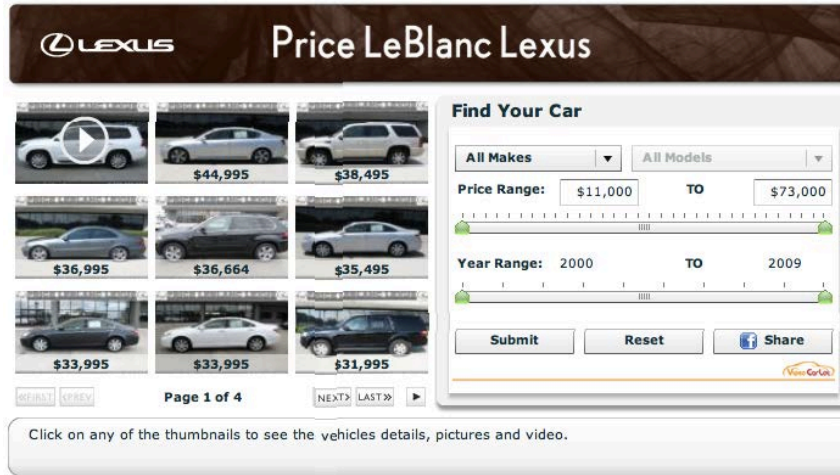


<b>INTRODUCTION .....</b>	<b>2</b>
CURRENT APPLICATION VERSION.....	2
<b>VSHOC FUNCTIONALITY .....</b>	<b>3</b>
BASIC CONFIGURATION OVERVIEW .....	3
FLASHVARS .....	3
CODE DETAILS .....	3
FLASHVAR CODE EXAMPLE.....	4
VSHOC DEFAULT FUNCTIONALITY .....	4
VSHOC EXTENDED FUNCTIONALITY .....	4
VSHOC API CALLS .....	4
<b>VSHOC SETUP AND CONFIGURATION .....</b>	<b>4</b>

## Introduction



The vSHOC player was designed to showcase a dealer's inventory of used vehicles. The vSHOC player features a search function for price range, year range, and selections for makes and models. The search narrows the video selection

for the user so they only see the inventory they want to see. Other features of the vSHOC are:

- Features list
- Extended feature list
- Direct contact with the dealership
- A similar vehicles display
- A dealership location map
- Share this vSHOC

## Current Application Version



Current vSHOC version is always accessible from the Right Click menu when over the vSHOC widget.

## vSHOC Functionality

### Basic Configuration Overview

The vSHOC can be configured with the following custom parameters:

- vSHOC footer message
- vSHOC Banner image
- Dealer contact for sales leads.
- Google MapKey per server installation
- Targeted URL's for specific inventory (search filtered)
  - <http://leblanc.vshoc.com/j2ruw8#maxYear=2009;make=Cadillac;model=Escalade;minYear=2000;minPrice=11000;newUsed=all;maxPrice=73000>
- Targeted URL to specific VIN
  - <http://leblanc.vshoc.com/j2ruw8?vin=1GYFK63837R253001#>
- Custom Out of Stock and Vehicle Not Found videos

### FlashVars

FlashVars that are needed for vSHOC configuration:

- **code** – The code assigned to the vSHOC configuration. This code could contain multiple projects and libraries.
- **mapkey** – The generated mapkey for the residing server of the vSHOC widget. If the vSHOC widget will reside on a different server from <http://vshoc.com> a new mapkey will need to be generated by navigating to: <http://code.google.com/apis/maps/signup.html> and entering the new server URL.

### Code Details

- **serverurl** – The url to the server where the vSHOC resides.
- **playerurl** – The url to the video player being utilized in the vSHOC player.
- **playlisturl** – The url to the generated playlist for the vSHOC configuration.
- **custommessage** – The custom message that will appear at the bottom of the vSHOC widget.
- **bannerurl** – The url to the vSHOC widgets banner or header image.

- **contacturl** – The email address of the agent that will receive the contact form submission when sent.
- **selectedview** – Takes a parameter of 1 or 0. Parameter 1 is used to open the vSHOC widget with a selected vehicle being displayed in the player view – similar to the old zoomer (no search functionality is present.) Parameter 0 opens the widget in normal view, starting user at the search screen.

### FlashVar Code Example

```
code=paramo&mapkey=ABQIAAAA7KiWQj_bt9NuLq8zaTMqjRSMhki  
g1Gd5B_2j4H1Xz7hsATFBFhRYZVKVseSeb6u2dU0UseQu_fuYDA
```

### vSHOC Default Functionality

1. Has a grid view (3X3) to show 9 vehicles on the screen simultaneously.
2. Has custom message footer for dealers to customize a Call to Action or other marketing message.
3. Has a searchable selection for year, price range, make and model.
4. Grid has a rollover state to show vehicle details in the vSHOC footer BEFORE the user clicks through to a video.
5. Grid is clickable and “flips” the interface to the video player mode so user can watch the video of the selected vehicle.

### vSHOC Extended Functionality

## vSHOC Setup and Configuration

### vSHOC API Calls

This section details the API calls that are required in the operation of the vSHOC interface.

**getCodeDetails** – This call to the API returns the initial setup of the vSHOC. It is called on the preinitialize of the application.

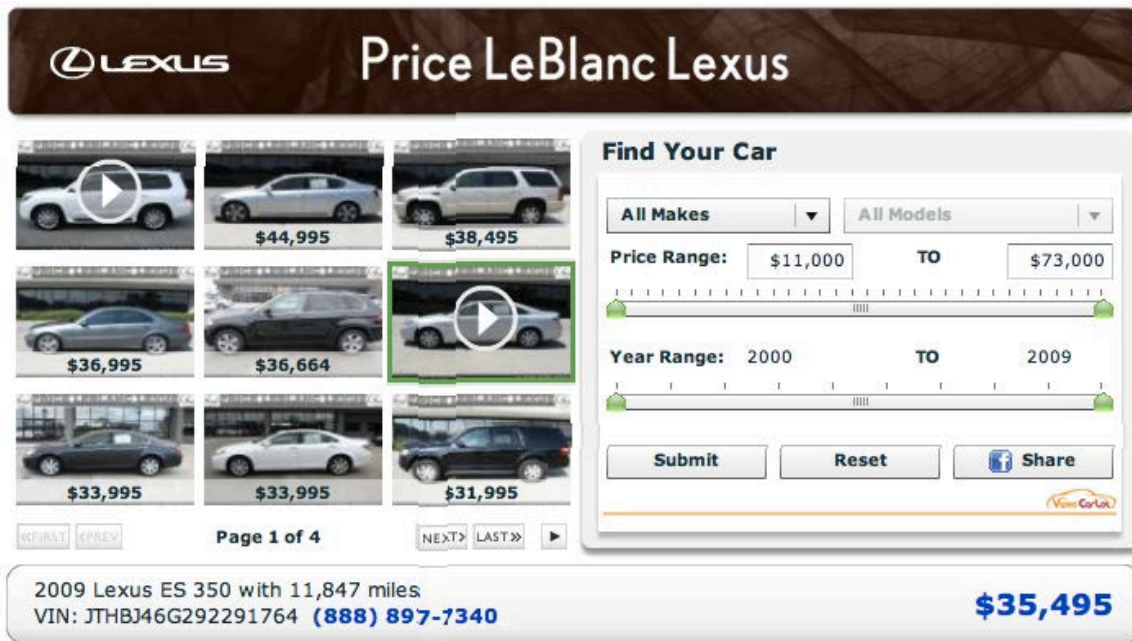
<vshoc>

```

<operation>getCodeDetails</operation>
<pub_id>vshoc</pub_id>
<container_id>SiSTeR-vSHOC</container_id>
<width>705</width>
<height>400</height>
<custom_message>Custom message on vSHOC
footer.</custom_message>
<banner_url>http://...</banner_url>
<player_url>http://...</player_url>
<playlist_url>http://...</playlist_url>
<newUsedFilter>>false</newUsedFilter>
</vshoc>

```

GET INVENTORY  
 GETVEHICLEDETAIL  
 GETSELECTEDVEHICLE



**LEXUS Price LeBlanc Lexus**

**Find Your Car**

All Makes  All Models

Price Range: \$11,000 TO \$73,000

Year Range: 2000 TO 2009

Submit Reset Share

Page 1 of 4

2009 Lexus ES 350 with 11,847 miles  
 VIN: JTHBJ46G292291764 (888) 897-7340 **\$35,495**

**LEXUS** Price LeBlanc Lexus

**Find Your Car**

All Makes All Models

Price Range: \$11,000 TO \$73,000

Year Range: 2002 TO 2005

Submit Reset Share

Page 1 of 4

Click on any of the thumbnails to see the vehicles details, pictures and video.

**No Inventory Found**

Your search returned 0 results. Please broaden your search criteria for better results.

OK

**LEXUS** Price LeBlanc Lexus

**Find Your Car**

All Makes All Models






Price Range: \$11,000 TO \$45,500

Year Range: 2002 TO 2004

Submit Reset Share

Page 1 of 1



Click on any of the thumbnails to see the vehicles details, pictures and video.

 \$30,995	 \$28,995	 \$19,995
 \$18,995	 \$12,995	

LEXUS Price LeBlanc Lexus

Share this vSHOC

You may share this vSHOC with friends or clients.  
 We make it easy to share with the people who matter the most to you.

Click on any of the icons above to continue

Click on any of the thumbnails to see the vehicles details, pictures and video.

**2009 Ford Expedition with 7,323 miles**

**\$31,995**


[Search Inventory](#)






**Vehicle Information**

- Year: 2009
- Make: Ford
- Model: Expedition
- Price: \$31,995
- Miles: 7,323
- Engine: FFV V8 5.4L/330
- Transmission: automatic

[See Extended Options](#)

**Price LeBlanc Lexus**  
 13200 Airline Hwy Baton Rouge LA 70817

VIN: 1FMFU15579LA09892  
**(888) 897-7340**


**2009 Ford Expedition with 7,323 miles**

**\$31,995**

 Search Inventory
 





**Extended Information** 

**Features**

- 2nd Row Bench Seat
- 4-Wheel ABS
- 4-Wheel Disc Brakes
- A/C
- Adjustable Steering Wheel
- Alarm
- Aluminum Wheels
- AM/FM Stereo
- Auto-Off Headlights
- Auto-On Headlights
- Auxiliary Audio Input
- Auxiliary Pwr Outlet
- Brake Assist
- Bucket Seats
- CD Player
- Child Safety Locks

 **Price LeBlanc Lexus**  
13200 Airline Hwy Baton Rouge LA 70817

VIN: 1FMFU15579LA09892  
**(888) 897-7340**


**2009 Ford Expedition with 7,323 miles**

**\$31,995**

 Search Inventory
 





**Vehicle Information** 

Year: 2009

Make: Ford

Model: Expedition

Price: \$31,995

Miles: 7,323

Engine: FFV V8 5.4L/330

Transmission: automatic

[See Extended Options](#)

 **Price LeBlanc Lexus**  
13200 Airline Hwy Baton Rouge LA 70817

VIN: 1FMFU15579LA09892  
**(888) 897-7340**



**2009 Ford Expedition with 7,323 miles**

**\$31,995**



**Request More Information**

Test Drive Date:

I'm interested in this 2009 Ford Expedition. (VIN: 1FMFU15579LA09892)


**Price LeBlanc Lexus**  
 13200 Airline Hwy Baton Rouge LA 70817

VIN: 1FMFU15579LA09892  
**(888) 897-7340**

**2009 Ford Expedition with 7,323 miles**

**\$31,995**



**Similar Vehicles**

- 

2007 Lexus GX 470  
**\$29,995**  
 71,811 Miles
- 

2009 Lexus ES 350  
**\$33,995**  
 15,745 Miles
- 

2007 Lexus RX 350  
**\$28,995**  
 59,375 Miles
- 

2008 Acura TL


**Price LeBlanc Lexus**  
 13200 Airline Hwy Baton Rouge LA 70817

VIN: 1FMFU15579LA09892  
**(888) 897-7340**

2007 Cadillac Escalade with 47,654 miles **\$38,495** [Search Full Inventory](#)

Dealer Map

Map | Satellite | Hybrid | Terrain



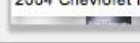
Map data ©2010 Google - Terms of Use

Price LeBlanc Lexus  
13200 Airline Hwy Baton Rouge LA 70817  
VIN: 1GMYK63837R253001  
**(888) 897-7340**

2007 Chevrolet Tahoe with 27,008 miles **\$289,910** [Search Inventory](#)



Similar Vehicles

	<b>2009 Chevrolet Tahoe</b> <b>\$33,991</b> 23,647 Miles
	<b>2009 Chevrolet Tahoe</b> <b>\$42,991</b> 26,045 Miles
	<b>2007 Chevrolet TrailBlazer</b> <b>\$13,991</b> 76,744 Miles
	<b>2004 Chevrolet Impala</b>

 **Dub Richardson Toyota**  
8401 Northwest Expy Oklahoma City OK 73162

**(800) 773-8058**

Search Inventory   

**Request More Information**

First Name  Last Name

Phone

Email Address

Test Drive Date:  

I'm interested in this .  
(STOCK:, VIN: )



**We're Sorry...we could not find this vehicle**

00:03