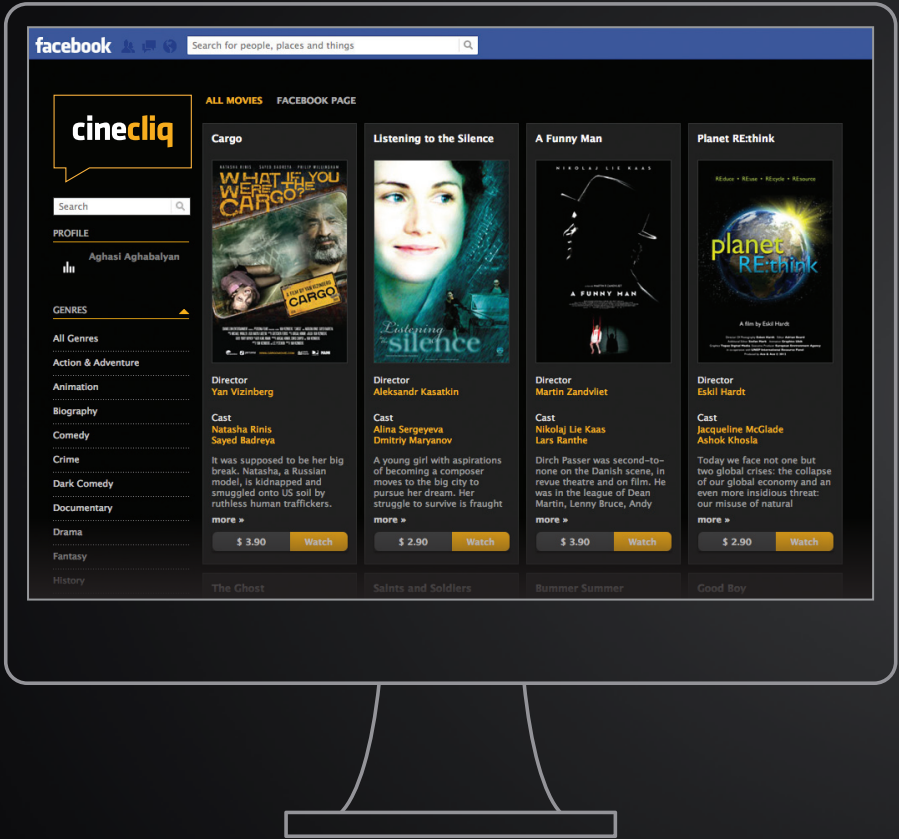




# What is Cinecliq PRO?

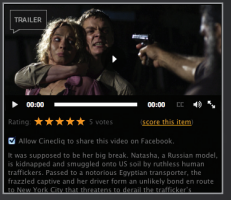


Cinecliq PRO is a comprehensive suite of professional tools for online film marketing and monetization. At the core of Cinecliq PRO is Cinecliq — the world's only global VOD platform fully integrated with Facebook. Our multifaceted approach to content distribution combines this unique VOD service with

standalone Facebook film apps, social media-driven marketing, a rights management system, and an online auction house for IP rights. Connecting content with a global audience, Cinecliq PRO is a combination of customized solutions for rightsholders, who are looking to maximize the revenue generated by their content.



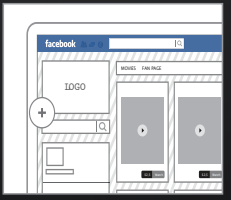
**Cinecliq VOD (Video-on-Demand)**  
The core of Cinecliq PRO is Cinecliq — a Facebook-integrated VOD platform allowing studios, distributors, and independent producers to market their content to audiences worldwide, bypassing or complementing traditional distribution channels.



**Cinecliq Facebook Film Apps**  
Our Facebook film apps incorporate packaging and promotional materials, secure streaming, and a global payment platform — perfect for delivering content to audiences around the world.



**Cinecliq Film Launch**  
Cinecliq PRO offers a multi-tiered release service that exploits the power of social media to connect content to its target audience.



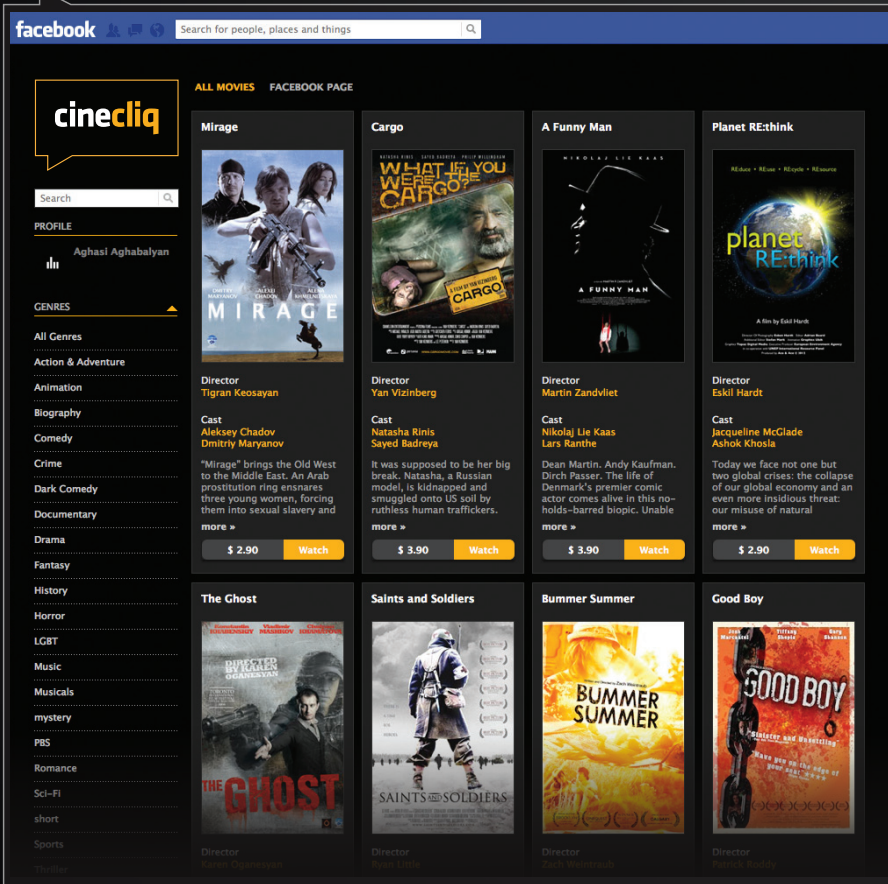
**Cinecliq Custom VOD Platforms**  
Cinecliq PRO provides customized, completely rebranded solutions for rights holders looking to penetrate the burgeoning video-on-demand market without expending the resources requisite to build and support a stand-alone platform.



**Cinecliq Rights Management & Exchange**  
Cinecliq RM is a cloud-based IP management solution designed from the ground up for today's international film industry. Cinecliq Exchange is an online marketplace designed to revolutionize distribution and sales of motion pictures and TV programming.

# Cinecliq VOD

## + Distribute films on Facebook via Cinecliq VOD

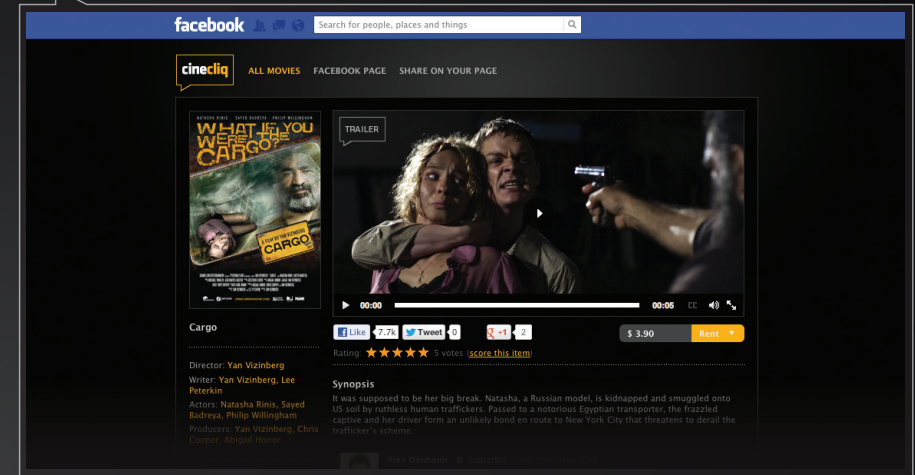


## Details

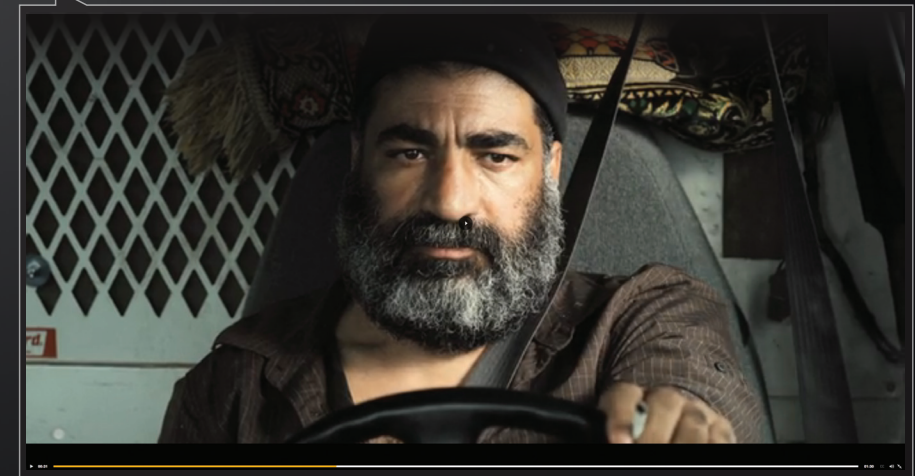
Cinecliq is the world's only global VOD platform fully integrated with Facebook. Over 900 million international Facebook users have access to Cinecliq's library of feature films available instantly on their computers, mobile devices, and home theater systems.

- ▶ Complete integration with Facebook
- ▶ Access to 900 million users
- ▶ Available in 246 countries
- ▶ Complete control over territorial rights with geo-blocking
- ▶ Real-time reporting
- ▶ Superb HD image quality
- ▶ Enhanced security and data encryption

## + Viewers share films with their friends



## + Films play on Facebook in fullscreen HD



All content on Cinecliq streams in full High Definition (1920x1080) — perfect for HDTV screens. With Cinecliq's state-of-the-art HTML5 player, each title is also

optimized for viewing on various mobile devices (including Apple's new Retina display iPad, featuring 2048x1536 resolution).



# Cinecliq Film Apps

## + Basic Application

The screenshot shows a Facebook page for the movie 'Cargo'. The main content area features a large background image of a woman's face. Overlaid on this is a video player for a trailer, a 5-star rating, and a 'WORLDWIDE FACEBOOK PREMIERE NOW PLAYING' banner. Below the banner are several text-based review snippets from 'The New York Times' and 'Hollywood Reporter'. At the bottom, there is a Cinecliq logo and the text 'TURN FACEBOOK INTO YOUR HOME THEATER' along with the website 'CINECLIQ.COM' and social media icons for Facebook, Twitter, and YouTube.

## + Advanced Application

This section displays four screenshots of the advanced application interface:

- Cover Page:** Shows the main movie poster with a 'WORLDWIDE FACEBOOK PREMIERE NOW PLAYING' banner and a quote from 'The New York Times'.
- Gallery:** A grid of 12 small video thumbnails from the movie.
- Videos:** A vertical list of video thumbnails, each with a play button and a progress bar.
- Reviews:** A list of text-based reviews from various sources, including 'The New York Times', 'Hollywood Reporter', 'SLANT', and 'The Epoch Times'.

## Details

### Basic App

- ▶ Custom Design
- ▶ Film & Trailer Encoding
- ▶ Streaming, Server Space, Player
- ▶ Global Payment Platform

### Advanced App

- ▶ Custom Design
- ▶ 3 Supplemental Pages: Gallery, Videos, Reviews
- ▶ Film & Trailer Encoding
- ▶ Streaming, Server Space, Player
- ▶ Global Platform Access

# Film Launch



+ Film Application

+ Advertising

+ Social Media

+ Promotion

+ Design

+ Traditional PR

Cinecliq PRO offers a multi-tiered release service that exploits the power of social media to connect content to its target audience. Facebook users grant us access to all the information that comprises their profiles — from their favorite music, books, and films to their age, ethnicity, and sexual orientation.

Using a variety of online marketing tools, including custom designed Facebook Film Apps, Community Pages, a Facebook ad campaign, outreach to a network of blogs, and traditional PR, we promote the film and monetize it via Cinecliq, the world's only Facebook-integrated proprietary VOD platform.

## Details

- ▶ Advanced Facebook Film App
- ▶ Facebook Page & Management
- ▶ Facebook Ad Campaign
- ▶ Design & Creative
- ▶ Promotion of App to other Facebook Pages
- ▶ Traditional PR
- ▶ Real-time Reporting

# Custom VOD Platform

+ Your Own Network

+ All Your Movies

+ Your Audience

+ Your Branding

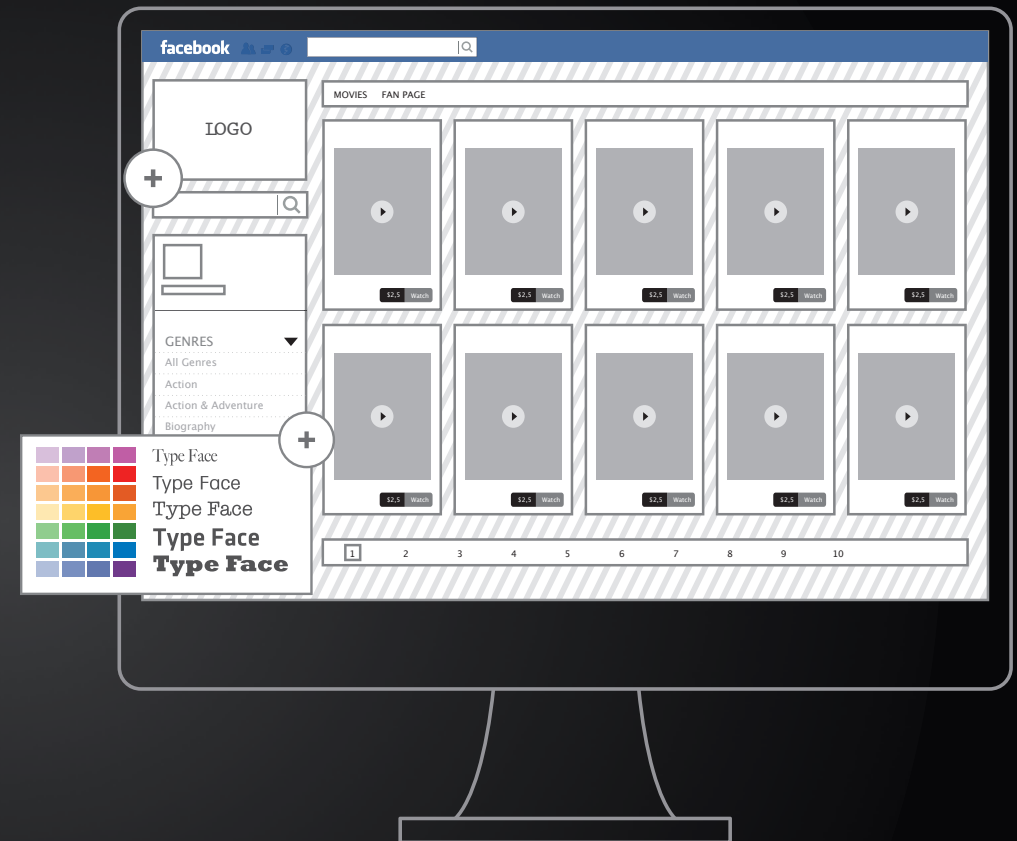
+ Your Logotype

+ Your Design

Cinecliq PRO provides customized solutions for rights holders looking to penetrate the burgeoning video-on-demand market. We offer a completely rebranded Facebook VOD solution that includes content ingestion, 24/7 technical support, and a suite of proprietary features — complete Facebook integration, global geo-blocking, no hassle payment system, superior image

quality and data encryption, and transparent reporting.

Cinecliq PRO's revolutionary VOD solution is the most efficient and advanced way for film distributors, sales companies, and independent filmmakers to monetize their content without expending the resources requisite to build and support a stand-alone platform.



## Details

- ▶ Design & Development
- ▶ Streaming Technology
- ▶ Global Payment Platform

- ▶ Creative
- ▶ Server Hostings
- ▶ Full Suite of Cinecliq Tools





# Cinecliq Exchange

- + Auction Rights to Unsold Territories
- + Buy Rights for Your Territory
- + Research Rights Availability

Cinecliq Exchange is an online marketplace designed to revolutionize distribution and sales of motion pictures and TV programming. Using Cinecliq's unique online auction engine, film producers, distributors, and sales companies can connect with qualified buyers from around the world. Rights holders maintain complete control over scope,

COMING FALL 2012

- + Complete Control over Terms
- + Secure Online Screening
- + Increased Exposure to Buyers

duration, geography, and pricing of their titles, whereas qualified buyers have secure access to the content and auxiliary promotional materials. Cinecliq Exchange dramatically increases worldwide exposure of content to film industry players and drastically cuts the costs of licensing and distribution for both sellers and buyers.

The screenshot shows the Cinecliq Exchange website interface. At the top, there is a navigation bar with links for 'About', 'Film Submission', 'News', 'Contacts', and 'Logout'. Below this, the 'Cinecliq Exchange Demo' section features a logo and a sidebar with navigation options like 'Buy' (My Bidding, Active, Scheduled, Won, Didn't Win, Watch List) and 'Sell' (Create, Active, Scheduled, Sold, Unsold). The main content area displays the 'Cinecliq Films Rights Map™', a world map with various regions highlighted in green. Below the map is a table titled 'Top 9 lots for all countries'.

ID	Film	Year	Start Date	End Date	Rights Geo	Owner
341	Saints and Sinners	2004	28 August	7 September 15:00	All United States	Persona Films
342	Cargo	2011	28 August	7 September 15:00	All United States	Persona Films
343	Cargo	2011	28 August	7 September 15:00	All Canada	Persona Films
344	Cargo	2011	28 August	7 September 15:00	All Brazil	Persona Films
345	Cargo	2011	28 August	7 September 15:00	All New Zealand	Persona Films
346	Saints and Sinners	2004	28 August	7 September 15:00	All Australia	Persona Films
348	Cargo	2011	28 August	7 September 15:00	All China	Persona Films
349	Saints and Sinners	2004	28 August	7 September 15:00	All China	Persona Films
340	Cargo	2011	29 August	14 September 15:00	All Russia	Persona Films

Cinecliq's proprietary IP Rights Map™ provides rights holders with a visual overview of their available territories. This powerful tool allows users to easily track global performance data.

The screenshot shows a detailed view of a film lot on the Cinecliq Exchange website. The top navigation bar is identical to the previous screenshot. The main content area is divided into several sections. On the left, there is a sidebar with navigation options. The central part of the page displays the details for lot 340, 'Cargo'. To the right of the lot details is a bidding table.

Last Bid	Count	Bid
\$120,000	3	\$130,000

Below the bidding table, there is a 'Buy Now' button for \$150,000. The lot details include:

- Owner:** Persona Films
- Terms:** 29 August - 14 September 15:00
- Production Year:** 2011
- Rights:** All
- Geo:** Russia
- Start Price:** \$100,000
- Buy Now Price:** \$150,000

Below the 'Cargo' lot details, there is another lot, 341, 'Saints and Sinners', with its own bidding table and details.

Last Bid	Count	Bid
\$13,000	4	\$14,000

The 'Saints and Sinners' lot details include:

- Owner:** Persona Films
- Terms:** 28 August - 7 September 15:00
- Production Year:** 2004
- Rights:** All
- Geo:** United States
- Start Price:** \$10,000
- Buy Now Price:** \$15,000

Cinecliq Exchange allows rights holders to maintain complete control over scope, geography, and pricing of their titles, whereas qualified buyers have secure access to the content and auxiliary promotional materials.





**Cinecliq | New York**  
114 West 17th Street  
New York, NY 10011, USA  
Phone: +1 646 926 0450

**Cinecliq | San Francisco**  
199 Selby Lane  
Atherton, CA 94027, USA  
Phone: +1 415 483 9470

**Cinecliq | London**  
131-151 Great Titchfield Street  
London, W1W 5BB, UK  
Phone: +44 203 586 8140

[cinecliq.com](http://cinecliq.com) | [pro.cinecliq.com](http://pro.cinecliq.com)