

VidiChannel

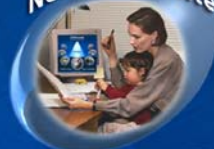
make your own excitement!

MyCompany

e-mail Vidi



NetVidi Website



Group Presentation



Point of Sale



Direct Mail



Sales Presentation



VidiCard



produce it once,

play it everywhere

TV & the Internet combined

VidiChannel Disc Formats

- VidiCard™
- MegaVidi™
- DVDVidi™



VidiChannel Direct Access

- NetVidi™ Website
- E-Mail Vidi™



VidiChannel PACKAGE

Corporate Pro Package

Content:

- ◆ 7-10 Minutes of TV-Quality Video
- ◆ Corporate Logo Animation
- ◆ 10 Submenus
- ◆ Digital Video Shoot
- ◆ Custom Graphics
- ◆ Programming & Mastering
- ◆ Digital Video Editing

Production Phases:

- 1) Initial Consultation
- 2) Custom Action Plan Assessment
- 3) Concept Development
- 4) Production
- 5) Prototype
- 6) Approvals & Testing
- 7) Final Master

+Special FX (additional cost)

- ✓ Spokesmodels
- ✓ 2-D Animation
- ✓ Sound Effects
- ✓ Original Soundtracks

- ✓ Video Link
- ✓ Language Conversion
- ✓ Custom Voice-Over
- ✓ iQEngine Product Matrix

- ✓ 3-D Animation FX
- ✓ Layered Special FX
- ✓ Exploded Product Views
- ✓ E-Commerce



561.799.3434

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APPLICATIONS

VidiChannels can improve your company's

- **Advertising:** *Interactive video ads can generate instant revenue via VidiCommerce™*
- **Sales & Marketing:** *Sales support, promotion, interactive product presentation*
- **Customer Support:** *Intelligent video support creates greater brand loyalty*
- **Training:** *On-the-fly sales training and automated after-sale support*
- **Investor Relations:** *Institutions, analysts, retail investors, regulators*
- **Corporate Communication:** *Global enterprise use for internal communication*

FORMATS

- MiniVidi & VidiCard
- MegaVidi
- DVDVidi
- NetVidi

PROMOTION

- Contests & Product Launch
- Reality Marketing
- Web & TV Campaigns

DESKTOP TRAINING

- Employee Product Training
- Customer Training
- Simulation/Reality Training



Why are you paying for separate companies to create your website, corporate video, advertising, 3-D animation, international marketing and video commercials when you can produce it once and play it everywhere?

VidiChannel allows any company to have their own global TV channel (without the cost for airtime). All content updates are sent over 56k or high-speed Internet connections. VidiUpdates can include any combination of QueuedLinks, graphics, 3-D interactive objects, text, data, audio or updated video streams.

Interactive video provides the excitement while the iQEngine™ at the heart of the VidiChannel provides personal attention that generates instant transactions and immediate revenue. The 2-part system is simple - Watch the Video & Click to Order.

BENEFITS

Strong Brand Impact

- Emotional
- Romantic
- Exciting
- Dynamic

Real Presentation

- Advanced Visualization
- Reenactments
- Education & Training
- Live Interviews
- Body Language

TV-Quality

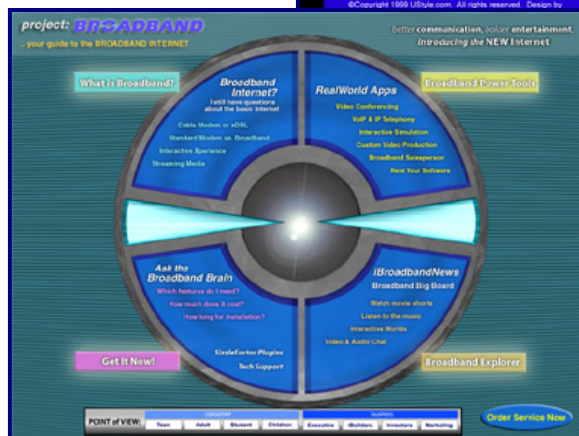
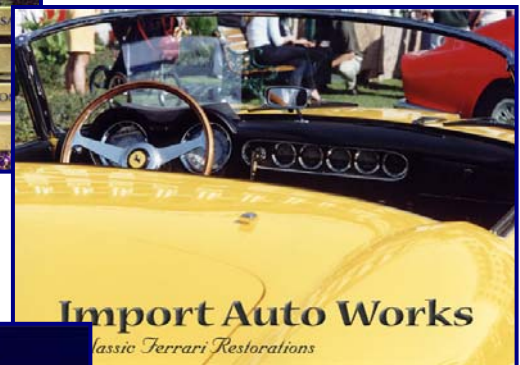
- Full Screen
- Full Motion
- Full Color
- Full Sound

InterActivity

- User Participation
- Immediate Gratification
- Impulse Buying
- Personal Shopping Guides

Internet

- Connected Communities
- Chat & Message Boards
- Channel Update
- Feedback Channels
- Localized Content



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VidiCard is the VidiChannel™ that fits in the palm of your hand. VidiCard was designed to replace a traditional paper business card. But in fact, this card is actually a CD-ROM that plays in any standard personal computer.

Insert the VidiCard into any PC and watch it come alive. The video on the VidiCard actually does the selling for you, so you can spend time closing!

The **VidiCard** works in any standard CD-ROM player.

Once the disc is inserted it creates an icon on the desktop and activates the VidiChannel on the user's machine.



DISTRIBUTION MODES

Private Viewing at Home	VidiCard, BizCard	Personal Viewing
Seminars	Group Presentation	On Big Screen
3rd Party Laptop	One-On-One	Portable Presentation

PRESENTATION MODES

<i>FROM YOUR BUSINESS:</i>		<i>AT CUSTOMER SITE:</i>	
Mail it	Direct Mail	Hand it out	DVD/VidiCard
Tell about it	Telemarketing	e-Mail it	Video e-Mail
Link to it	TV, Magazine, News	View it online	NetVidi Website

GLOBAL ENTERPRISE

Enterprise VidiChannels are a true revolution in corporate communication and allow medium to large-scale corporations to:



- *Avoid travel expense*
- *Reach global customers in their native language*
- *Broadcast video press releases*
- *Broadcast investor relations news*
- *Eliminate long-distance expenses*
- *Provide on-demand desktop product training*
- *Communicate with global branch offices*

Enterprise communication using a **MasterStream** plus:

Internal Corporate	Customer Marketing	Public Relations
Intranet SubStream <ul style="list-style-type: none">• Chat & Message Boards• Global Conferencing• Special Product Groups• Product Launch• Introduce Employees• Virtual Seminars• MIS Computer Updates• Video Broadcast	Extranet SubStream <ul style="list-style-type: none">• Weekly Specials• Tech Support• Dealer Locaters• Industry News• Press Releases• Order Processing• Video Broadcast	Investor SubStream <ul style="list-style-type: none">• Analyst Updates• M&A Activity• Sector News• Press Releases• Community Chat• Conference Calls• Video Broadcast

Corporations can now standardize communication across the globe using VidiChannel. With VidiChannel, when the CEO gives a speech the entire world tunes in to **hear and see** the “latest and greatest.” Traditional brochures and presentations still have a place, but they cannot present and sell like VidiChannel.

THE COMPANY

VidiChannel

VidiChannel™ is an interactive video producer and developer that creates, designs, produces and deploys custom broadband content for corporate, institutional and government clients. These custom solutions are created using our proprietary **VidiChannel™** technology that runs on standard PCs and provides a method for delivering **interactive TV channels** without the expense of TV airtime.

Clients using VidiChannel: *Motorola, Disney, the U.S. Navy, Nynex, Chemical Bank, Keyspan Energy, USDA Graduate School, HMOs, and numerous universities and hospitals.*



EXCLUSIVE FEATURES

QueuedLinks™

VidiChannel media streams can contain both sequenced “hotspots” and triggered information in the adjacent window, called Queued Links. When clicked, Queued Links can activate expanded information about the subject in the video. These links come in the form of text, graphics or interactive 3-D models and can deliver up-to-the-second pricing information, special offers, and localized dealer info.

Point of View™

The VidiChannel provides the user with a **personalized experience** using dynamic menus, Queued Links and interactive video substreams controlled by the intelligence of the iQEngine™. Point of View keeps the user’s preferred options at the top of the list.

3rd Party Mode™

Most interactive content is designed for self-running, one-to-one interaction, but sometimes there are 2 or more people in front of the screen. VidiChannel™ provides the option for one of the human participants to act as the presenter in control of the interactive tour. In this mode the VidiChannel™ becomes the ultimate visualization tool using 3rd Party Mode™.

PRODUCTION STUDIOS

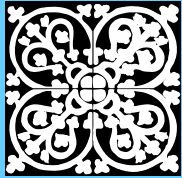
VidiChannel production is a specialized process with a high degree of complexity. For this reason our talented in-house team manages the entire creation process for each of the custom-designed channels. This includes digital filming, graphics, editing, compression, 2-D animation, 3-D animation, green-screen compositing, sound effects, original music and programming.



3-PHASE PRODUCTION PIPELINE

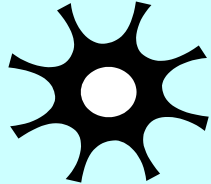
DESIGN, PRODUCE, DELIVER

Design is typically the most difficult of the three phases. In most cases, defining “**what**” to do for a client is more than 50% of the work. In some instances, the video clips and Queued Links have four or five different versions for each scene, all designed to fill the same time slot. Re-sequencing the events makes things even more complex. After the initial production VidiChannels continue to evolve with monthly updates like a movie that never ends. Every day there’s a new scene to add to the saga.



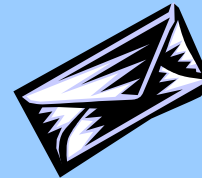
Design

- Advertising objectives
- Integration with collateral advertising
- Identity and theme
- Logos and marks
- Brand identity
- Primary message
- Design objectives
- Interface look & feel
- e-Commerce
- **Content definition:**
 - menus
 - master streams
 - substreams
 - feedback channels
 - chat channels
 - global translation
 - regional specialization
 - distribution
 - pricing tiers



Produce

- Spokes Model Shoots
- Video Shoots
- Digital Video Editing
- Compositing
- 3-D Animation
- 2-D Animation
- Special Effects
- Graphic Menu Design
- Scripting
- Soundtrack
- Sound Effects
- iQEngine Programming
- Video Programming



Deliver

- Direct mail
- Replicate discs & mail
- E-mail
- Point-of-sale display
- Internal Distribution
- Web links
- Event Scheduling

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What's "HOT"

interactive video



**MYOE
2004**

What's "NOT"

long, boring

text-based

blah, blah, blah

puffing document

Web pages that no

one wants to read

VidiChannel
make your own excitement

PEOPLE DON'T WANT TO READ, THEY WANT

- To Be Entertained
- Personal Attention
- To See Products in Action
- Easy Answers
- Instant Ordering

OPTIONS FOR GETTING STARTED:

Corporate Pro Package

Custom Action Plan - \$1,000 (deductible from production cost)

The package requires a minimum of one meeting to discuss marketing, advertising and promotion objectives and 5-7 days for completion. The Custom Action Plan will clearly define how your company's VidiChannel will redefine and improve your business.

- **Project Summary (2-3 pages)**
- **Storyboard (2-4 pages)**
- **Script (2-4 pages)**
- **Timeline (9-10 pages)**
- **Budget Analysis (1 page)**
- **Marketing & Training Method Analysis (3-4 pages)**
 - 1) DRTV – Direct Response TV ads and infomercials
 - 2) Direct Mail
 - 3) E-mail
 - 4) Telemarketing
 - 5) Radio
 - 6) Group Sales Presentations
 - 7) Seminars
 - 8) Person-to-Person Presentations
 - 9) Training - Customer
 - 10) Training - Employee
 - 11) NetVidi Website & Associated URL Promotion
 - Magazine
 - TV ads
 - Newspaper
 - Business Card
 - Brochures
 - Banner Ads
 - Other Websites
 - Flyers
 - Newsletters
 - Radio