A large audience is seated in a theater or conference hall, many with laptops open on their desks. They are looking towards a stage where a presentation is being displayed. The text is overlaid on the top portion of the image.

Video game advertising projected to grow \$1.68 billion spend by 2018 - Approx. 12% up from 2013

Theaters have bored patrons before previews, and a built in compatibility with gaming

Interactive ads and gaming experiences create captive audiences once again

CINEMA

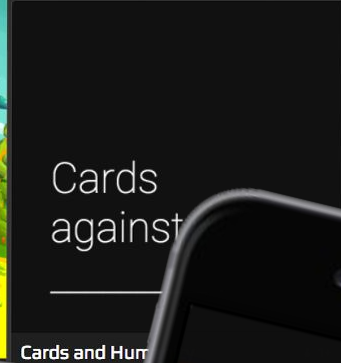
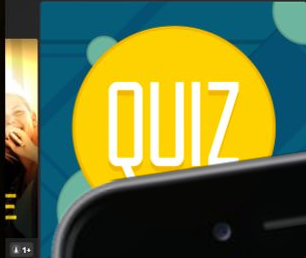
“The most coveted movie audience for years was the 18 to 24-year-old male, and now it’s getting harder to get them in the movie theater because *they’re much more into gaming,*”

- Paul Dergarabedian
STANDOFF

Social, immersive gameplay for a renewed theater experience

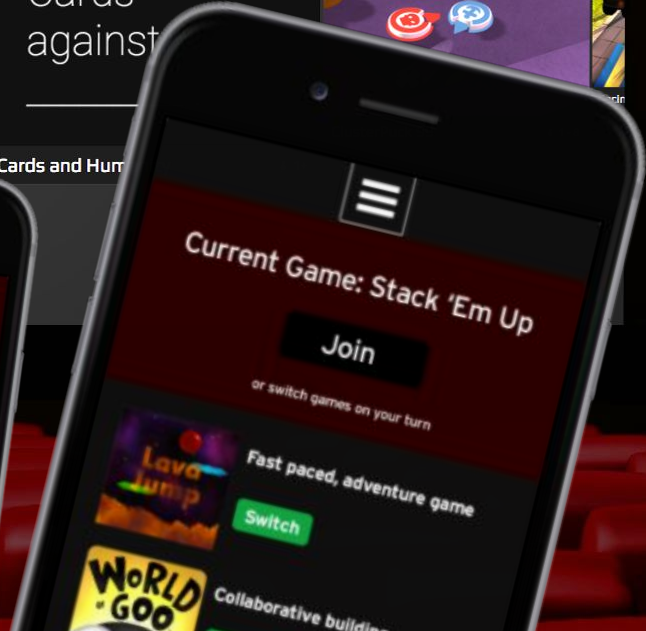
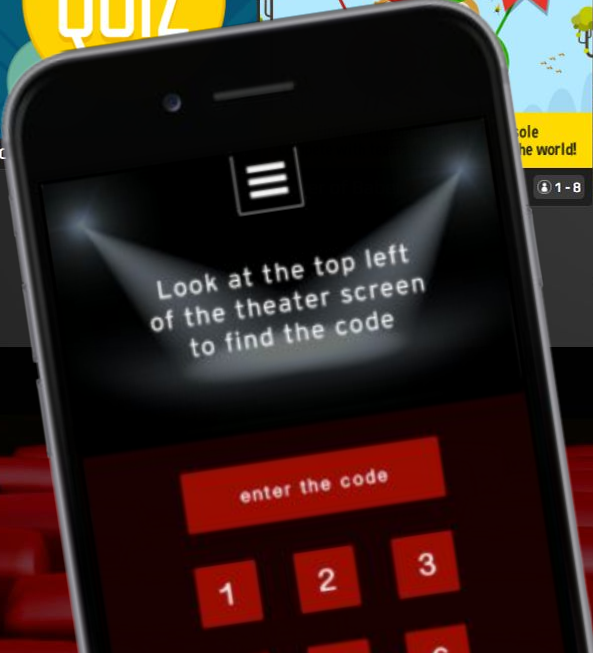


Connect with code:
938 279
via app or
cinemastandoff.com



Cards
against

Cards and Hur



50+ Surveyed

42% Arrive Before Previews Begin

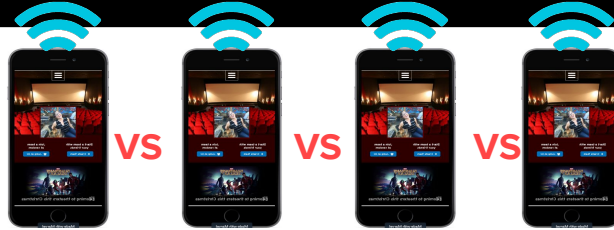
71% Prefer Big Box Theaters

81% Seek Out Vouchers/Coupons



Enterprise Architecture

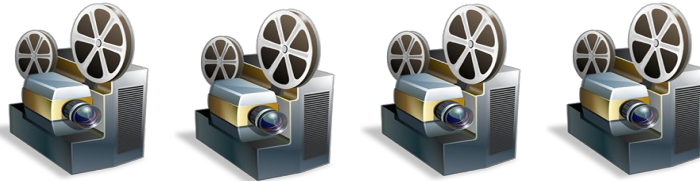
Users



Games are accessed through our app on users smartphones



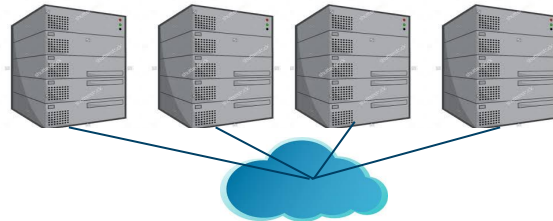
Big Box Theaters



Our games will project from our network to the screen



Amazon Web Services



The games are hosted from our servers and stored in the cloud at Amazon

No Change To Existing Theater Hardware



Games

AWS

Compute: Amazon EC2 Instances:			
	Description	Instances	Usage
	Hosting Year 1	122460	90 Hours/Mon
	Hosting Year 2	244920	90 Hours/Mon
	Hosting Year 3	368160	90 Hours/Mon

- Theaters are standardized and pre-formatted for IMAX
 - No change in screen resolution, hosted and projected site

Licensing & Revenue

Annual PNL	Year 1	Year 2	Year 3
Projected Revenue	\$ 471,000	\$ 942,000	\$ 1,416,000
Projected Costs (Less Lisc.)	\$ 575,431	\$ 730,863	\$ 1,012,698
- Development	\$ 100,000	\$ -	\$ -
- Sales, Marketing & Advertising	\$ 85,000	\$ 90,000	\$ 100,000
- Salaries, Wages & Taxes	\$ 170,000	\$ 200,000	\$ 250,000
- Hosting - Bandwidth/MBPS & AWS	\$ 342,891	\$ 685,783	\$ 1,030,858
(See Appendix For Addtl. Expenses)	-	-	-
Gross Profit	-\$ 104,431	\$ 211,137	\$ 403,302
Net Profit (Less Lisc.)	-\$ 99,210	\$ 200,580	\$ 383,137

3-Year Expansion:

- Year 1 - 157 Locations (East Coast)
- Year 2 - 314 Locations (EC + Midwest)
- Year 3 - 472 Locations (National)

The Appeal to Theaters

- Removes Need For Other Paid Advertising
- Rewards Customizable For Each Theater
- Popcorn & Soda Cost Virtually Nothing

Annual Theater Profit:

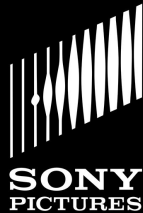
\$456,000

Cinema Standoff Annual Cost

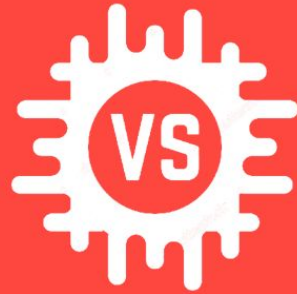
\$3,000

WHAT'S ON THE HORIZON

- Custom Games Sponsored by Movie Studios and Major Advertisers
 - Bigger Prizes - More Incentive to Play
 - Interactive Trailers



CINEMA



STANDOFF

Social, immersive gameplay for a renewed theater experience