

SWIGIT INTRODUCTION

SWIGIT is a groundbreaking, Patent Pending, distribution solution for individual films, TV Series and Live Events. Recommendations from friends and people in our social network has proven to have most powerful promotion impact online – *SOCIAL NETWORK* is what propels the SWIGIT.

SWIGIT's rapid viral movement is enabled within e-mails, Facebook, Twitter, SnapChat, Instagram and within most other social network tools and destinations. Wherever encountered, it offers a one-click to transaction (be it OnDemand PPV, Live Event PPV, advance ticket purchase to PPV, etc.) on the SWIGIT. Clicking on a SWIGIT never moves the viewer from where it was encountered, but rather, much like a Google Map on a restaurant site, it opens and allows for interaction (and viewing) on the SWIGIT, and you are not moved from the destination where you found it. Consequently, it is a welcomed addition on any destination, as it adds an attraction and 'sticky factor', rather than a standard link, which divert traffic away from where it is activated!

SWIGIT's cyber journey begins with placement by SWIGIT ORIGINATOR, typically the Distributor/ Distribution Company. However, we suggest encouraging as many others to participate, including; producers, cast, crew, sponsors, investors, and even friends...the more SWIGIT ORIGINATORS, the greater the likely scope and reach and successful transactions you can accomplish.

Once on the Social Networks, SWIGIT is further propelled by simple a one-click tool on the SWIGIT which enable anyone who opened it to also place it on their Facebook, Twitter and a host of other social networks, which is personalized to everyone opening the SWIGIT. Their actions can propel the SWIGIT even deeper into special interest groups and target markets.

SWIGIT is heralding the next generation of film, TV and live event distribution where the content finds its' target markets (one click to viewing from anywhere and on any device globally) rather than the traditional and costly task of bringing people to the content, be it a Cinema, Venue or an online destination.

You are a pioneer in this 'game changing' distribution solution.

HOW TO SWIGIT

You are provided with differen SWIGIT formats to maximize your options for ORIGINATING SWIGITS. These format options are sent you in a SWIGIT COMPLTION LETTER which has a heading like the following:



The following are sections copied from the Completion letter and provide additional instructions. The first two SWIGIT options presented in the SWIGIT COMPLETION LETTER are easy for anyone who is willing to helo as a SWIGIT ORIGINATOR. They are the 'Poster' SWIGIT and the 'Link' SWIGIT.

POSTER SWIGIT: *Great for mass e-mails, and sites which allow hyperlinked images.*

Highlight the Poster below, Then Copy (CTRL+C or CMD+C on Macs) and Paste (CTRL+V or CMD+V on Macs) the SWIGIT wherever you like.

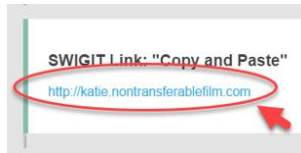


1. Highlight the poster

2. Copy
CTRL+C on PC
CMD+ C on Mac

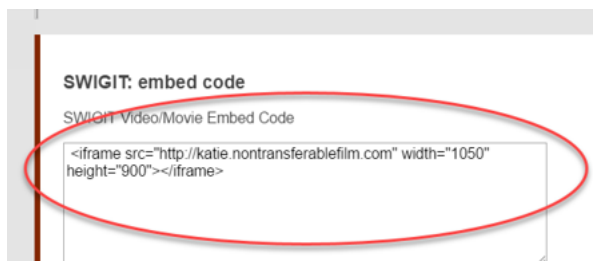
3. Paste in e-mail or any other destination that allows hyperlinked images

LINK SWIGIT: *Sites which do not allow hyperlinked images, you can upload the films poster as a JPEG and add the Swigit Link which follows the SWIGIT Poster section in the SWIGIT Completion Letter which looks like this:*



The SWIGIT Completion letter offers two additional options, known as embed codes. While they are very easy to implement as well, you do need to be familiar with website management or have your webmaster or someone skilled in website management to help.

The first option allows you to designate a location on the webpage where the description and media player can be placed. This option allows for people to watch the content within the space you designated (with the option to expand the media player) on the webpage. This option will look like this:



The second option, allow you to place the SWIGIT POSTER (poster only, not poster and media player as above) on the webpage. When clicked on, a new window will open with the SWIGIT- but again, when the SWIGIT is closed, you will still be on the website where it was found. This is much like a cosmetic counter in a department store – you can do transactions, but when you are done, are still within the department store.



SWIGIT QR CODE

Each SWIGIT has a unique QR code. This QR code can be printed on posters, placed on products, sent on cards, and used in printed promotions. When scanned by a smart phone, it will generate the Swigit, again on any connected device, enabling one click to transaction(s). QR codes offer many creative promotional options and direct access to your entertainment product.



In conclusion it is important to add that once content is accessed on the SWIGIT, the end-user can change devices and continue watching where it was stopped (in case of OnDemand content) or watch from the beginning. Visual quality will always be the best possible given screen and end-user bandwidth conditions (which includes 4K assuming streaming content is 4K and end user device and bandwidth allows for 4K).

You are ready to launch your SWIGIT into cyberspace. Let it Fly!

Good luck.