PROMOSTER
EXECUTIVE SUMMARY

AUGMENTED REALITY **(AR)** is a view of real-world, physical environments enhanced through reader connected inter-leaved text, graphics, animation, sound, video and effects. A rapidly growing communications technology segment, AR is forecast to increase from $2 billion to $100 billion by 2021. Correspondingly, Out-of-Home signage is expected to grow by $18 billion by 2022. Promoster's patent-pending ARcade multi-image display platform allows brands and agencies to make Out-of-Home display advertising signage more accessible, versatile and fun; just as marketers need alternative creative formats diversified from online.
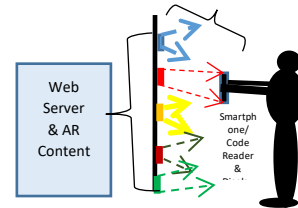
OPPORTUNITY: *There is no existing platform for the creation, deployment and tracking of multiple AR experiences through a single OOH media unit.*

SOLUTION: Promoster uses patent-pending AR technology to bring multi-activity, interactive marketing experiences to static OOH ad signage, multiplying the communications opportunity, and deepening the branding effects.

OOH AD PRODUCT: Promoster's **ARcade** platform uses patent-pending technology to translate still image OOH displays into proprietary code - triggering virtual 3D, smart phone interactive experiences.
(think: Harry Potter's animated newspapers, participation posterzines; *and animated audience-activity advertising.*

Customer Interacts with the ad.

Arcade PLATFORM: Promoster offers brands and agencies a platform for creative development, content presentation, promotion delivery and data collection for AR out-of-home campaigns. Integrating seamlessly with industry-standard AR development tool kits and data reporting platforms, it allows marketers and agencies to easily integrate this new medium into their OOH creative/media mix, and CRM programs.

Platform sends the AR content.
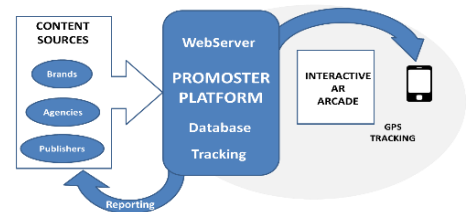
HOW WE MAKE MONEY

Agencies and marketers pay Promoster on a share-of-space, or content category, or promotion management, basis to participate in our multi-client AR OOH campaigns.	A multi-client promotional collage distributed by Promoster gives the consumer opportunities to participate in multiple client promotions, special offers and experiences – all presented by meshing virtual 3D objects with the real world thru phone camera screens.
Agencies, marketers and OOH companies license our patented AR platform to enhance their single client OOH campaigns. Creative upload to a central operations hub operated by the company	A Ford bus shelter ad triggers the download of a virtual 3D, new Ford Explorer on the street in front of the consumer, and launches a features presentation module. Users explore new car models, request more information, or buy the car right from their phone!

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USER INSTALLED BASE Promoster leverages emerging mobile device software to achieve mass market penetration. The Promoster app download will be available and promoted thru the company's website, social media presence (Facebook, SnapChat, Instagram, Tumbler, Twitter) and prominently displayed on each Promoster enabled ARcade display.

IN-MARKET DEPLOYMENT

Promoster's OOH AR campaigns represent a unique combination of interactive design, connectivity and measurement of a new type of digitally delivered, real-time reported OOH ad unit.

Traditional OOH - as part of mass market OOH print campaigns deployed in transit and pedestrian locations.

Diversified Distribution - through *curated vinyl application image galleries* in targeted OOH locations to reach specified audiences, and performance targets.

GO TO MARKET

Multi-client Collage Display Ad Publication - Clients pay Promoster for inclusion in ARcade's coop theme poster titles, receiving shared customized print display and custom user area(s) and application(s) across Anchor, Second Sponsor, Smaller Space, and Logo Spot positioning, with prices ranging from $10,000 to $300,000.

Single Campaign - Client pays Promoster to AR-enable OOH campaign. Fees are based on consulting time, concept development, art creation, programming, campaign tracking, and client specified update reports.

Licensing - Organizations seeking to use Promoster's technology pay a blanket fee based on the degree of use and the number of units produced.

REVENUE

Promoster will launch with single and multiple-client programs for advertiser buy-in with expected revenues of $3MM-$6MM for Y1. Y2 sees all Titles continuing in multiple issue versions in the US, with expansion to selected EU market countries, generating revenues of $12MM-$30MM. Y3 has European titles increase as the US innovates with a video product taking sales to $25-$54MM. Expansion to new territory grows sales to $95MM+, preparing the exit for Y5.

INVESTOR RETURN Investors will hold a note which will convert into preferred stock (the better of your cap - $3.5MM - or 15% discount to the valuation) once Promoster secures institutional funds (defined as a single raise of greater than $750K). In the meantime, the note will accumulate 5% annually. The valuation at which we secure institutional investment will determine the amount of equity your investment will be worth.

EXIT TARGETS

PUBLISHING: Hearst, Conde Nast   AD HOLDING: Saatchi, Interpublic, Omnicom, Havas, WPP
OUTDOOR MEDIA: Clear Channel, Lamar, Outfront, JC Decaux

EXECUTION RISKS

- Execute and receive patent grant   - Get clients and OOH companies to buy in
- Execute compelling minimum viable product   - Create salient design and enticing experiences
- Achieve market penetration of app   - Achieve and report on program reach and effectiveness

ADVISORY BOARD   **MANAGEMENT**

Dennis Kalevis - Accountant   Joseph Serino   - President
Marena Ariffin - Communications   Scott Randall - Strategic Consultant S
teve Ngo (IP), Mary Anne Serino, Attorneys   Search On-going - CTO
Christina Contaldi - Graphic Designer

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