

# D2I PLATFORM

CONFIDENTIAL

Cost-prohibitive sync rights have held exercisers, dancers, independent filmmakers and other creative people hostage for years. It's time for a new technological model that allows you to Dance To It!



## New Technology Redefines “Sync” Pop music for everybody!

### Confidential Executive Summary

#### PROBLEM:

Music is, and always has been a critical component in making powerful videos. Whether you make exercise videos or independent films, music is key for success. However, the business of “sync rights” hasn’t caught up with the market for online video. As it stands today, sync rights are totally “front-loaded” and require that video producers not only have the funds to pay for the sync rights in advance of the production, but also are extremely cost-prohibitive for all but the largest productions. Many smaller companies are eager to produce for big audiences.

Music sync rights are a concept which predates even VHS tapes. Technology prior to the VHS and on through DVD and even Blu-Ray have continued to replicate the need for sync rights--both the legal requirements and technical need to include any “sync’d” audio or music with the actual video on that tape or disc. However, with the era of streaming, higher bandwidth and smart connected appliances which serve many functions it becomes possible to bypass the need for music sync rights. After all, if I already own a copy of Brick House by the Commodores in my MP3 player,

why should I have to pay for it *again* as part of my video or app?

#### SOLUTION:

D2I provides a content platform, delivery system, and workflow methodology which allows content creators to move the music rights management and responsibility from the content creators to one strictly between the end customers and the music rights holders. This will revolutionize the video market--removing barriers to entry, encourage creativity and allow content creators to create marketing plans that either serve small markets, or more prudently develop for larger markets.



**“D2i is a disruptive technology that allows creators and viewers alike to affordably enjoy the video content they crave in conjunction with the popular music they love.”**

**Brian Quandt, Production Data Services, CEO**



## What is the D2i Platform?

### Disruptive technology enables fitness and film to be social, relevant and affordable.

The foundation of D2I is a patent pending technology which provides a novel way to package, distribute and play back content in a growing market of consumer-computer products. This was not possible in the old consumer electronics models of single-purpose, single-platform products. But with the advent of the more powerful processors now found in mobile devices and the emerging cross platform nature of digital content consumption, a new model for music licensing is now possible.

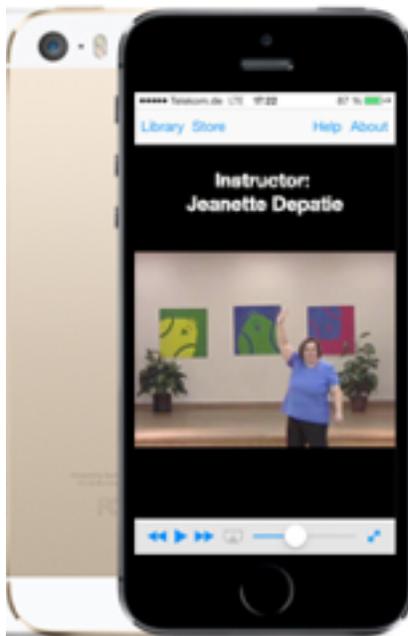
At its base the D2i technology is an extensible machine language which allows metadata or information about the to be packaged with the video without actually packaging the music itself. Once a user installs the video in their device, a customized player becomes aware of any music required by the video, and searches the mobile device for the music. If the

music exists in a users library of music, it is played in “sync” with the video. If the music does not exist, the system prompts the user for the missing music and offers the consumer the opportunity to purchase the missing music “in-app” in a seamless and effortless manner. Effectively, this moves any music licensing rights from the content creators directly to the consumers without requiring an intervening relationship (or investment) on the part of the video creators.

What does this mean? It means that content creators can create exercise videos, dance instruction videos, independent films and more without having to resort to boring, generic, ear-pudding, royalty-free stock music. Creators can finally (and legally) create content accompanied by the sound track that consumers actually want to hear.

## What does D2i do?

D2I is disruptive technology. It will remove the barrier that the existing music-rights licensing model holds over creative efforts. It will challenge the notion of consumers paying multiple times for the same licensed content. It will provide new opportunities for more content creators to enter the market and create content for underdeveloped markets not currently served by the existing music rights holders. Apple with iTunes opened the door to this market with the original notion of 99 cents for a single song. Today, other companies have begun to offer entire music libraries for a single monthly fee. Add all this up, and D2I will be in a uniquely powerful position to take advantage of these market changes. In short, D2I will realign rights holders and content creators to be more in favor of consumers and content creators.



**“D2i challenges the notion that consumers should pay over and over for the same licensed content.”**

**Brian Quandt, Production Data Services, CEO**

### Everybody wants to be a star!

And with the Dance To It platform it is not only possible, but also profitable and very simple for everybody involved.



Photos From freedigitalimages.com

## Who wants D2i? Fitness Pioneers!

The initial plan is to target the fitness industry. While the technology can easily be used in many other markets including the indie film industry or even the how-to video market, it is the fitness industry that is the lowest hanging fruit. The fitness industry has the following characteristics:

- Instructors are deeply unhappy with available music.
- Popular music is too pricey for all but the top 1% of video titles.
- Need for better fitness instruction is in line with national interests.
- Extremely large group of instructors motivated to become content creators.
- Huge untapped market for online dance-based exercise instruction.
- Huge installed base for mobile platform.

## Introducing Dance To It!

Dance To It is an existing integrated app for the consumer. This app, similar to iTunes, is a video player, content purchasing, and library management system for the consumer with the following basic features:

- Instructors get private page where they upload workouts/share revenue.
- Consumers may play these workouts sync'd to the appropriate music.
- If the music is not on the player, the consumer may purchase it “in app”.
- Access to free content as well as subscription-based premium content.
- Social features allow consumers to rate, share and make song requests.

A beta form of this application is currently available in the iTunes Store.

# Where do we go from here? Next steps in the revolution...

## REVENUE SOURCES

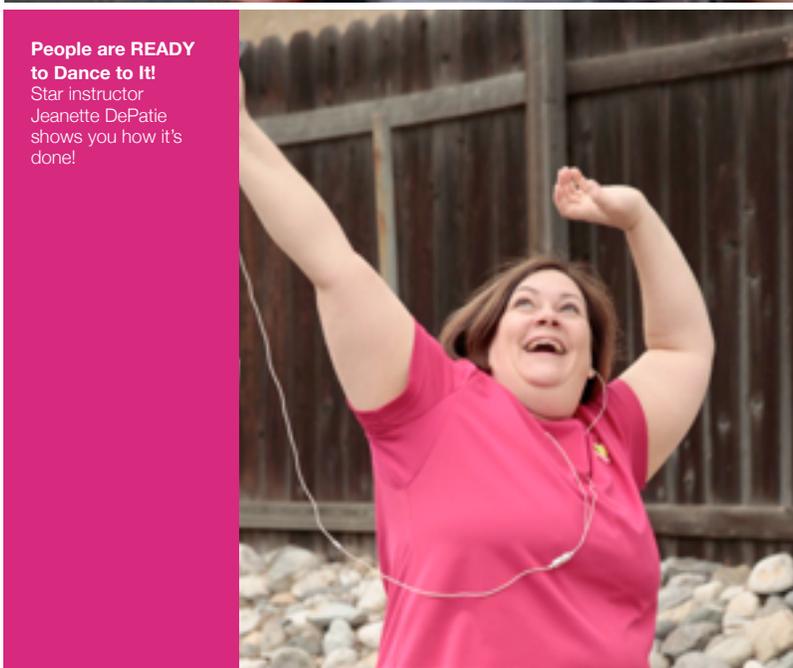
- The app makes revenue from the following sources:
- Videos both subscription services or pay per video transactions from consumers via the app
  - Affiliate marketing of music content used in the above videos
  - Instructor monthly fees for access to the web portal
  - Production/Post production service revenue
  - Web advertising/marketing revenues

## NEEDS

- Build out D2I for other folks besides Jeanette
- Legal , patent work, and war-chest
- Partner with production companies to create content in the new manner
- Build the video library, ie get more instructors in it's current iteration of D2I
- Start adapting technology for other markets outside of fitness market



**People are READY to Dance to It!**  
Early adopter BETA program is currently ongoing.



**People are READY to Dance to It!**  
Star instructor Jeanette DePatie shows you how it's done!

