



PERSONALIZED EVENT RECORDINGS



Purchase Event Content
Real-time

As it is Happening

While You Are There

The LivePiks patents define a new, unique sales and marketing channel for live event content owners, such as musicians, entertainers, sports teams, speakers, and corporate. The product or services that could be derived and protected by the LivePiks patents would generate increased revenue from the sale of event content. The combined value of the content derived from entertainment, sports, educational and corporate events is staggering. LivePiks defines a new vehicle to generate additional revenue from this content resource.

The mobile revolution is just beginning. There is no doubt that mobile access to event content will become an essential competitive element in the entertainment, sports and corporate information events businesses.

Check industry trend predictions and you will find the following at the top of the list:

Smart-phones, Super-phones and Tablets

Mobile Applications / App Stores

Mobile Commerce / Purchases / Payments

Mobile Access of Music and Video

Location Based Services (GPS driven capabilities)

Social Networking / Social Media

“Get-It-Now” / Heat-of-the-Moment / Real-time Marketing

Personalized Products, Services, and Experiences

LivePiks takes advantage of all of these trends. Any marketer will agree that the optimal time to close a sale is during the emotional instant of the customer experiencing the product being offered:

Heat-of-the-Moment Sales

The LivePiks patents define methods that will allow the event audience (participants) experiencing a live event, such as a concert or sports event, to select and purchase their favorite segments of the event (such as the songs being performed). The participants personalized selections can be recorded to media such as CD, DVD, and Blu-ray, or can be accessed by Internet delivery or download. During the event the participants will use their cell phone, smart phone, iPad, Tablet, or virtually any wireless technology, to make the purchase selections as they are experiencing the event in real-time ... as the event is happening. Everyone experiencing the event can be selecting unique recordings simultaneously during the event.

Heat-of-the-Moment marketing at its best.

The LivePiks patents also define methods to allow participants, remotely viewing broadcasted live or pre-recorded events, to select and purchase the event content. Viewers of the broadcasted event can make selections by phone, wireless technology (cell, Tablet, etc.), or by accessing the Web. LivePiks will be an integral capability for Second Screen applications.

LivePiks is not a method to promote illegal recording of events. Pirating is a crime, robbing the content owners their rightful revenue. LivePiks, in fact, will discourage the common practice of event participants recording the event on individual recording devices. LivePiks will integrate into existing commerce and rights management systems to ensure that the content owners are properly compensated when their valuable product is purchased via LivePiks. The LivePiks recording will be an authorized, quality recording of the selected portions of the event.



Recently the press reported that new stadiums and event centers are being designed and built with integrated communications systems, even with digital/wireless access at each individual seat. LivePiks will integrate into these systems allowing the event participants to purchase the event content.

The following are benefits for both the owner and users of LivePiks:

- LivePiks opens an entirely new and novel sales channel for event content.
- LivePiks is real-time “**Heat-of-the-Moment**” marketing of event content during the event.
- The sale occurs NOW, when the participant is in the excitement of the event.
- LivePiks can adapt to any size or type of event.
- Event participants or remote viewers of the event can purchase the event content.
- LivePiks produces a high quality, authorized, custom recording of the event.
- LivePiks will reduce the amount of bad quality pirated copies of events.
- LivePiks meets the demand of today’s consumers wanting customized, personalized products.
- The mobile market is demanding new and exciting uses and apps for smart mobile devices.
- The recordings produced for each participant of an event can all be unique.
- LivePiks can be very user friendly for the event participants. Event content can be selected and ordered with the push of an app button on the user’s mobile device. No distraction from the event.

Although the entertainment industry is an obvious potential user of LivePiks just about any event generating valuable audio and/or video content could use LivePiks as an additional sale and marketing channel for its content. This includes sports events, lectures/seminars, tradeshow, corporate events, recreational and amusement events, and public events.

A sample of businesses and industries that would be interested in LivePiks:

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| • Music and content distribution channels. | • Event ticketing services. |
| • Mobile technologies providers | • Social networking service providers. |
| • Mobile network services providers. | • Internet service providers. |
| • Event management and promotion. | • Media Content Libraries |
| • Content owners such as the entertainment and sports. | • Mass media corporation |
| • Content management, marketing, and distribution. | • Commercial Broadcasting Networks (Television, Radio, etc) |
| • Venue owners such as stadiums and event centers. | • Internet products and services. |
| • The entertainment and music business in general. | |

The following is an overview of a potential implementation of the LivePiks patent at a music concert. This overview is rudimentary and intended to aid in the understanding of the patent's fundamental methods:

Prior to the concert the participant would access the LivePiks WEB site to setup an account and download the mobile LivePiks app to their mobile device. The concert promoters may advertise LivePiks on ticketing WEB sites. Participants could select and authorize the LivePiks service while purchasing the concert tickets online. There are numerous other opportunities to advertise LivePiks and facilitate selecting the service prior to, or even during the concert.

As the audience is entering the concert they observe, on signs and other notifications, that "LivePiks" is active at this concert. Participants could purchase the LivePiks option while purchasing their tickets at the concert.

As the concert proceeds the music is being taken from the event sound system and sent, via the Internet, to the LivePiks production facility to await the participant's individual selections. Another implementation would WIFI the music directly to the participants mobile device to be selected and purchased.

During the concert the participants can select a song they like by simply pressing the LivePiks app "SELECT" button on their mobile device. This selection, identifying the song and concert, is also sent to the LivePiks production facility. As the performance continues the participants select other favorites. Each participant can be creating a different music set. The LivePiks production facility will receive both the concert music and the participant order selections. The production facility will synchronize the participant selections with the music from the concert to create each individual recording set for the participants. If the music is being sent directly to the participants mobile device it will be saved if the participant selects it for purchase.

The mobile LivePiks "app" associated with this example can be very simple; just press the "SELECT" button when you want to order what you are experiencing. The app will know where you are and what you are experiencing. A more sophisticated app could allow additional options and features.

The LivePiks system can be scalable to handle any audience or event size. LivePiks can service an event as small as a coffee shop entertainer or as large as a major concert with thousands of attendees. LivePiks can also handle multiple simultaneous events at a single venue.



The priority date for the patents is June, 2001, which predates the smart phone and Tablets.

Mobile communications, with the explosion of smart mobile devices, is now in prime position to take advantage of real-time sales and distribution of entertainment, sports, and corporate events content.

If a mobile device is being used, during a performance or event, to order what the participant is experiencing, then ownership or licensing of all or part of the LivePiks patents would most likely be required.

See a Demo Video at: www.taeus.com/patents-for-sale/event-participation-portfolio

For information regarding the acquisition or licensing of the LivePiks patents contact:

Dale Stonedahl
dale@eventmicro.com
303-356-5606