



# **LivePiks**

## **Event Venue Models**

LivePiks is a new, unique sales and marketing channel for live event content owners to market their content during the Heat-of-the-Moment of their performance or presentation. LivePiks will allow the event audience (participants) to select and purchase segments of the performance to be recorded to media such as CD, DVD or later accessed via Internet delivery or download. The participants will use their mobile device (cell phone, smart phone, iPad, Tablet) to make the selections, real time, as the performance is happening. Users remotely viewing broadcasted live or pre-recorded events can also select and purchase the event content. LivePiks will ensure that the content owners are properly compensated when their valuable product is purchased.

The following are examples of how LivePiks could be utilized in various sizes and types of live events. This example is rudimentary and intended to aid in the understanding of the fundamentals of LivePiks.

### **Large Entertainment Venue Event**



**LivePiks utilized in a large venue:** a popular rock band concert in a large event center. Ten to twenty thousand fans attending. As the band performs each song the fans can be selecting and purchasing that song to be recorded just for them. As the band performs each song the fans can choose to purchase, real-time.

### **Small Entertainment Venue Event**



**LivePiks utilized in a small venue:** a singer in a coffee shop. Ten to twenty customers in shop. As the singer performs each song the customers can be selecting and purchasing that song to be recorded just for them. As the band performs each song the customers can choose to purchase, real-time.

### **Sports Event**



**LivePiks utilized in a large sporting event:** Ten to twenty thousand fans in the stadium. As the teams make each play the fans can be selecting and purchasing that play to be added to their custom recording of the game, real time, anytime during the play and before the next play

### **Large Venue with Multiple Events**



**LivePiks utilized in a large entertainment venue:** with multiple events, each event having multiple segments: a large amusement park such as Disney World. The GPS and content ID capability of LivePiks will identify which venue, which event within the venue, which performance of the event, and which segment of that performance is being selected and purchased by the audience.

### Entertainment With Multiple Performances



**LivePiks utilized in a multi-act entertainment performance:** such as a talent show, a comedy night, “open mic” sessions, or Karaoke bars. As each performance is conducted the audience can be selecting and purchasing that performance to be recorded just for them, real-time.

### Trade Show with Multiple Simultaneous speaker presentations



**LivePiks utilized in trade show information sessions and conferences:** Typically multiple sessions are conducted simultaneously. Trade show attendees can walk into multiple sessions, and at some point during the session, select that session to be added to their show recording. The GPS and Content ID capability of LivePiks will identify which session the attendee is selecting. This will allow the attendee to take advantage of multiple sessions that are occurring at the same time.

### Trade Show Exhibitor Presentations



**LivePiks utilized in a trade show to allow the attendees to select exhibitor information:** to be delivered to them after the trade show. This would be beneficial to both the exhibitor and attendee. In this type of event the content is being requested by the attendee, but the presenter is most likely paying for the distribution to the attendee. The content can be audio, video or documentation.

### Street Performances



**LivePiks utilized in a small venue:** a street performer. As the presentation is performed audience can be selecting and purchasing that segment of the presentation to be recorded - real-time.

### Corporate/Business Presentation



**LivePiks utilized in a multiple segment corporate presentation:** In this type of event the content is being requested by the audience, but the presenter is most likely paying for the distribution to the members of the audience. The content can be audio, video or documentation.

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

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