

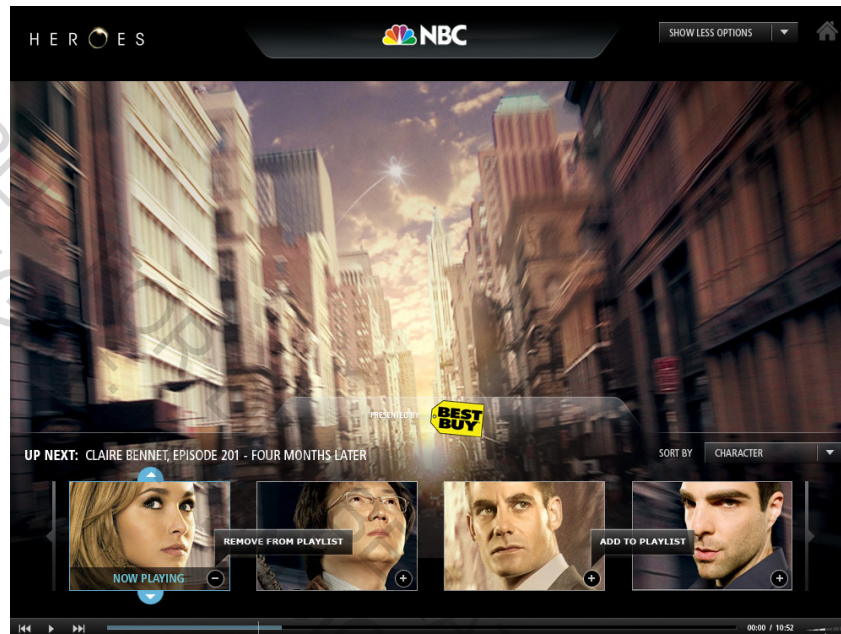
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a new way to watch...everything

INTENSION INTERACTIVE

The Concept

Intension Interactive allows you to navigate within a TV program...you choose which character or storyline you want to watch.



Intension Makes Watching TV Like Playing a Video Game

While TiVo allows viewers to move back and forth along a linear collection of scenes, Intension allows viewers to move between the scenes, behind the scenes, and beyond the scenes. Intension is intra-program navigation.

25% More Effort Equals 100% More Value

Creating an Intension program requires approximately 25% additional post-production budget, and approximately 25% additional effort. This relatively small additional effort gives content producers 100% more value, and allows producers to use all the content previously lost in editing.

The Value of Intension

- *Monetize All the Content*—utilize and monetize content previously lost in editing.
- *Data Tracking Capability Superior to Nielsen*—every navigation change within a program is tracked and reported in real-time.
- *Targeted Advertising*—based on audience characteristics and TiVo-resistant.
- *New Revenue Streams*—audiences buy directly from TV programs.
- *Social Networking*—spreads brand awareness and cultivates viral followings.
- *Enhanced Search Engine Visibility*—content rises to the top of every search.

Intension incorporates seamlessly into every standard post-production environment...

Intension does not require any additional equipment or specially trained professionals to create a program. All required media tools and support software are included in the standard post-production environment. Intension software and patches are incorporated into existing applications, such as Final-Cut Pro and Adobe Flash.

Intension's Competitive Advantage

Currently no company offers the same interactive navigation, functionality and general approach as Intension. Intension offers clients a new way to present a program that is extraordinarily flexible and does not stress the production process. Content producers are not required to perform any tasks that they do not already perform during production; Intension utilizes content that is already being produced.

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Do Audiences Want Intension?

Will a new form of interactive, navigable television, with the flexibility and convenience of the Internet catch on? Will audiences be compelled to go for it? The short answer is...they already are.

In their recent book, Reynol Junco and Jeanna Mastrodicasa found that in a survey of 7,705 college students in the US:

- 97% own a computer.
- 94% own a cell phone.
- 76% use Instant Messaging.
- 15% of IM users are logged on 24 hours a day/7 days a week.
- 34% use websites as their primary source of news.
- 28% author a blog and 44% read blogs.
- 49% download music using peer-to-peer file sharing.
- 75% of college students have a Facebook account.
- 60% own some type of portable music and/or video device such as an iPod.

Why Program Navigation is a Big Deal

Navigation is the foundation of all modern user experiences. Using a cell phone, scrolling through email, finding songs on an IPOD, surfing the Internet—all these experiences require navigation.

Gemstar—TV Guide navigation—earns approximately \$100,000,000 a year licensing their interactive programming guide (IPG) patent to consumer electronics manufacturers, cable, satellite, mobile and Internet providers. The TV Guide Channel is broadcast into 80 million households and earns around \$130,000,000 a year.

The Facts of Life

"Fragmentation is a fact of life, and it's going to increase exponentially. As long as we stay ahead of the snowball, than I think we'll be OK. But if we just try and protect our existing world we live in, we will be dinosaurs, sending ourselves into extinction."—Peter Chernin, News Corp

The Time is Now

Never before in history have the media industry and the technologies that support it been more open to innovation and change. Every major media company has invested millions into large interactive content divisions committed to re-packaging content across multiple platforms...yet none have accomplished what Intension can.

Interpublic's Magna Global unit forecasts a 31.1% rate of growth for emerging media in 2009; "emerging media" refers to search, social media, online video, gaming, interactive TV, and digital out-of-home...markedly better than the tepid 4.0% rate of growth prediction for traditional ad-supported media during 2009.—Interpublic Group

Increasingly, companies that can strengthen branding, entice user loyalty, and re-release library content in new ways are becoming the cornerstone of the entertainment industry. This is where Intension Interactive comes in; helping content owner's re-package content and helping audiences find the content they are looking for.

Intension's Strategic Partners are Industry Leaders

- *Deluxe*—offers complete film and digital solutions for production, post-production, theatrical release, broadcast, video duplication, archiving, and asset management.
- *VFinity*—the world's first web-based digital asset management system.
- *The Ghost Agency, Inc.*—specializes in high-end creative, flash, rich media, microsites, search marketing, information architecture and application building.

Our Vision

Intension will bridge old media and new media. New forms of entertainment will be created, old content will be released as new experiences, and audiences will be engaged like never before. Intension will bring new life to an aging industry.