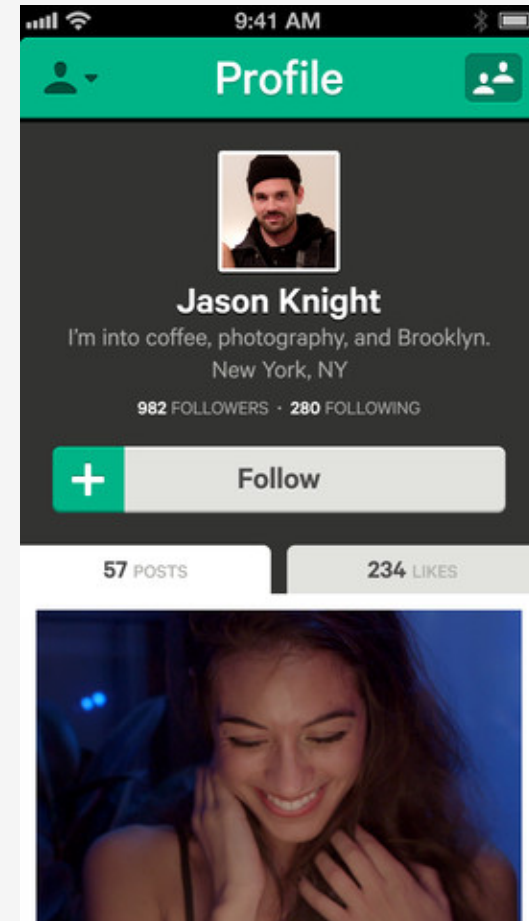


GETTING STARTED ON VINE

- + Download Vine in the iOS App Store
- + Complete your bio and remember to include a photo
- + Connect Vine to your Twitter & Facebook accounts
- + Find and follow people from your address book or Twitter



HOW TO USE VINE

- + To record a Vine, simply touch and hold the screen – recording stops once you lift your finger or reach the six second limit
 - *A status bar above the video shows you how much time remains*
 - Very short bursts of video can create fun animation effects such as this example by Gap: <http://bit.ly/GapVine>
- + Add a caption to your Vine
 - Vine supports hashtags for discovery & search
 - Vines can be tagged to a location via Foursquare
- + Select the social networks to syndicate to (Currently supports Twitter & Facebook)

