

Achieve Effective Target Marketing

Research shows CINEMA ADVERTISING IS

- Growing at a CAGR of over 20% since 2001
- Expected to be \$1B in revenue by 2008
- 5 times more effective in generating product recall than prime time TV
- Effective, with 86% of audiences remembering the product for a month,

AND CINEMA ADVERTISING can be targeted

- To a captive audience with 85% considering the ads as entertainment
- With selection by city, movie, rating, genre, date and time of day
- To cinema audiences who are more likely to earn \$75K/year
- At edgy young adults who are more likely to own a \$35K car
- Toward buyers who are more likely to shop or dine out on movie night,

BUT CINEMA ADVERTISING is really about a creative message that

- Allows you to say "Shhh , Listen, You'll hear it" and grip the audience
- Puts your customer in a state of total sensory immersion
- Gives you a 40 foot surround sound wide screen
- Catapults you from making a commercial to sharing an entertaining story.

Is it any wonder that CINEMA ADVERTISING has become a new age media concept?

Expand Your Message to Independent Theater Owners

The small-to-mid sized independent theater owners which represent 15,000 screens in North America are ready venues. While the large multi-plex theaters are generally digital and saturated with local and national ads, these independent theaters are not. eCinema will enable over 1000 of these screens and create a theater membership this year. We will focus first on the top ten markets for independent theaters in New York City, San Francisco, Los Angeles, Boston, Miami, Orlando, Philadelphia, Seattle and St. Louis which will account for approximately 350 of those screens.

eCinema is also targeting university theaters and the 5000 US military theaters worldwide to further expand its network.

Why Should Advertisers be Excited by This Market

Companies in apparel/accessories, automotive, confectionary, credit cards, personal care, retail, travel, telecommunications, gaming and the armed forces are now targeting customers with CINEMA ADVERTISING. A 2003 Arbitron study shows that movie goers do not consider their movie experience complete without pre show ads. The same study also showed that the majority of the audience is in their seats before the 20 minute pre-show.

Independently owned theaters hold even more promise due to their patrons being higher income, better educated and more discerning due to their slant toward edgier movies. These theaters also host more eighteen-forty year olds than the average cinema, and with independent films growing to 15% of the total US box office in 2006 they are becoming increasingly popular. The time is now to add the eCinema member theaters to your advertising targets.

A New Quality Standard

Your advertising will all be displayed with a film quality digital system from eCinema. Images will have the clean, sharp look of digital and film color displayed by a high con-



trast, high brightness 3-chip DLP HD projector. This is the same high-end technology that is now being used for the New Age of digital motion pictures and it is available for YOUR ads. eCinema also supports full end-end V5.1 surround sound.

eCinema's Scheduling and Audit Capabilities are Unique

eCinema is not a single-play DVD. eCinema's distribution and scheduling capabilities are very flexible. You can change your ads often and quickly. You can specify the movie, rating, cities, time of day other business rules and eCinema implements them in a play list that automatically associates your ads. You can have your ads play in particular slots during the pre-show or target only the last minute immediately before the movie. eCinema also will provide affidavits of play and ticket information on your private, secure web site to allow you to specifically quantify your audience.

eCinema is Partnering For You'

The eCinema solution is the first on the market to support YOUR ads, live events, alternative entertainment, digital trailers, and independent films with on-screen film quality. eCinema has partnered with value-added distributors, and world class equipment and network solutions providers to build this digital network infrastructure for your advertising. eCinema can also provide proprietary image processing to enhance your ads so they POP off the screen, and connect you with advertising agencies who specialized in the creative aspects of cinema advertising."

For further information please contact us

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