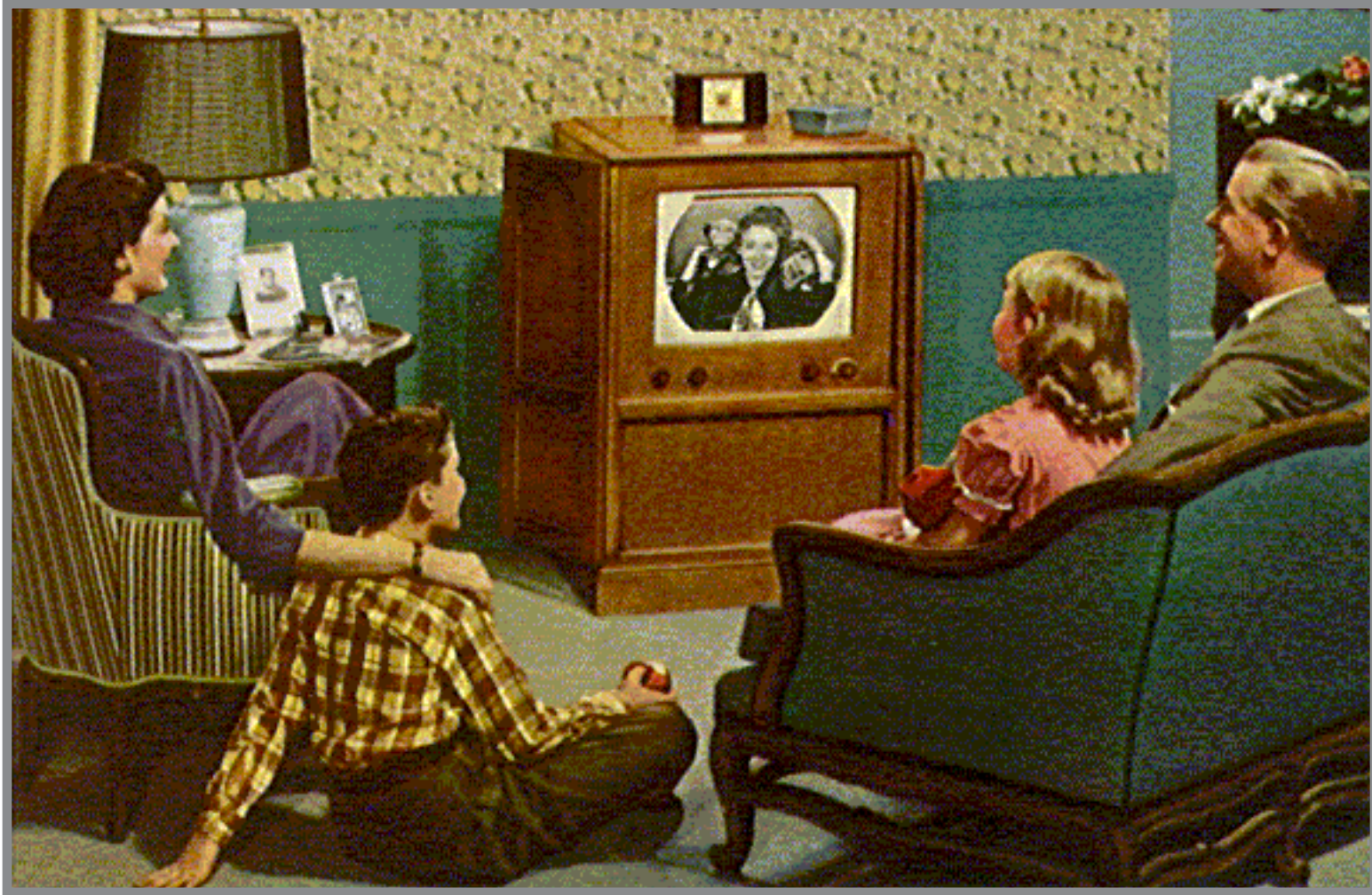




THE AGE OF SINGLE USE VIDEO

Presented by Marc Finkel

PRESIDENT - PRINTFLIX™
PRINT PLUS VIDEO MARKETING PRODUCTS



It seems almost a quaint notion when you consider it wasn't so long ago that most video watching took place around the family television screen. The mere process of making a video program was complex and required a formal education.



But technology has evolved and the demand for low cost consumer video has grown exponentially in the past 30 years. This surge in demand has given rise to a new age of “disposable video” electronics. It began with cell phones and has accelerated with other consumer electronics. Innovation and mass production have made digital video recorders and video players as commonplace today as ball point pens and transistor radios. Video is everywhere; in cell phones, refrigerators and toasters, children’s toys and thousands of other products.

We have arrived at a time when video devices can now be given away without regard for cost. Unthinkable only 30 years ago when the first Betamax and VHS Players were introduced.

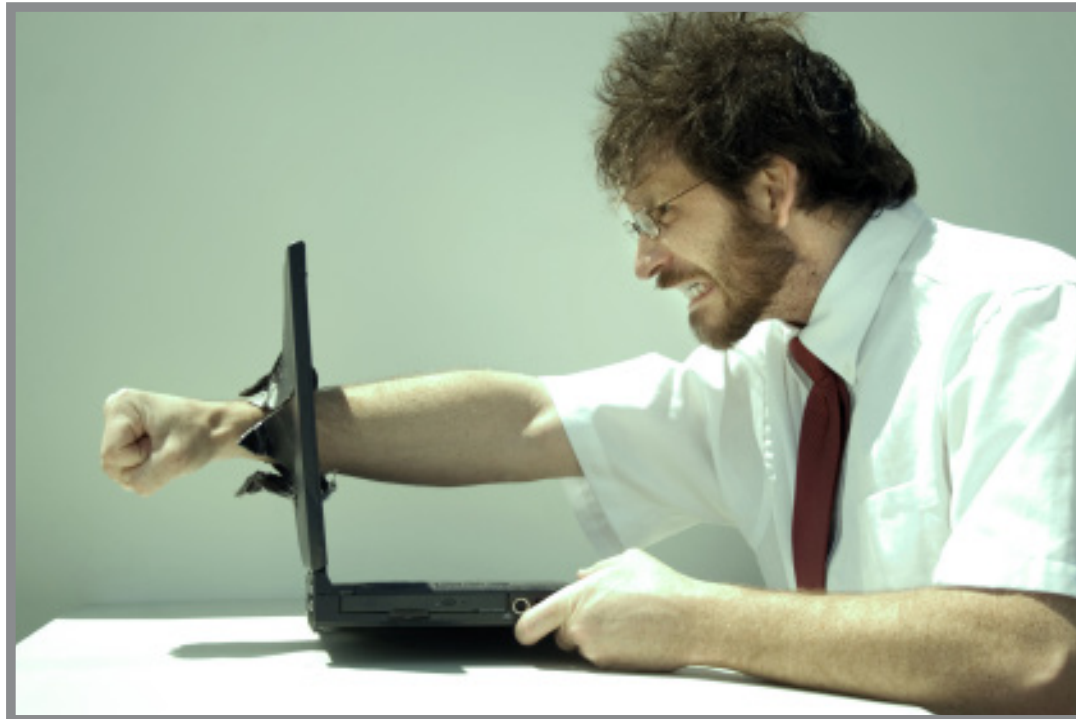


Print enjoys an advantage over video as a communication medium. Print is simple. Easy and inexpensive to produce, you only need your eyes to read an advertisement, study a photograph or appreciate a stunning graphic. Message delivery is simple, immediate and guaranteed.



Alternatively, video is complex. Video requires more specialized cameras to capture content and computers to edit rough material into a polished production. Video streaming requires high bandwidth internet connections and special decoders to receive the message.

Messages dependent upon a recipients' ability to decode a message are doomed from the start. Adding to this dilemma are dozens of incompatible formats ranging from Quicktime to Flash. And of course we all know what happens when we try to play a flash movie on our IPADS or IPHONES.



THE DEPENDENCY CONUNDRUM

More than 50% of all marketing messages using video never get delivered. We call this message interference or the The Dependency Conundrum. Videos are the “Blanche Dubois” of marketing, they must rely on the kindness of strangers to install special decoders. Imagine if print required special glasses just to decode a message? How many people would actually rummage through their drawers to find a pair when they wanted to read a story?

YouTube™

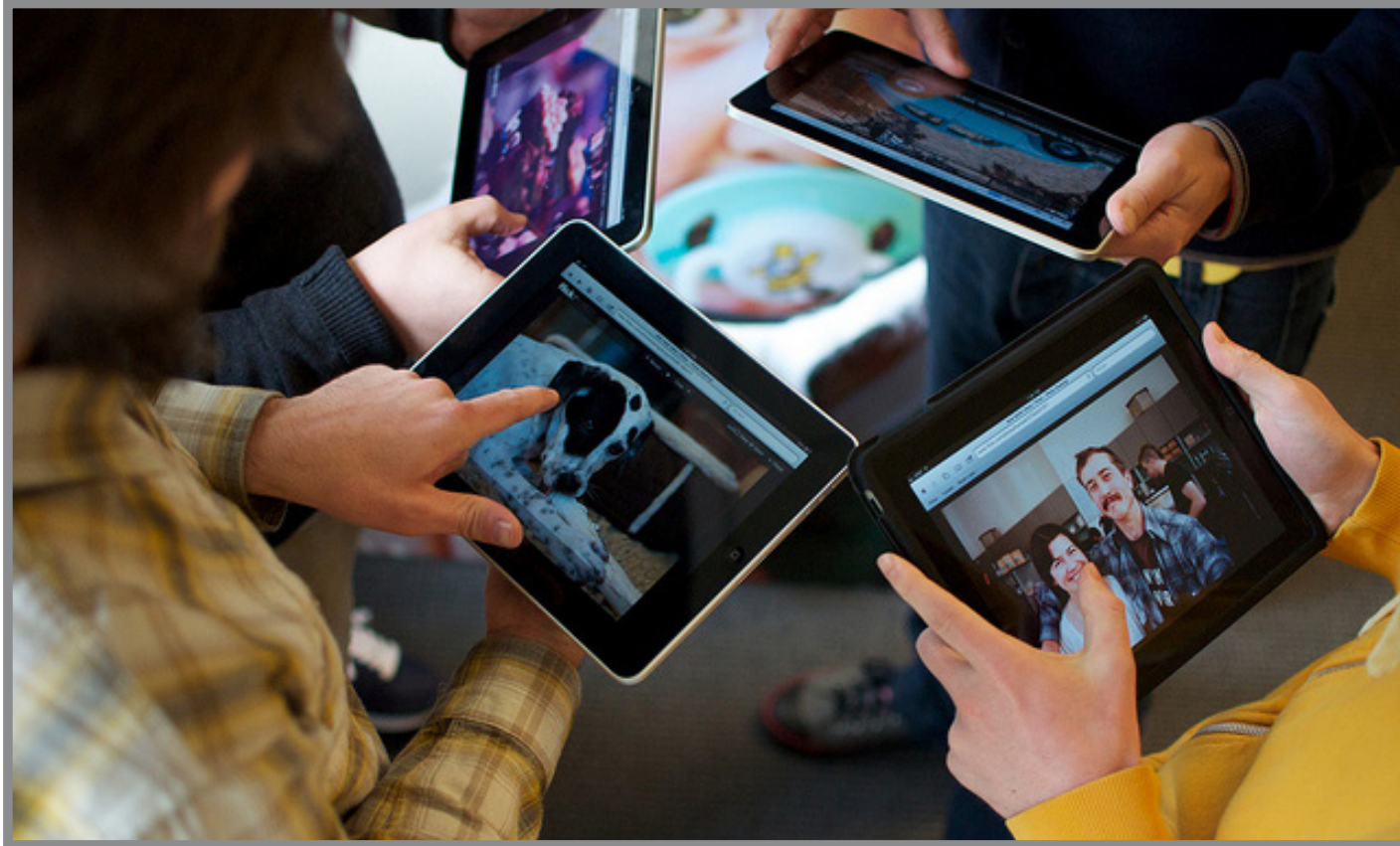
MORE THAN
60,000,000,000
VIDEOS



VIDEO IS EXCITING

As a storytelling medium, the world prefers video. Web sites using videos are more than twice as likely to reach their intended audience. There are over sixty billion YouTube videos uploaded each year and videos on Facebook and Twitter are now becoming commonplace. Videos engage our eyes and our ears and research proves that the more senses engaged, the more impact a message delivers. The more impact, the greater the retention and when a product or service is memorable, people respond with their checkbooks.

PRINT IS LOSING RELEVANCE



The computer and the television are now battling it out as the medium with the greatest social impact on society today. Print, once the most dominant format for advertising, identity marketing, news and direct marketing has lost its way. Not only are people reading less but when they do read, they are getting their content from web sites and e-readers.



The print industry is compressing and losing market share. While printing remains one of the largest businesses in the United States, it is experiencing a significant correction. Long-term growth is expected to decline by an annual 5.5% per year both now and in the foreseeable future. The print industry needs to reinvent itself or it will continue its downward spiral.



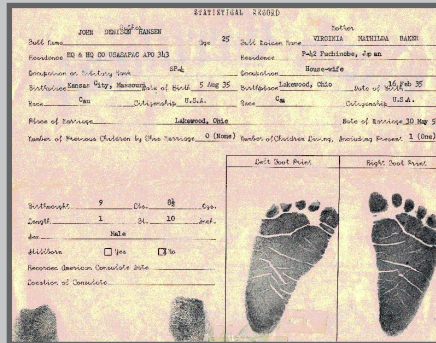
“Honey,
have you seen
that video.
Its amazing.
I’ve sent it to
everybody
I know.”

DON'T COUNT PRINT OUT YET

Print is Still Considered More Authentic than Digital Media



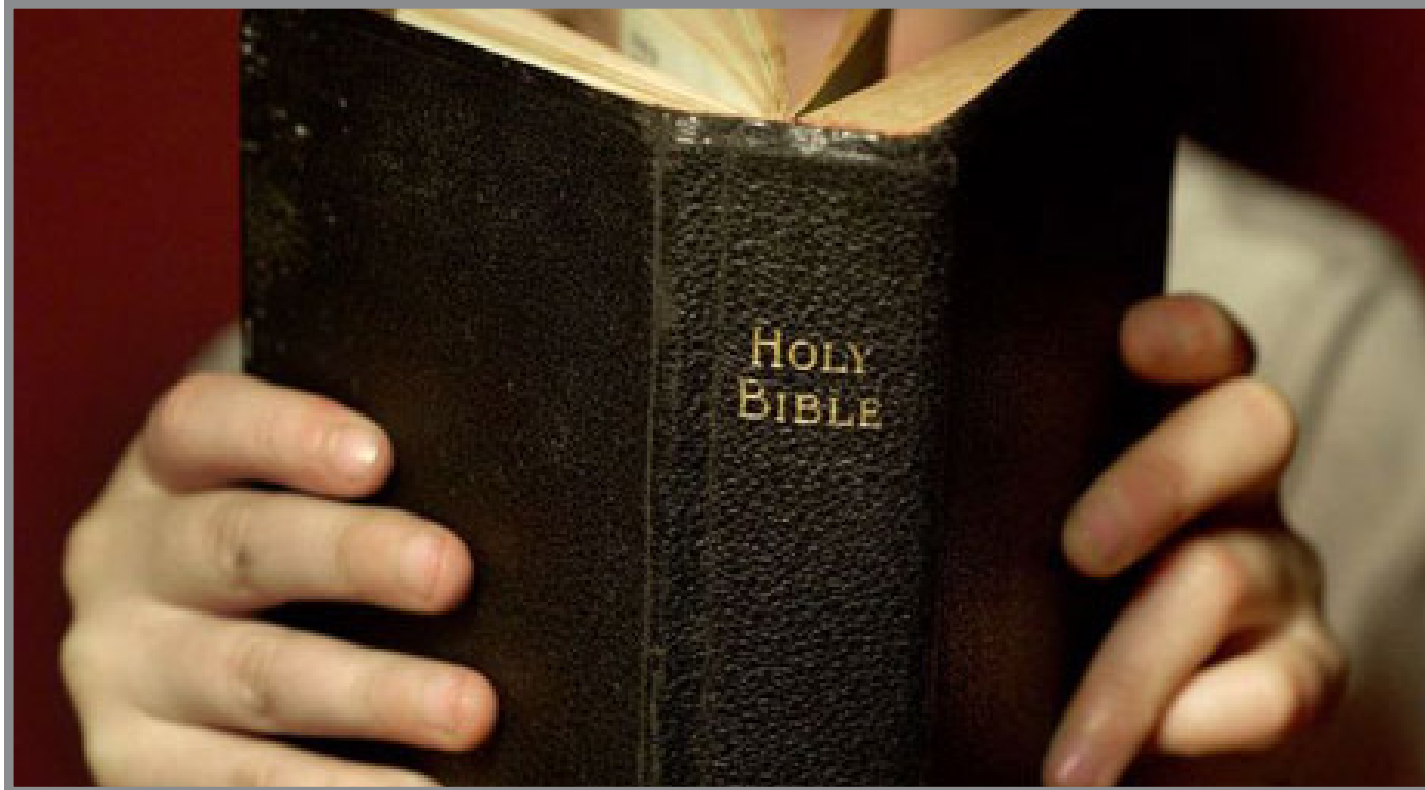
DIPLOMAS



BIRTH CERTIFICATES



STOCKS CERTIFICATES



Many people still trust print over electronic media, especially older audiences who prefer reading newspapers and magazines. Diplomas are not issued on the web and birth certificates are not merely electronic documents emailed from the hospital to your home. They all rely on ink and paper. We still want documents and photos that can be held in our hand. Our reverence for printed matter relates directly to the vast archive of documents that form our collective past. Paper is tactile delivering a kind of satisfaction that cannot be duplicated with digital data.



Print creates a genuine authentic experience — a “pride of ownership.” Studies prove that people who read books and periodicals are better educated and more fluent than those people who get 100% of their information from the web. They are also older and represent a prized demographic coveted by businesses and professional organizations.

CASE STUDY

SHUTTERFLY AND PHOTOBOOKS

PEOPLE STILL CONNECT EMOTIONALLY WITH PRINT

One of our favorite models when it comes to proving prints staying power is Shutterfly. Sensing a change in consumer behavior, Shutterfly began as a low cost silver halide photo printer and transitioned to a digital photo book provider several years after the company was launched. Shutterfly produces millions of photo books, photo calendars, photo merchandise and yes they even still produce a few 4 X 6 photos for customers as well. They use online social and “hands-on-user” experience to capture customers for their physical print products, proving that both digital data and physical print can coexist nicely.

PRINT BECOMES THE CARRIER FOR VIDEO

ADDRESSING VIDEO'S DEPENDENCY PROBLEM

The answer to video's dependency problem lies in removing all obstacles to message delivery.
Integrating a video player with specific video content guarantees message delivery.

BUT HOW DO YOU INCLUDE



A VIDEO PLAYER



A VIDEO MONITOR



SPEAKERS



A POWER SUPPLY



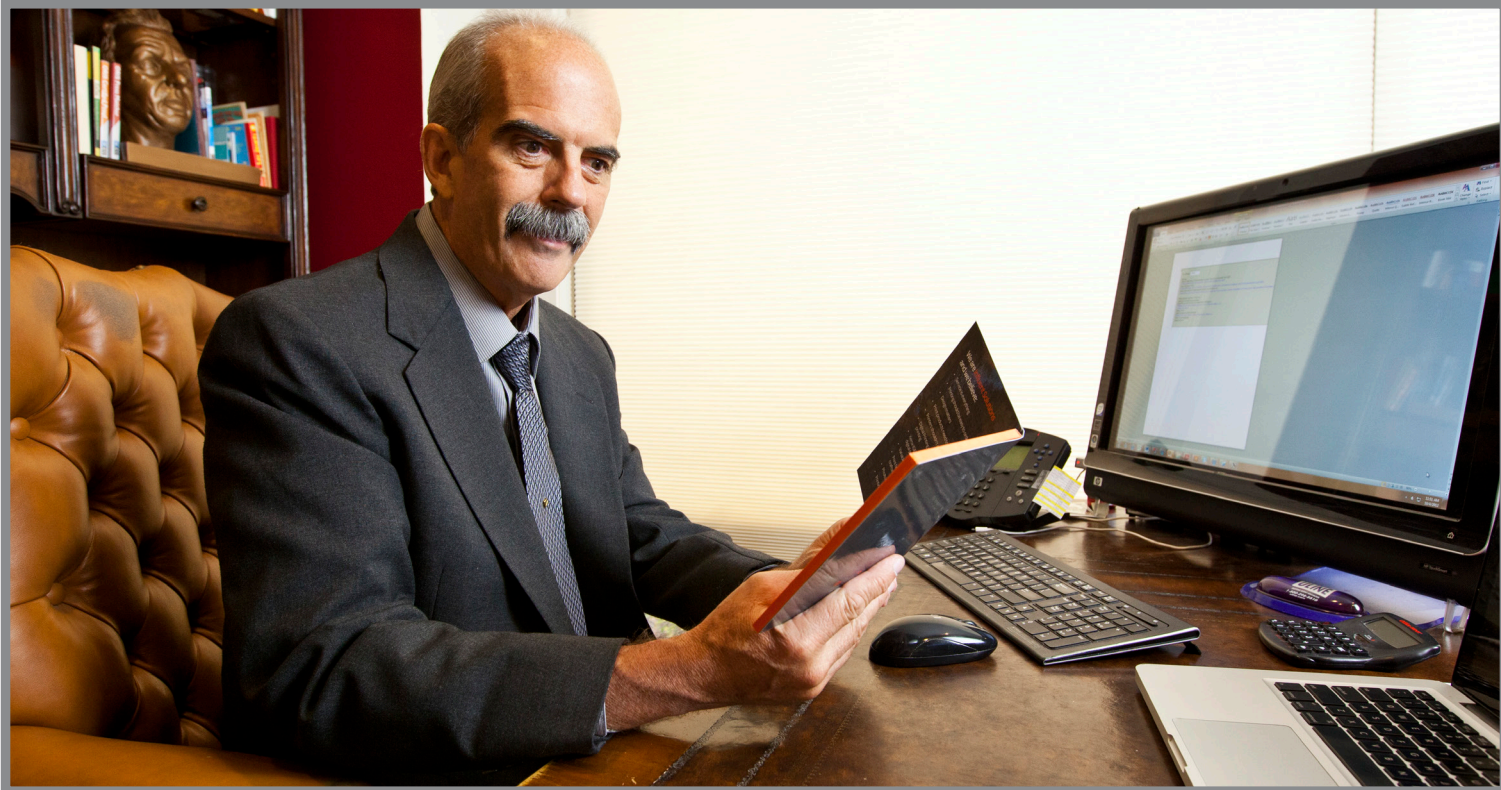
AND PLAYBACK CONTROLS

**IN TO A SMALL, LOW COST PACKAGE FOR
EVERY MEMBER OF YOUR AUDIENCE?**

OUR SOLUTION



PRINT+PLUS VIDEO
TECHNOLOGY



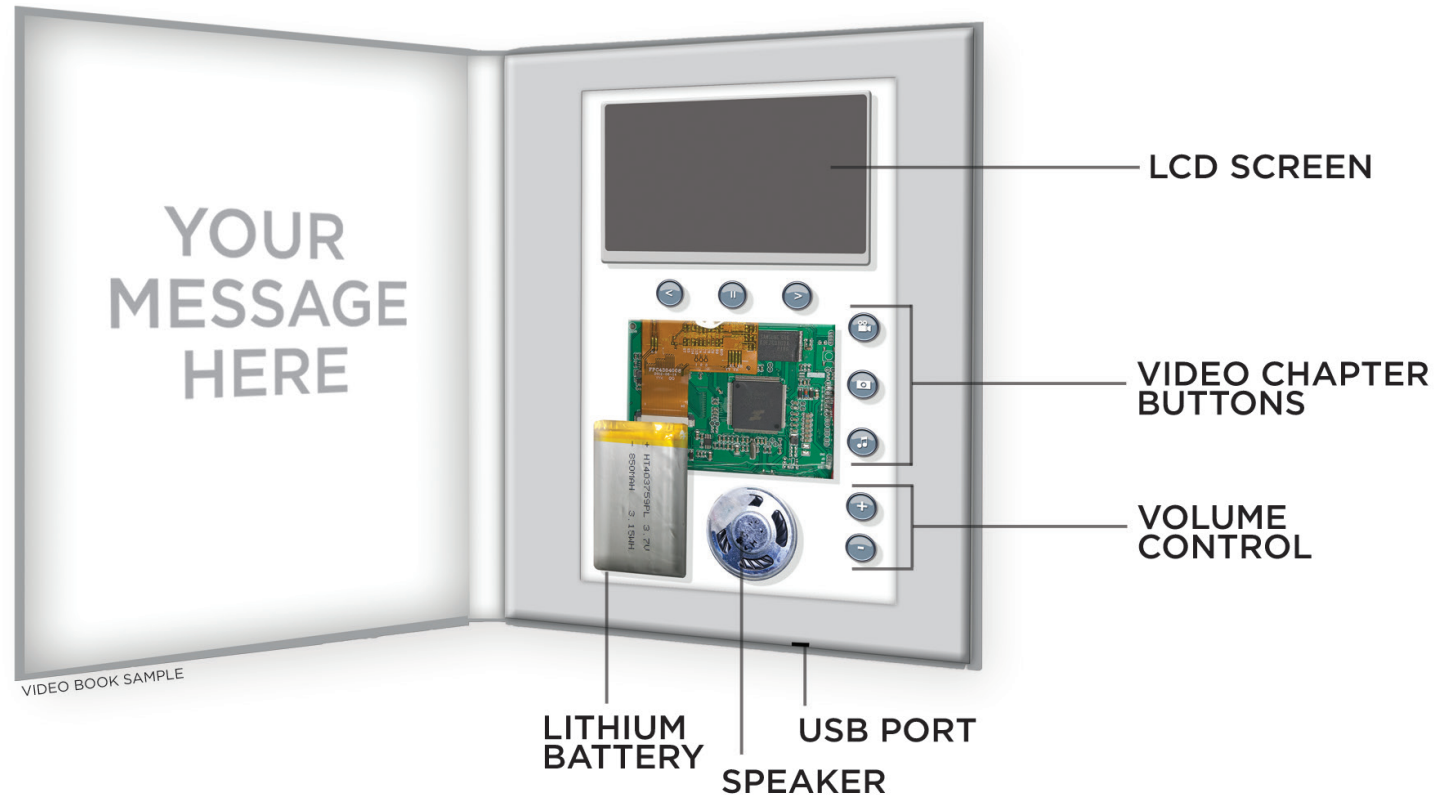
Print Plus Video Technology™

contains video messages embedded directly into a trusted, authentic, age-old carrier — PRINT. The fusion of two potent mediums delivers a sensory experience that provides higher engagement, trust, value, and results-driven marketing. It also works well for Keepsake and Souvenir products providing a more substantial and personalized platform for digital media.

PRINT+PLUS VIDEO

TECHNOLOGY

On the outside,
Print Plus Video™
Products look and feel
like premium
marketing collateral.
*On the inside,
they're electrified with
video technology.*





AMOLED SCREENS

LCD Screens have plummeted in price and continue to get thinner and thinner. On the horizon are video screens that are no thicker than a piece of paper and can be flexed. Videos are stored on solid-state memory chips offering enormous capacity, low cost and superb high definition playback. Driving our technology is something we call “instant activation”. Video messaging can be delivered within a second of customer receipt. When a book is opened, video is delivered. Audience members always get the video message. When video player and video content are integrated into the same product, the Dependency Conundrum is no longer a conundrum.

~~THE
DEPENDENCY
CONUNDRUM~~

ADDING VIDEO TO PRINT

AMPLIFIES THE MESSAGE

According to Starch, a media research firm, advertising print content that incorporates video scored a perfect 100% on ad recall, 100% on brand identification and 100% on consumer interaction. 94% of consumers found print with video messaging to be more innovative than stand alone print. 90% of those who viewed a printed product with embedded video passed it along to colleagues, friends and family members. Finally when polled, participants in the study exposed to video messaging within a print format had a stronger intent to purchase and 64% claimed that they were more engaged with the content being presented over traditional media.

100%

IF YOU BUILD IT

VIDEO WEDDING ALBUM



PrintFlix™ began developing Print Plus Video products back in 2009. Our first product was a video wedding album. We first showed it at The PPA Convention in Nashville in early 2010. We printed 20 pages of wedding photos and recessed a 2.4” and a 4.1” Video unit onto the back of a photo album. No one had ever seen anything quite like it before and we were mobbed at the show. The introduction of our Video Wedding Album coincided with the increasing popularity of new digital cameras from Canon and Nikon that featured high definition video capability. A new term was introduced at that show that we never heard before, FUSION PHOTOGRAPHY. Essentially the fusing of traditional photo capture and videos. So we called our first wedding album THE FUSION.

Since then we have created hundreds of different products, big and small..



Video Business Cards

- 3.5"x2"
- 2.4" screen
- 10 minutes of playback
- USB 2.0
- Rechargeable battery



Video Mailers

- 5"x5"
- 2.4" screen
- 10 minutes of playback
- USB 2.0
- Rechargeable battery

ENTER FOR YOUR CHANCE TO WIN 25,000 WYNDHAM REWARDS POINTS.


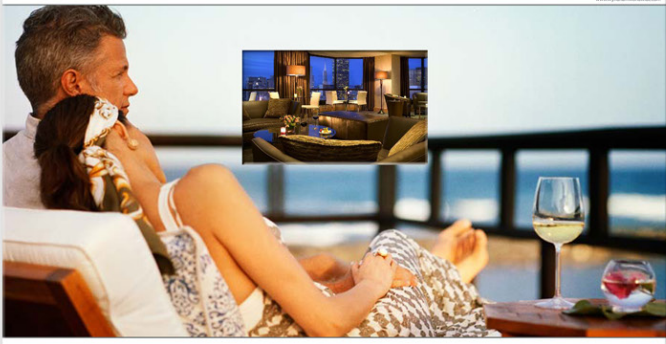
HERE IS YOUR REWARD FOR HELPING US GIVE BACK!

For every new person who "Likes" Wyndham Worldwide on Facebook, Wyndham Worldwide will donate \$1 to Wishes by Wyndham's signature charities (up to \$60k) and offer fans the chance to win 25,000 Wyndham Rewards points just by entering their email address.


PRIZES:

Each time the Wyndham Worldwide Facebook page gains 500 new fans, 25,000 Wyndham Rewards points will be awarded to a randomly selected entrant. The 25,000 Wyndham Rewards points can be redeemed for free night stays at participating Wyndham Hotel group properties around the world, resort vacations, gift cards to popular restaurants and retailers, airline travel, event tickets and merchandise. (A minimum of six and a maximum of 12 prizes will be awarded through 12/31/10*)

www.wyndhamreward.com

Own A Vacation Rental Turn your dream of owning Resort Property into a reality.




Video Mailers

- 6"x4"
- 2.4" screen
- 30 minutes of playback
- USB 2.0
- Rechargeable battery

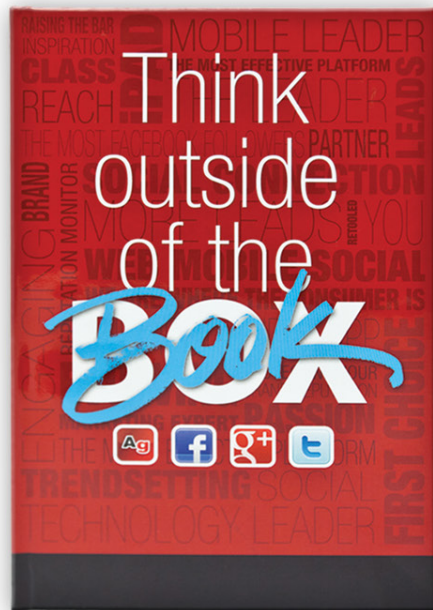
The desire to make people
healthier and safer
is at the heart of
our Company.

Johnson & Johnson



Video Mailers

- 8.3"x5.8"
- 4.3" screen
- 90 minutes of playback
- USB 2.0
- Rechargeable battery



Video Books

- 6"x9"
- 4.3" screen
- 90 minutes of playback
- USB 2.0
- Rechargeable battery



Video Books

- 8"x11"
- 7.0" screen
- 90 minutes of playback
- USB 2.0
- Rechargeable battery



Video Album

- 10" x 10"
- 7.0" screen
- 120 minutes of playback
- USB 2.0
- Rechargeable battery



Video Packaging

- 4.3" screen
- 30 minutes of playback
- High fidelity sound
- Rechargeable battery



and much more to come.

We brand our products under the name



and refer to the technology as



WWW.PRINTPLUSVIDEO.COM

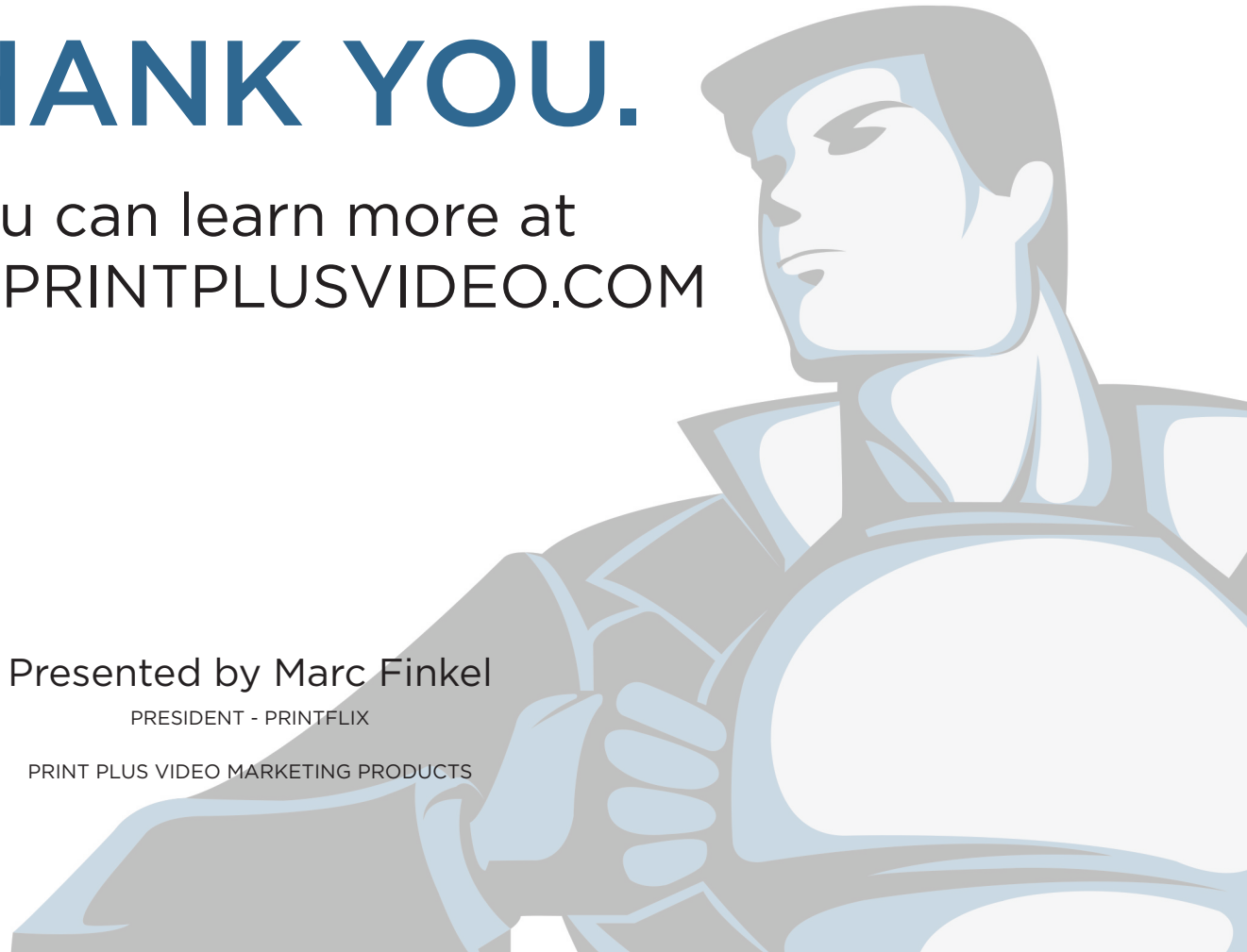
THANK YOU.

You can learn more at
WWW.PRINTPLUSVIDEO.COM

Presented by Marc Finkel

PRESIDENT - PRINTFLIX

PRINT PLUS VIDEO MARKETING PRODUCTS



CALL FOR A QUOTE:
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U.S.A.