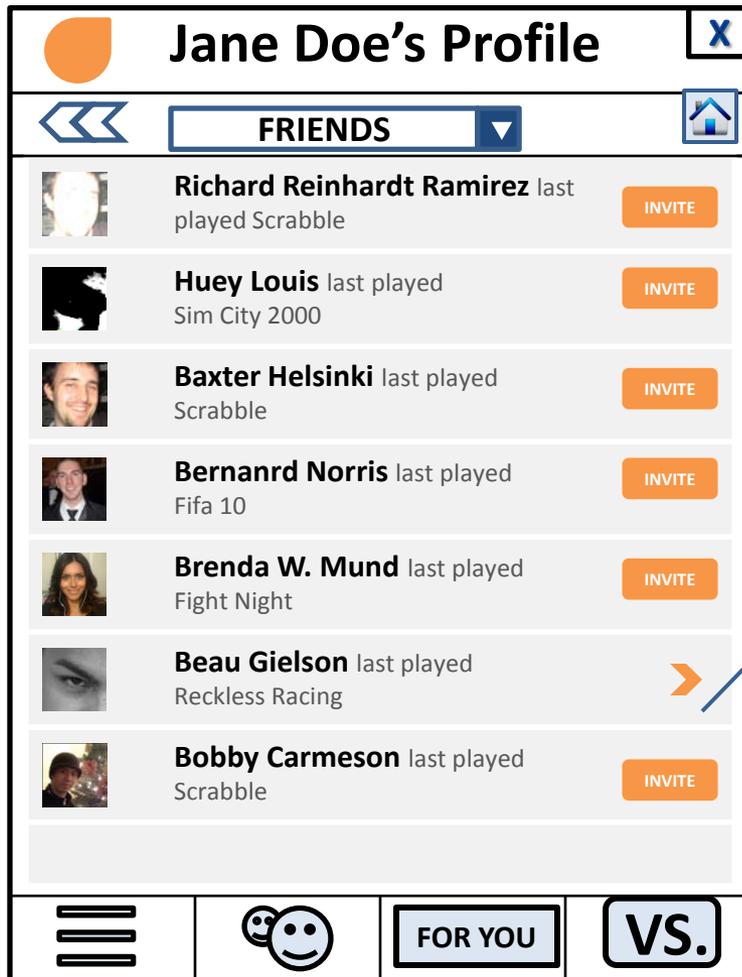
FOR YOU VS.

- **PROFILE**  
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.
2. Goes to complete message page with ability to high-five or reply w/comment

REMOVE REPORT/BLOCK

# Ebisu: Friend's Profile -- FRIENDS

New Phases



The screenshot shows a mobile application interface for a user's profile. At the top, there is a header for "Jane Doe's Profile" with an orange circular icon and a close button (X). Below the header is a navigation bar with a back arrow, a "FRIENDS" tab, and a home icon. The main content area displays a list of friends, each with a profile picture, name, last played game, and an "INVITE" button. The friend "Beau Gielson" is highlighted with a right-pointing arrow. At the bottom, there is a navigation bar with a menu icon, a smiley face icon, a "FOR YOU" button, and a "VS." button.

Profile Picture	Name	Last Played	Action
	Richard Reinhardt Ramirez	last played Scrabble	INVITE
	Huey Louis	last played Sim City 2000	INVITE
	Baxter Helsinki	last played Scrabble	INVITE
	Bernard Norris	last played Fifa 10	INVITE
	Brenda W. Mund	last played Fight Night	INVITE
	Beau Gielson	last played Reckless Racing	>
	Bobby Carmeson	last played Scrabble	INVITE

1. Jane Doe and I share a friend, Beau. I'm able to visit's Beau's profile from here.

# Ebisu: Friend's Profile -- GAMES

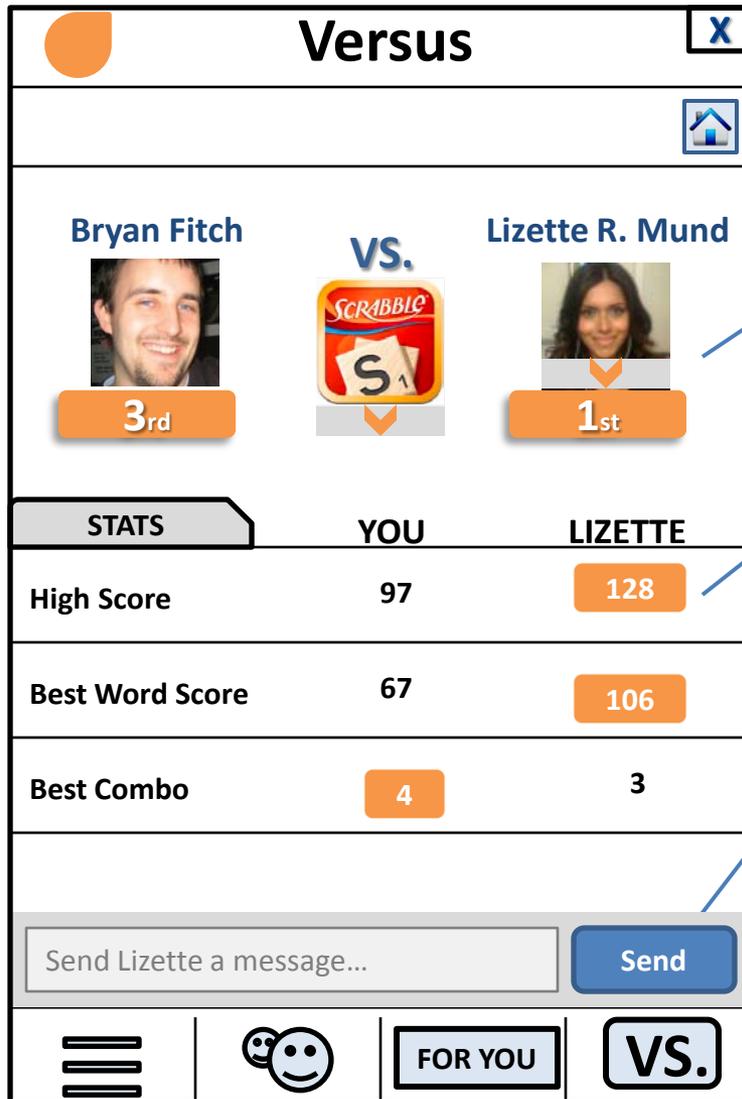
New Phases

Jane Doe's Profile		X	
◀	GAMES	🏠	
	<b>Scrabble</b> Jane is Playing Now!	CHALLENGE	
	<b>Need For Speed: Shift</b> Last played: 11 hours ago	GET IT	
	<b>Need For Speed: Hot Pursuit</b> Last played: Yesterday	INSTALLED	
	<b>Fight Night Champion</b> Last played: 2 days ago	GET IT	
	<b>Fifa 10</b> Last played: 5 days ago	GET IT	
	<b>Need For Speed: Hot Pursuit</b> Last played: Yesterday	INSTALLED	
	<b>Fight Night Champion</b> Last played: 2 days ago	GET IT	
☰	😊	FOR YOU	VS.

1. If Jane and I own the same game that she is currently playing it, the **INSTALLED** turns into a **CHALLENGE** which sends you to that game's profile's **CHALLENGE** section.

# Ebisu: Versus

## New Phases



1. You can choose to see stats between you and any friend in any game you own. Game and friend's image expand with pull-down choices
2. Game specific stats listed here w/highlight over winner
3. You can send a personal message to Lizette which will appear in her "My Inbox"

# Ebisu: Leaderboard

New Phases

MY FRIENDS  
EVERYONE

You	
3	Bryan Fitch 97 pts
Top 100	
1	Lizette R. Mund 128 pts
2	Howard Norris 102 pts
3	Bryan Fitch 97 pts
4	J.D. Hermeyer 95 pts
5	Mel Winslow Carmeson 79 pts

1. **MY FRIENDS** or **EVERYONE**  
Do you want to see yourself ranked among only friends or ranked among the entire Origin community?
2. Choose which game's leaderboard
3. **VS.** - See how your scores stack up **VERSUS** each other
4. - **CHALLENGE** your friend

# Ebisu: My Achievements

## New Phases

**My Achievements**

Rock Band 3

	<b>Tune Up</b> +9 Calibrate your audio/video setup for the optimal Rock Band 3 experience
	<b>Self-Made Dude</b> +6 Create a character
	<b>Best. Name. Ever.</b> +5 Rename your band
	<b>Well Connected</b> +12 Connect your Rock Band 3 Band with rockband.com at <a href="http://www.rockband.com">http://www.rockband.com</a>
	<b>You Ain't Seen Nothing Yet</b> +20 Maintain overdrive for 60 seconds
	<b>Millionair Club</b> +25 Get 1,000,000 on one song.
	<b>Rock Band Immortal</b> +120 5 Star every song in Rock Band 3 on Expert

FOR YOU VS.

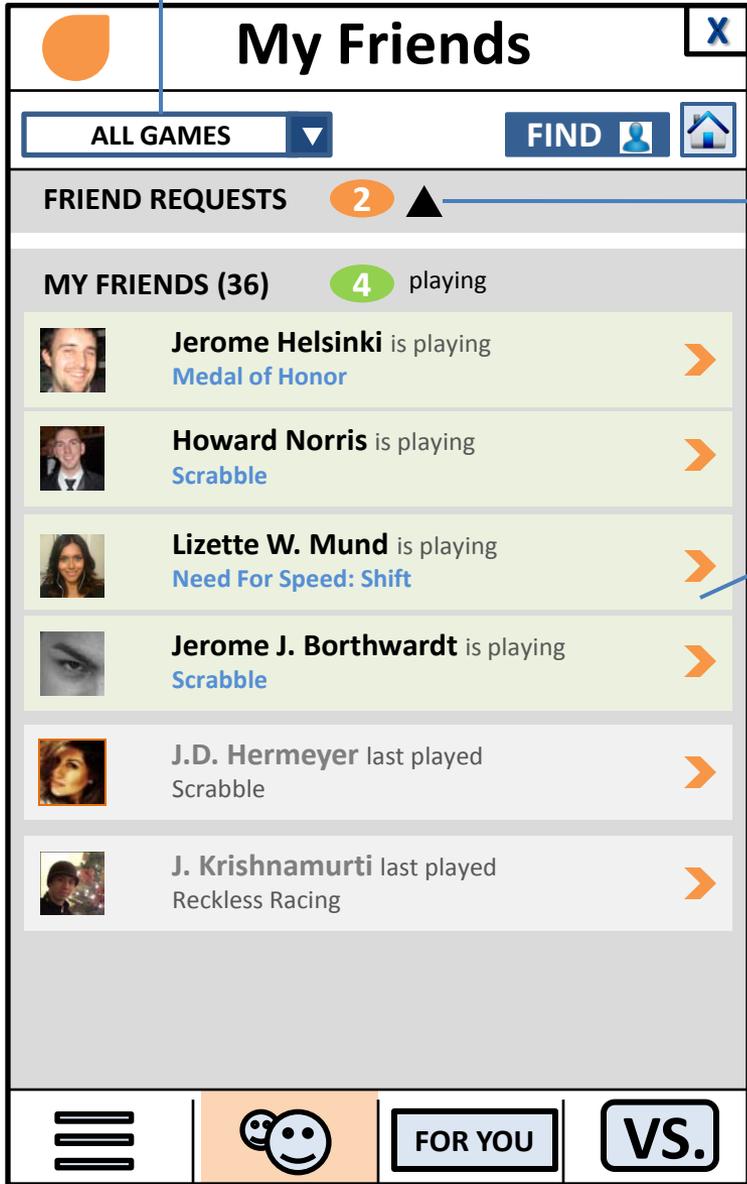
1. Only games you own with achievements associated with them are in this drop-down

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

# Ebisu: FRIENDS – My Friends

New Phases

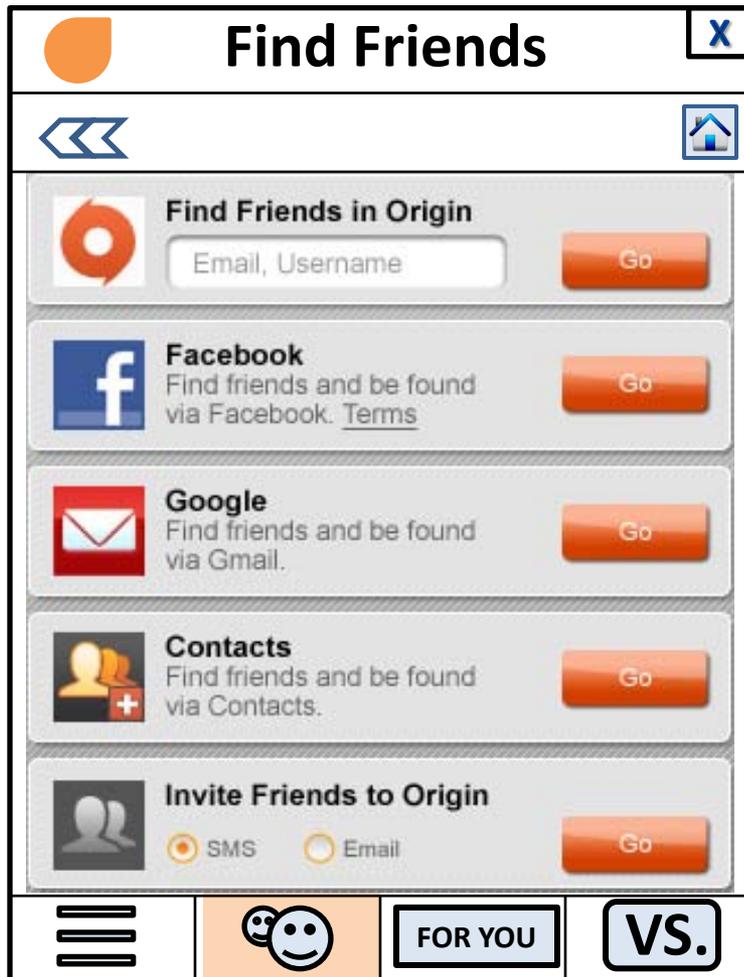
ALL GAMES  
SCRABBLE

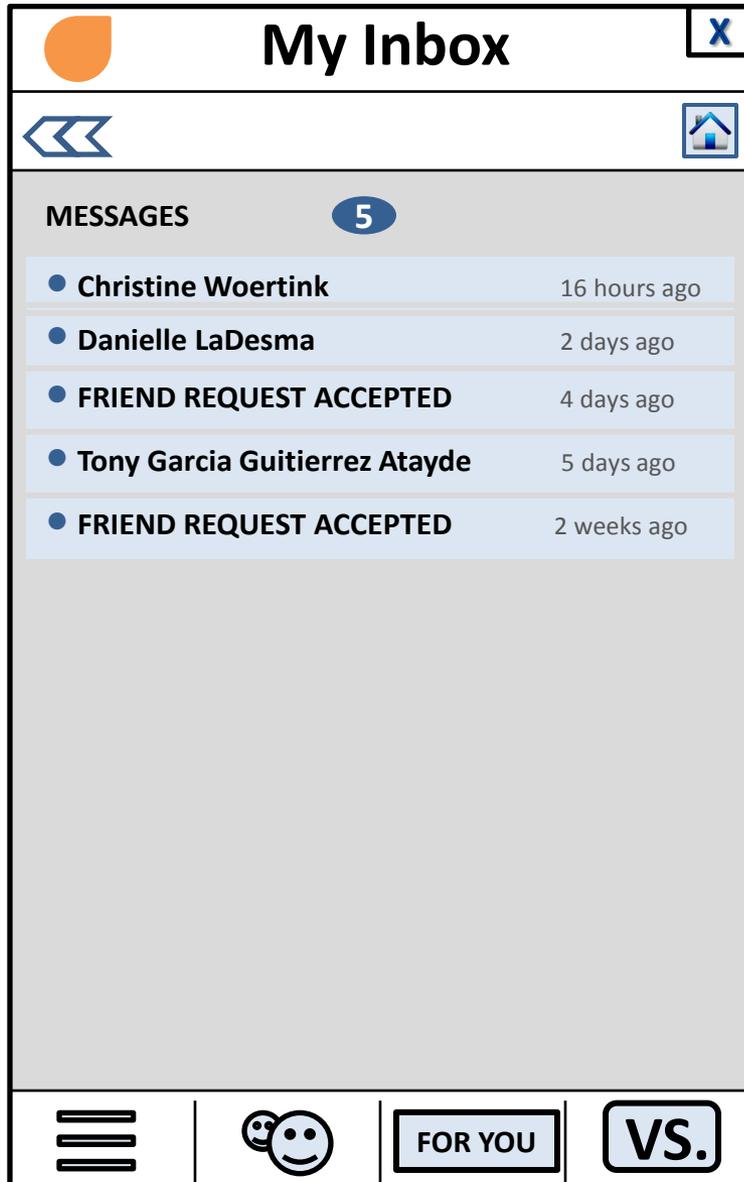


1. Sorts My friends playing ALL GAMES or My Friends playing current game
2. Friend requests pending my approval (collapsable)
3. Recommended games for me
4. Tapping a friend visits their Profile

# Ebisu: FRIENDS – FIND FRIENDS

New Phases





# Games



**Your Games**

-  **Scrabble**  
1,987,636 players
-  **Need For Speed: Shift**  
197,395 players

**ALL Games**

-  **Fight Night Champion**  
850,325 players
-  **Fifa 10**  
112,921 players
-  **Rock Band Reloaded**  
90,880 players

☰    😊    FOR YOU    VS.

# Game Profile



 **Rock Band Reloaded**  
\$2.99 – Get it Now



**Game Activity**

- 90,880** players
- 797** forum tips
- Challenge a Friend**
- My Challenges**
- Quickmatch**

☰    😊    FOR YOU    VS.