



VANTEDGE

INTERACTIVE TELEVISION  
ADVERTISING CONTENT ENGINE



BROUGHT TO YOU BY

360  
REPLAYS<sup>™</sup>

WHAT IS VANTEDGE?

**INTERACTIVE 360° CAMERA TECHNOLOGY  
THAT INCREASES AD REVENUE  
FOR TRADITIONAL TV NETWORKS**



**360**  
REPLAYS<sup>™</sup> LLC

**WHAT IS VANTEDGE?**

**INTERACTIVE 360° CAMERA TECHNOLOGY  
THAT INCREASES AD REVENUE  
FOR TRADITIONAL TV NETWORKS**

**...ENABLING US TO BECOME THE LARGEST  
INTERACTIVE TV BROADCASTER  
IN THE WORLD.**





# CAMERA CONFIGURATION



## 360 Equipment Configuration



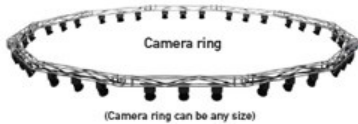
Philips Arena: Atlanta Hawks



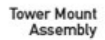
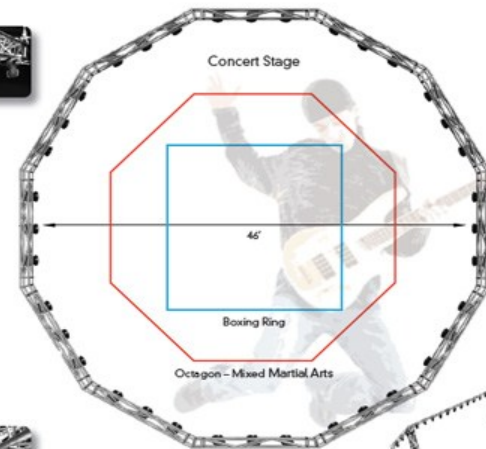
Philips Arena: Atlanta Thrashers



Disney World: Martial Arts Festival

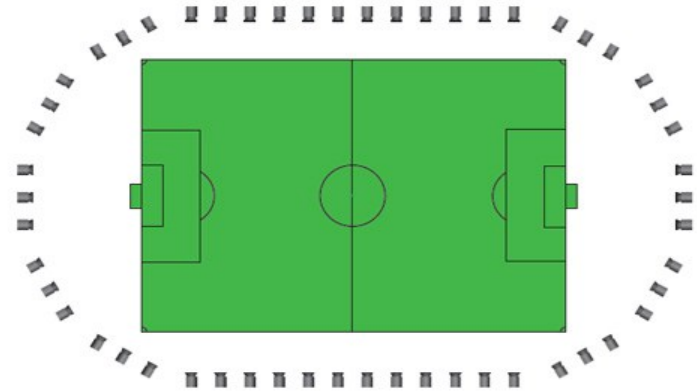
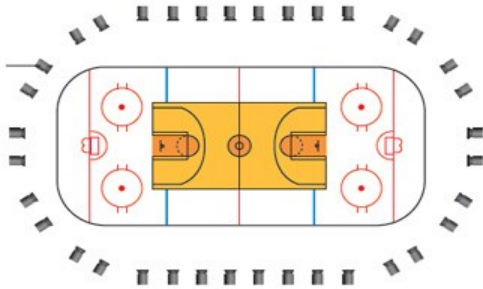


## Portable 360 Video System: Theater Configuration



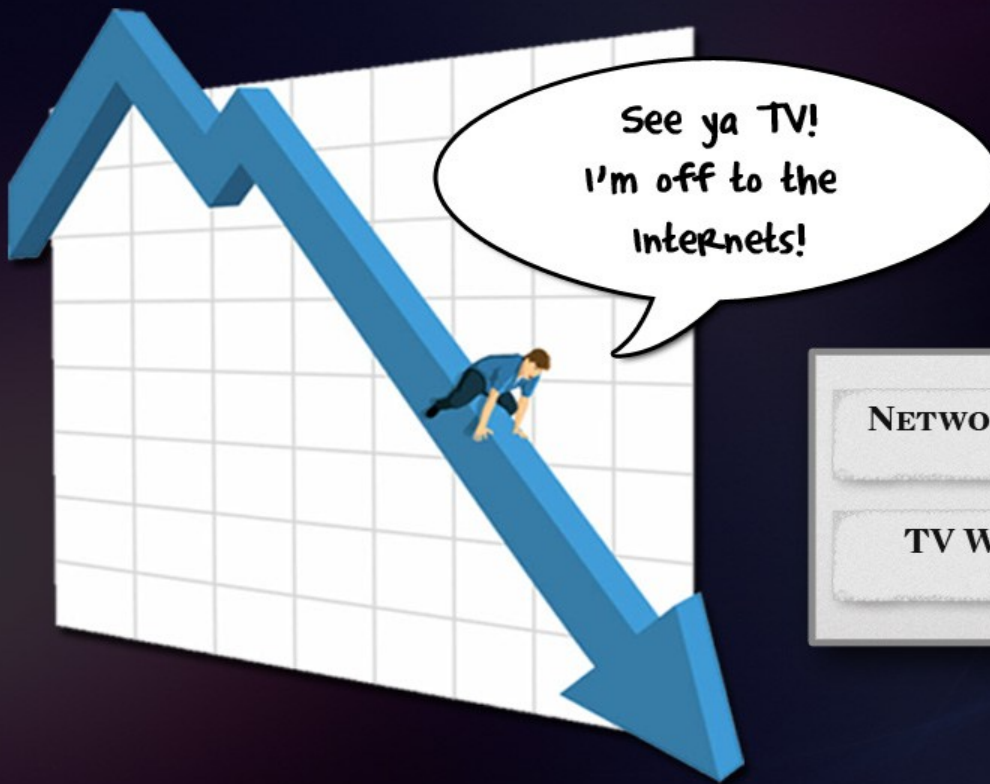
# CAMERA CONFIGURATION

## Permanent 360 Video System: Arena/Stadium Configurations



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TV'S AUDIENCE *AND REVENUE* IS ERODING.  
AND FAST.



**NETWORKS MUST ADAPT TO DECLINE IN TV VIEWERS**

NPR, May 2012

**TV WILL SEE LITTLE GROWTH IN COMING YEARS**

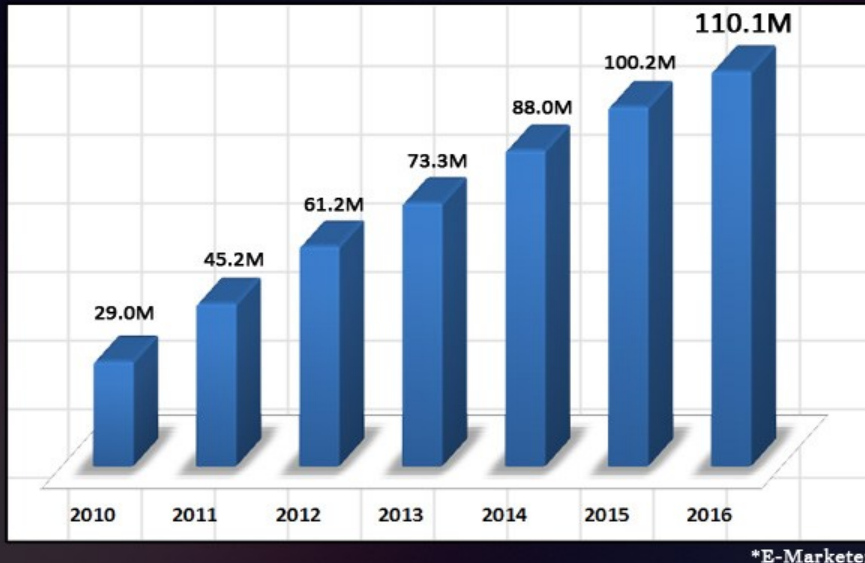
Wall Street Journal, June 2012

TV Advertising declined 21% from \$52B to \$41B in 2009

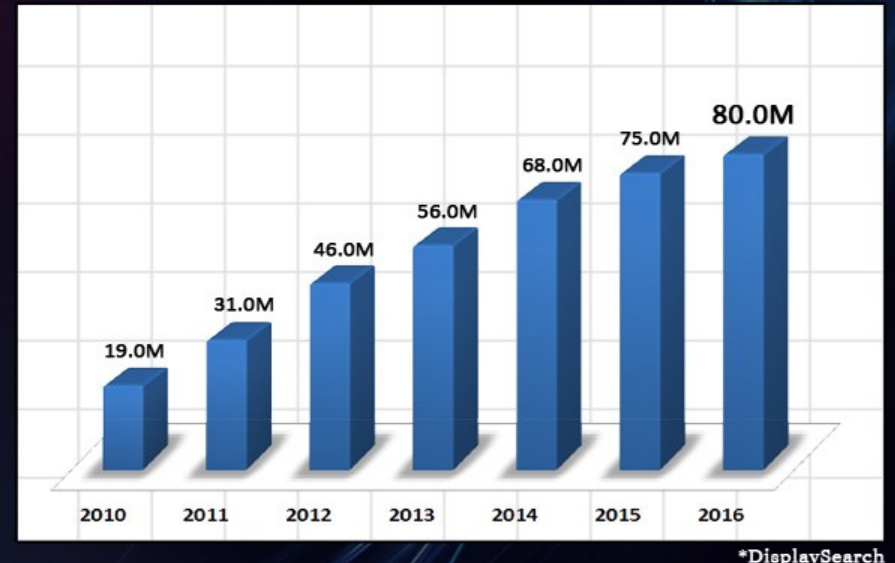


# ...BECAUSE VIEWERS ARE DEFECTING TO OTHER MEDIA

18-34 “Joystick Nation” coveted by Madison Avenue



US Mobile Video Viewers



US Broadband Television Viewers

**VantEDGE can:**

- a) Improve/Protect broadcast ad revenues using the same content at the same time.
- b) Fully capitalize upon the true potential of interactive media.



# TRACTION

## WHO WANTS VANTEDGE?

### EQUIPMENT RENTAL & SERVICES AGREEMENT

Between

OLYMPIC BROADCASTING SERVICES  
VANCOUVER LTD.

And

360 REPLAYS LIMITED

OCTOBER 2009

OLYMPIC BROADCASTING SERVICES LONDON LTD.  
555 Brooksbank Avenue, Building 3, Suite 110, North Vancouver, British  
Columbia, V7J 3S5 Canada

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FIFA

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ULTIMATE FIGHTING  
CHAMPIONSHIP

360  
REPLAYS<sup>TM</sup>



# INTERACTIVE TV PRODUCTS



# BUILDING A TECHNOLOGY



# BUILDING A TECHNOLOGY





# BUILDING A TECHNOLOGY



# BUILDING A TECHNOLOGY





# BUSINESS MODEL

## BUILDING A GROWTH ENGINE



- Canadian Company
- Provides equipment in exchange for revenue royalties
- Convert content to IMAX format for revenue royalties
- JV's to share long term revenue through licensing and maintenance contracts
- IMAX growth is limited to physical locations

Stable and growing base of recurring revenue.



# BUSINESS MODEL

## BUILDING A GROWTH ENGINE



VANTEDGE

- Canadian Company
- Create JV's to share in long term advertising revenue
- Provide/sell/lease technology to venues
- License technology through revenue based royalties
- Building a growth platform that owns its audience
- Bring technology to your living room. Unlimited growth.

Stable and growing base of recurring revenue.