

Branding

NetDania Platforms

NetStation & Mobile



NetDania
Markets

NetStation Branding

Application Title

The application title is shown in the main title bar.

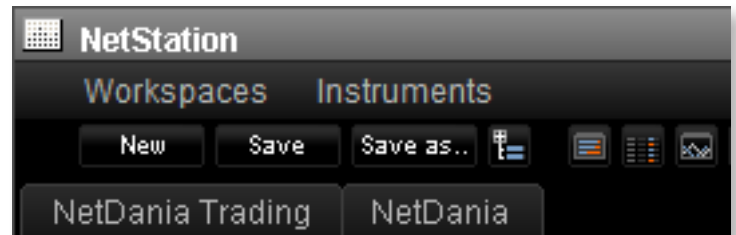
Limitations: None

Recommendation: Use "NetStation" in the name

Deliverable: Text

Intro to NetStation Branding

NetStation supports the customization of a number of elements. Per default, NetStation comes in two different visual skins - a dark skin and a light skin. Two versions of the images described here must therefore be delivered to NetDania. Please use the file names mentioned in brackets for the images that you return.



Loading Animation

The animation is shown while NetStation loads.

Size: Max 400 x 100 pixel

Deliverable: GIF animation (**darkanimation.gif/png**) or a regular PNG file if no animation is needed



Sign-in Box Logo

The Sign-in Box prompts the user to sign in to the platform.

Size: 400 x 100 pixel - max 400 pixel wide

Deliverable: PNG image file (**darksignin.png**)



Dark Skin

Customizable Graphics

NetStation Branding

Chart Logo Watermark

The Chart Logo is a subtle watermark shown on the charts. It can be centered or aligned to any side of the chart.

Size: A maximum of 200 x 50 pixel is recommended

Deliverable: PNG image file (**darkwatermark.png**)



About Box Logo

The About Box Logo is shown when a user selects "About" from the "Help" menu in NetStation.

Size: 400 x 100 pixel - max 400 pixel wide

Deliverable: PNG image file (**darkabout.png**)

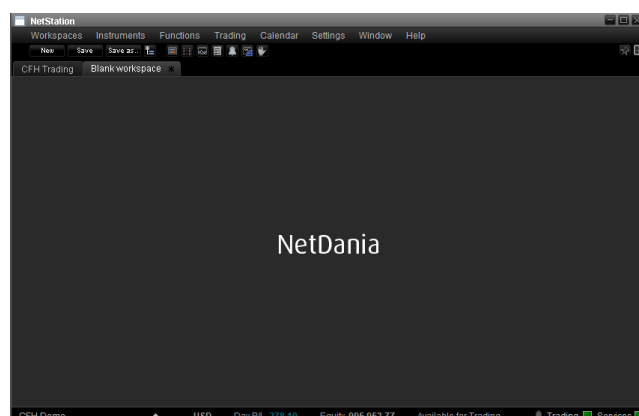


Workspace Wallpaper

The wallpaper is shown as the background in the workspace frames.

Size: Any (will be centered)

Deliverable: PNG image file (**darkwallpaper.png**)



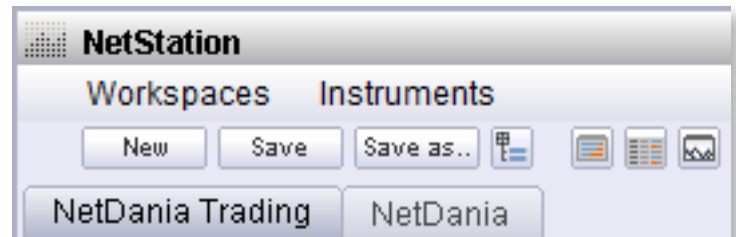
Dark Skin

Customizable Graphics

NetStation Branding

Application Title

The application title is shown in the main title bar. The title remains the same on both skins.



Loading Animation

The animation is shown while NetStation loads.

Size: Max 400 x 100 pixel

Deliverable: GIF animation (**lightanimation.gif/png**) or a regular PNG file if no animation is needed



Sign-in Box Logo

The Sign-in Box prompts the user to sign in to the platform.

Size: 400 x 100 pixel - max 400 pixel wide

Deliverable: PNG image file (**lightsignin.png**)



Light Skin

Customizable Graphics

NetStation Branding

Chart Logo Watermark

The Chart Logo is a subtle watermark shown on the charts. It can be centered or aligned to any side of the chart.

Size: A maximum of 200 x 50 pixel is recommended

Deliverable: PNG image file (**lightwatermark.png**)



About Box Logo

The About Box Logo is shown when a user selects "About" from the "Help" menu in NetStation.

Size: 400 x 100 pixel - max 400 pixel wide

Deliverable: PNG image file (**lightabout.png**)

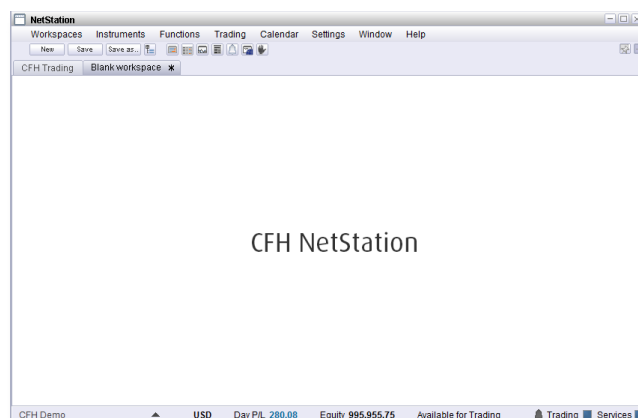


Workspace Wallpaper

The wallpaper is shown as the background in the workspace frames.

Size: Any (will be centered)

Deliverable: PNG image file (**lightwallpaper.png**)



Light Skin

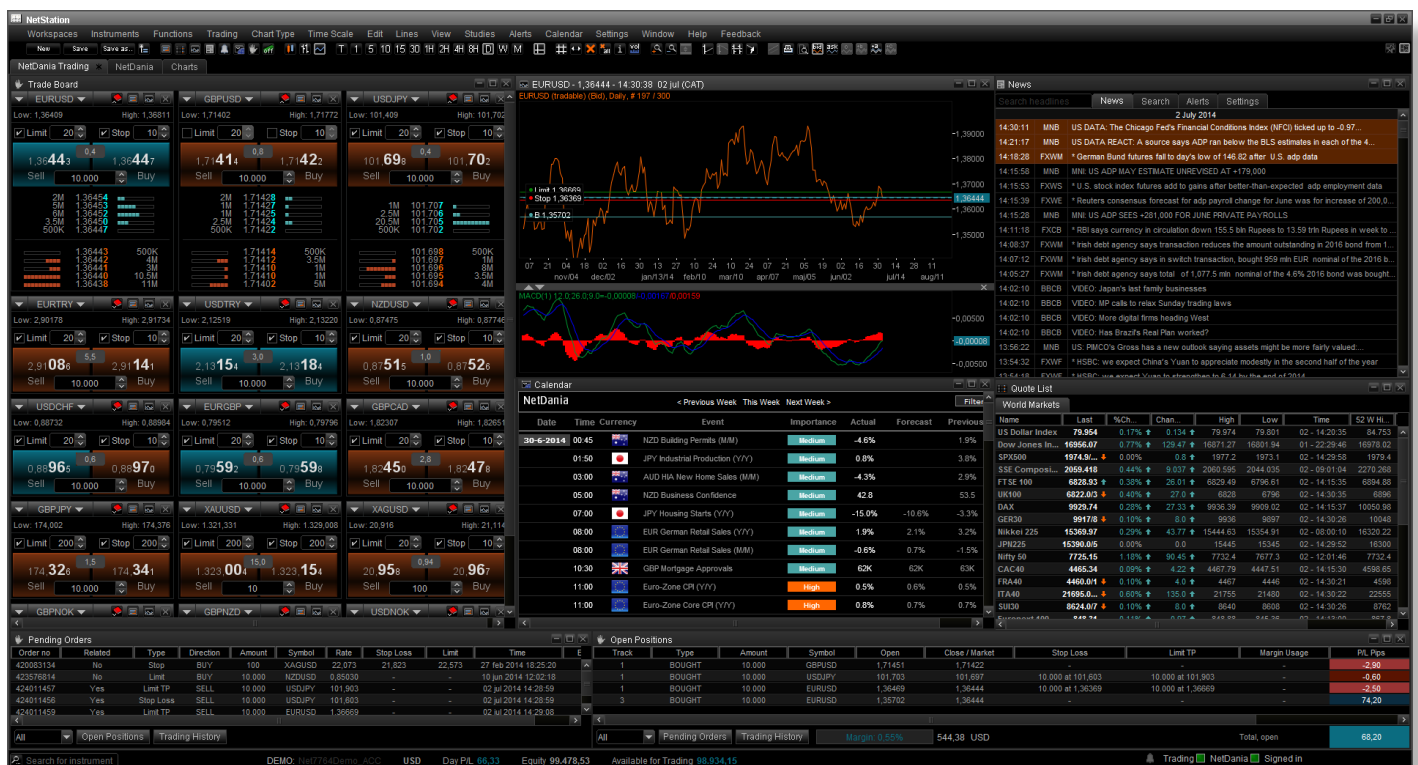
Define a Default User Workspace

NetStation Branding

You decide what you want your users to see

NetStation supports creation of custom workspaces, and you can define a default workspace relevant to your users or clientele.

Your users can still create their own supplemental workspaces with individual combinations of charts, news and quotelists.



Default Workspace (optional)

The default workspace is shown to the user when he first logs into NetStation. He can customize it, or leave it as it is, and a user can always chose to recreate the default workspaces again. You do not have to create a default workspace for your users. You can always deploy NetStation with pre-designed “NetDania” default workspaces.

Deliverables: None. You will be assigned an administrator login allowing you to log-in and customize the default workspace in the same way an individual user would customize his own workspaces.

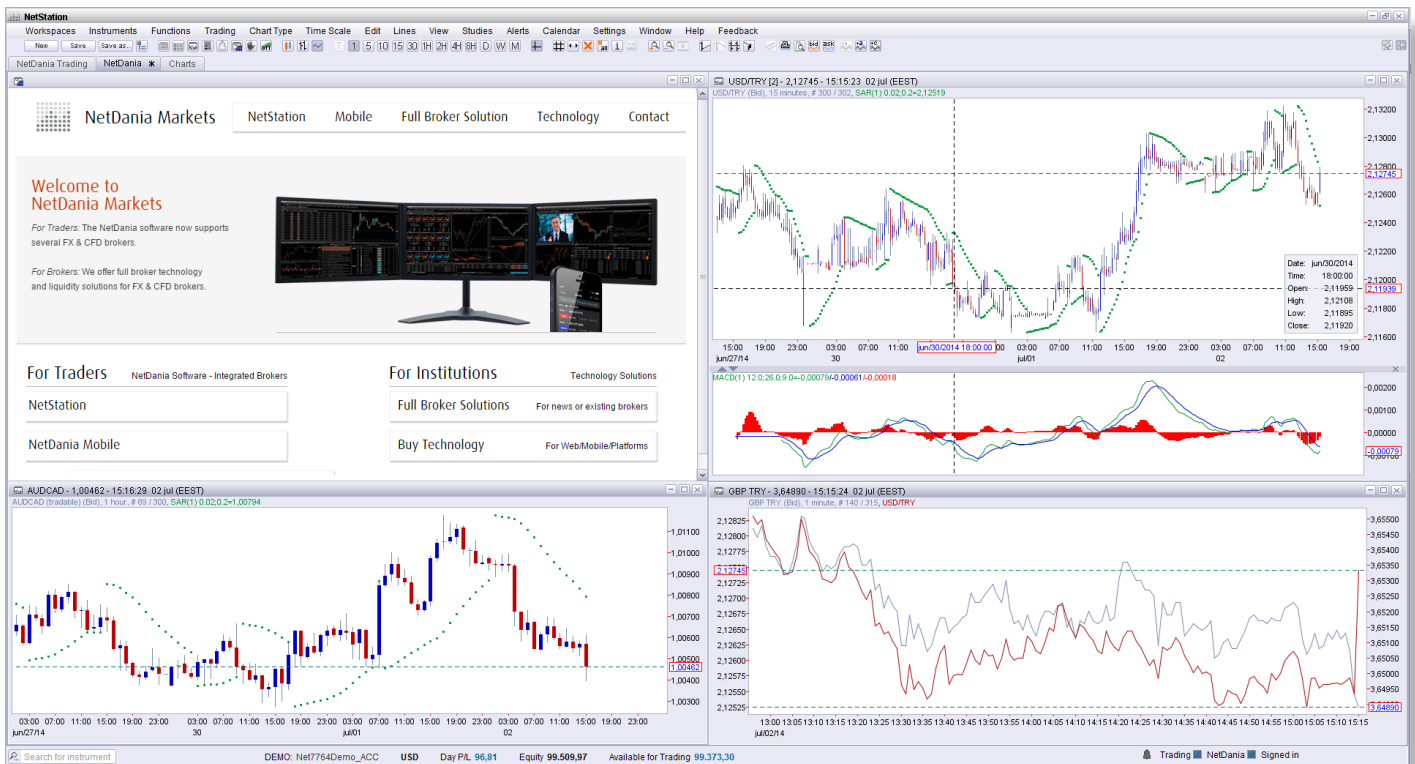
Add a Page Inside NetStation

NetStation Branding

Add custom functionality or information to NetStation

You can add one or more windows to show your website or to show custom pages created for this purpose.

Even video players or social networks can be embedded, and there is no restriction on the number of pages.



In-platform Webpage (optional)

The in-platform webpage function (browser) can be used to show any internet page. The function is based on a browser plug-in module, so in some cases there may be limitations as to what can be shown.

Deliverable: URL(s) pointing to the page(s)

Customize Alert E-mails

NetStation Branding

Customize NetStation's alert e-mails

NetStation allows users to set alerts on price levels or trendlines, and receive these through e-mail. You can customize these e-mails to include e.g. header or footer information relevant to your organization or brand, customize greeting style, and even change the "From" e-mail if desired.

From: <no-reply@e-notitia.com>
Date: Mon, Jul 28, 2014 at 9:30 AM
Subject: EURUSD Alert

"From" address

EURUSD Alert
E-mail sent on: 28/07/2014 06:30:17 GMT

Field: Bid
Alert level: 1.34333
Trigger level: 1.34334
Trigger time: 28/07/2014 06:30:17 GMT
Alert set by:
User Name: demo-user
User Group: default

NetDania
www.netdania.com

Sender

Footer/disclaimer

System generated e-mail or message, please do not respond. If you have any questions please feel free to contact NetDania support at alert.support@netdania.net.

NOTICE TO RECIPIENT The information in this email or message may contain confidential and/or privileged information. It is intended solely for the addressee(s). If you are not the intended addressee, please notify the sender immediately (and destroy this email or message from all computers). Any review, copying, redistribution in whole or in parts of this email or message or any other action in reliance to this email or message is strictly prohibited. Email and message transmission security and error-free status cannot be guaranteed as information could be intercepted, corrupted, destroyed, delayed, incomplete or contain viruses. The sender therefore does not accept any liability for any errors or omissions in the contents of this email or message which may arise as a result of email or message transmission.

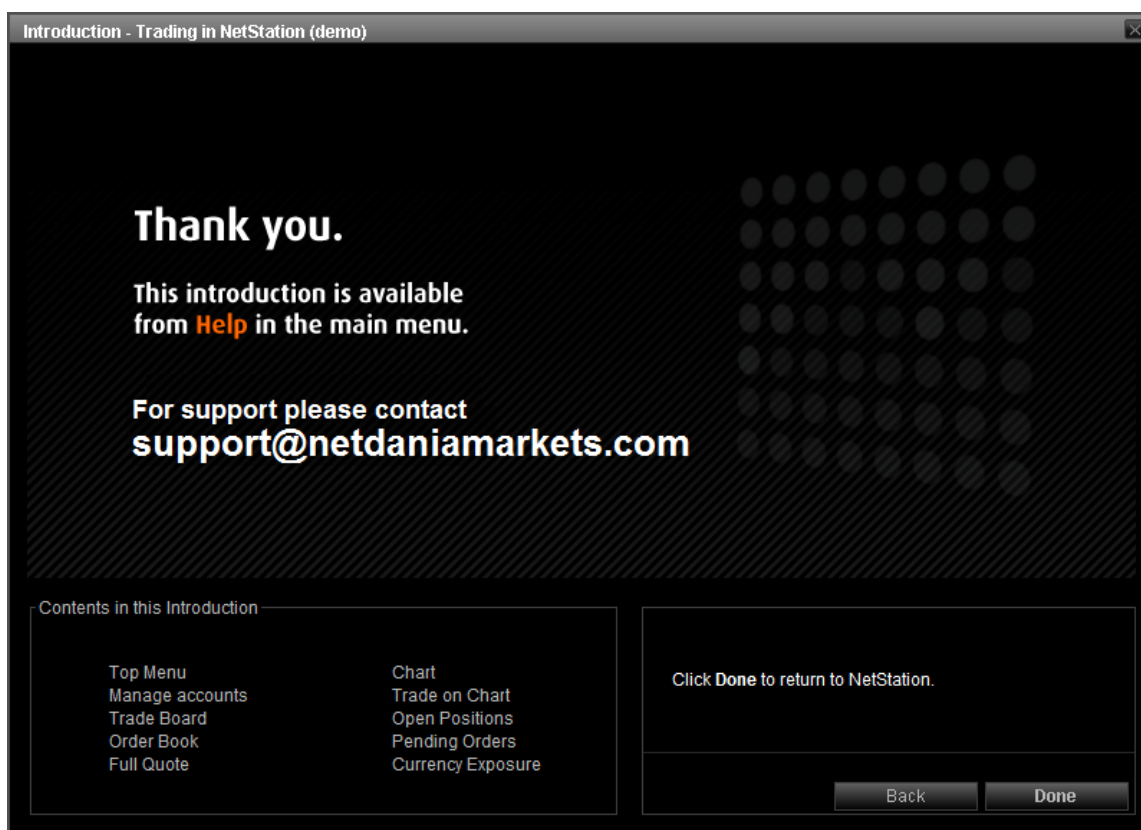
Deliverables: 1. E-mail text - 2. Optional: SMTP credentials if you want alert e-mails to originate from your domain

Add Support Resources

NetStation Branding

Add your support e-mail, phone number or links to live chat to the Help menu

Depending on your organization's support structure, you can choose to add relevant contact information to the **Help** menu in NetStation. As a minimum, you are required to provide a support e-mail address, but any information you require to be available to clients may be added.



The support e-mail address is also shown in in-platform tutorials

Deliverables: 1. Support e-mail address - Optional: 2. Phone number, 3. Direct chat link, 4. IM resources or similar

Icon & Company Display Name

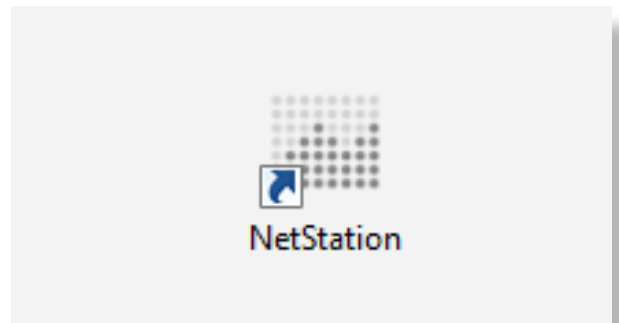
NetStation Branding

Desktop Icon

The NetStation icon is used when NetStation is deployed as a Java Web Start application. It appears on the user's desktop.

Size: 64 x 64 pixel

Deliverable: PNG image file (**icon.png**)

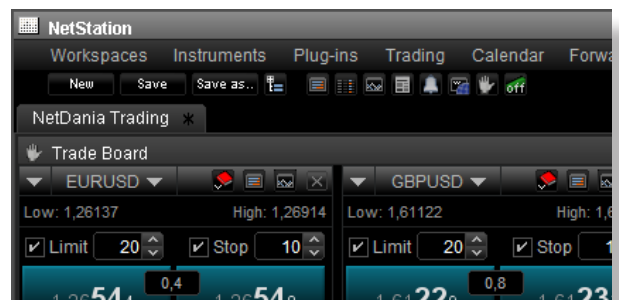


Detached Window Icon

The detached window icon is shown at the top left corner when NetStation is running in a detached browser window, and when deployed as a Java Web Start application.

Size: 16 x 16 pixel

Deliverable: PNG image file (**detachedicon.png**)



Company Display Name

The Company Display name is the name of your organization. It is used several places in NetStation, e.g. here under "Please sign in to your NetDania trading account."

Deliverable: Text string



Deployment Details

NetStation Deployment

A Java Web Start Solution

Your NetStation platform is delivered as a link from where the platform can be launched as a Java Web Start application by your end-users. The launching link can be embedded into your web page, e.g. added to a "Get NetStation" button.

After first the launch a desktop icon is created from where the user can launch the platform in the future.

NetStation is usually deployed from the generic domain **getnetstation.com**. A subdomain belonging to your institution will be created as *broker.getnetstation.com* e.g. as *netdania.getnetstation.com*



Client Hosting

In some countries it is a regulatory requirement that all trading infrastructure be hosted in the country where the financial institution is located and where the regulator geographically has jurisdiction. This would include the Java files that constitute the client platform, even though they are mere files to be retrieved and not 'running' infrastructure. In these cases, the platform files may be deployed on the client's own servers. NetDania will deliver an archive with the necessary files, and the following instructions are then to be observed:

Upload the distribution files on your server:

- **img folder** The images (loading animation, icons, help screenshots)
- **NetStation.html** The application download page
- **NetStation-4_0.jnlp** The Java Network Launch Protocol (JNLP) file

In order to run properly on MacOS it is mandatory that the JNLP file be signed using a Mac Developer ID. The resulting file should be compressed to a file named **NetStation-4_0.jnlp.zip**.

- **ws-config.zip** The application parameters must be defined using the parameter **ws-config** that consist of an URL address of an archive that must contain a file called **ws.properties**:

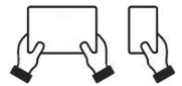
```
<param name="ws-config" value="http://your_website/path_to_file/ws-config.zip"/>
```

Mobile Branding

NetDania Mobile for iOS and Android

NetDania Mobile is available for both Apple iOS and Google Android. Besides some native differences in platform GUI, the app versions are roughly identical in core functionality and disposition. The app is delivered in versions for both phone and tablet use.

We only need one set of image assets in order to compile a fully branded version for both iOS & Android phones & tablets. For quality reasons, this should be a vector image.

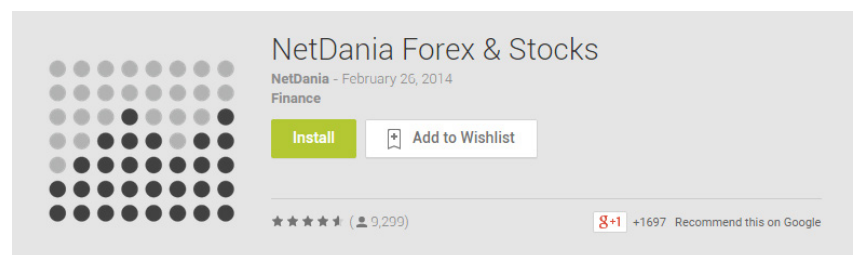


App Name

The app name is used in the respective App Stores and show

Limitations: 9 characters maximum

Deliverable: Text



App Icon

The app icon is shown on the user's mobile screen (please deliver a vector image file, we will then extract icons in the sizes needed)

Deliverable: Vector image file (e.g. **icon.ai**)

Instructions are available at:

www.netdania.com/design/ios-icons

www.netdania.com/design/android-icons

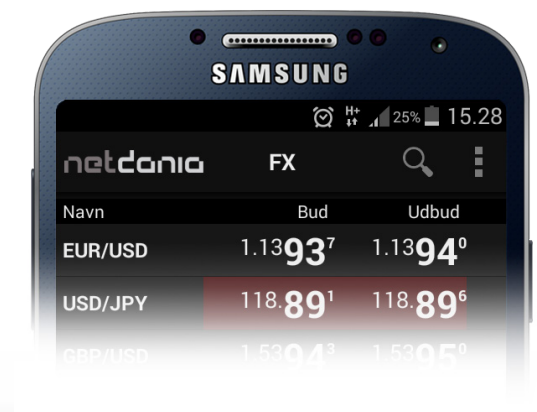


Logo ("About" button)

A small logo may be shown at the top of quote lists. Tapping the logo brings up the **About** page.

Size: Any (will be centered)

Deliverable: Vector image file (e.g. **logo.ai**)



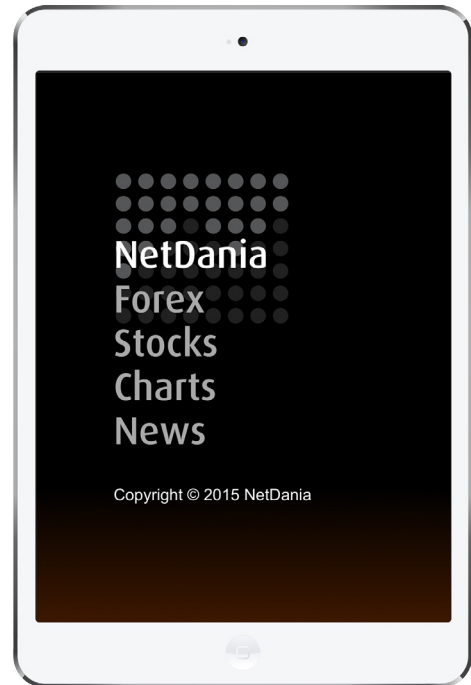
Customizable Graphics

Mobile Branding

Splash Screen

The splash screen is shown when the app is loading. It will typically display a logo. Please deliver a vector image file, we will then extract images in the various sizes needed.

Deliverable: Vector image file (e.g. **splash.ai**)



Login Page

In most configurations, the user will need to enter a username to use the app. This is done on the log-in page.

Deliverable: Vector image file (e.g. **login.ai**)



Mobile Configuration



Skins

The app allows for the definition of several visual skins that the user can then choose from.

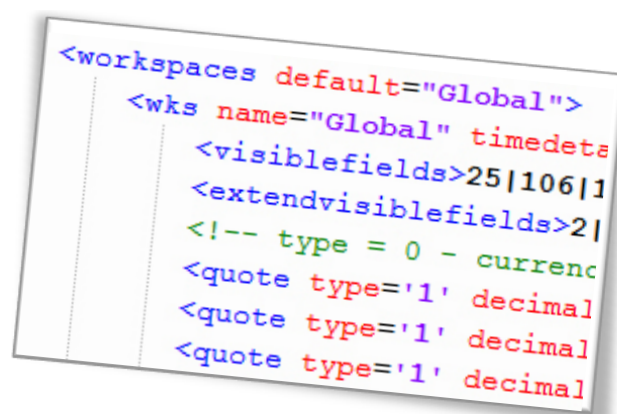
Fronts, headers, table lines and the display of news, chart items, buttons and background colors may vary across the skins defined. This allows you to e.g. deploy a custom font or color as defined in your corporate design guide.

Deliverable: XML configuration file (**skins.xml**)

App Configuration File

The contents of quote lists, and the format used for showing the pricing in financial instruments are fully customizable. The options are many, and we would recommend that you contact us for a discussion of the options.

Deliverable: XML file (**config.xml**)

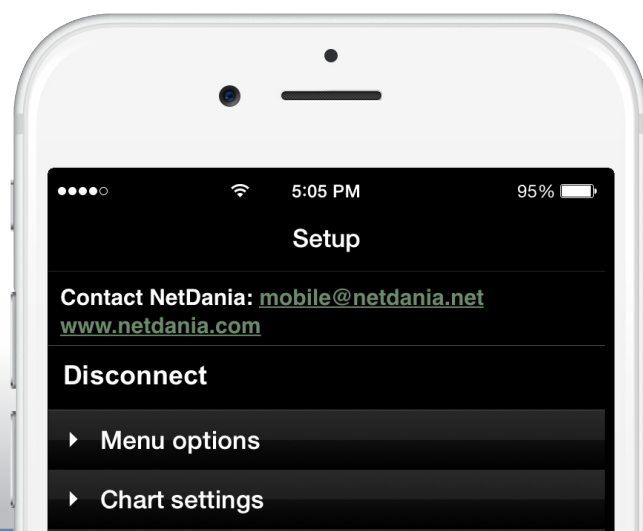


Support E-mail

The support e-mail is provided by you. It could be your normal support e-mail or one created especially for mobile support.

The address appears in the **Setup** and **About** screens.

Deliverable: E-mail address



Legal Terms & Deployment

Mobile App Deployment

Terms & Conditions

You must deliver your own set of Terms & Conditions (legal text) governing your end-users' use of the app. The end-users must accept the terms in order to use the app.

Deliverable: Text document (e.g. **terms.docx**)



Apple App Store

The Apple App Store is a digital distribution platform for mobile apps on iOS, developed and maintained by Apple Inc. It is the only official deployment place for both free or paid apps for the iOS operating system. We will upload your branded version of the app to your account at the Apple App Store on your behalf.



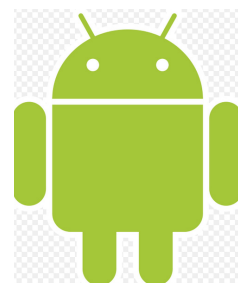
Google Play (Android Market)

Google Play (formerly Android Market) is a digital distribution platform operated by Google. It is the most common marketplace for distribution of either free or paid apps for the Android operating system. We will upload your branded version of the app to your account at Google Play on your behalf.



Other Deployment Options

Android apps may be deployed at other app stores as well, such as Amazon Appstore for for Android, or Samsung Apps. Android apps can also be made available to users for direct download from a website URL.





Contact us to learn more:
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