



# Selling iSocialTV.

VYPA Corporation is currently concentrated its sales efforts in the following areas

- TV & Media Entertainment
- Government, Industries, & SME market
- Interactive Shows and Production Formats

One of the core target marketing for iSocialTV is serving "Production Houses".

## Overview

Most production houses are becoming increasingly aware that "interactive studio" is a must. Example: We started touting interactive three years ago to major networks. Univision took 3 years of research and development attempting to replicate interactive TV. Read more...

As social media, real-time engagement are becoming mainstream, progressively production houses are considering adding or adapting interactive formats and show programs.

## Why interactive studio?

As social media and real-time engagement becomes mainstream, production houses must provide interactive services and facilities complementing their production, formats and use. At NetStairs, we have empowered VYPA Corporation with tools and technologies that could enable production facilities add the weapon of mass interaction and to affordably adapt its use with best practices and monetization models.

## What is an interactive social media digital broadcast?

It is a highly complex engineered infrastructure, platform and software as a service settings that offers a diverse abilities to broadcast interactive content. It connects to 300+ social media including Facebook and Twitter. To learn more obtain a copy of "What is NOT SNL"?

## Why do I need it?

New stream of income and use applications. The digital media rooms and channels allows you to produce and even broadcast pre-recorded or live events to audience.

## If I decide, how do I go about it?

Once you decide investigating interactive virtual venues, a part of production service team should schedule an online one-to-one meeting with our team. We give you a visual demo exceeding your expectations. If you like what you see, we will setup a virtual channel with 50 connection and 8 video for your internal use and testing as our complement.

In turn, we will require you to help us to produce a 30 second commercial introducing your interactive studio production as new add-on service. Similarly we will assist you through our Cybermercial Video Email technology to send out your video email to your own customers for lead generation.



Moreover, we will assist to create and introduce your interactive services through your own channel—much like live webcast streaming.

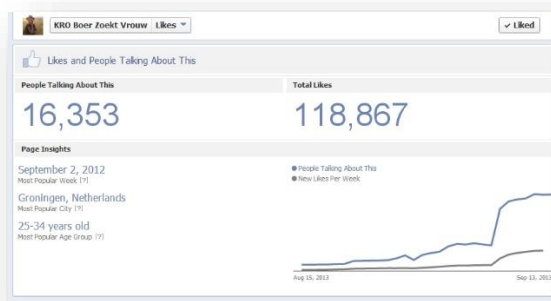
### Can I Try before making a business decision?

Small Channel with 50 connections will be yours once you attend our 30 minute demo. Once complementary period is over, and when you agree with our proposal, you will have a greater hands-on opportunity to experience iSocialTV.

### What's my cost?

Costs are based on the following table of selection:

- Complementary Trail with Video Email Production Barter
- Basic
- Plus
- Full-Monty



Source: Voice of Holland. RTL.



Features - Description	Complementary	Basic	Plus	Full-Monty
Direct 1Link. No Download - Install	Y	Y	Y	Y
Single sign on or autonomous open-to-public	Y	Y	Y	Y
RSVP or by invitation Only	N	N	Y	Y
Channel number share for audience participation	Y	Y	Y	Y
Maximum capacity connections	50	1000	10000	100000
Storage	100MB	500MB	1GB	10GB
Video, VoIP, & Text Chat	Y	Y	Y	Y
Timer	Y	Y	Y	Y
Bell - Buzzer	Y	Y	Y	Y
Public - Private Chat	Y	Y	Y	Y
Permission to speak	Y	Y	Y	Y
Boot out	Y	Y	Y	Y
Ban forever	Y	Y	Y	Y
Crash Proof DMR and Channels	Y	Y	Y	Y
Program / Channel Moderator could stay or leave	Y	Y	Y	Y
MCast TV	Y	Y	Y	Y
YouTube cut and paste broadcast	Y	Y	Y	Y
Twitter enabled	Y	Y	Y	Y
Facebook enabled	Y	Y	Y	Y
Share this room connects to 300+ social sites	N	Y	Y	Y
All in one program manager control	Y	Y	Y	Y
Landing page customization with URL code supplied	N	Y	Y	Y
Network Setup	N	Y	Y	Y
single or Multi-Channel setup	N	Y	Y	Y
Content Management System & Account Settings	Y	Y	Y	Y
Channel Invite	Y	Y	Y	Y
NO or Minimum API coding	N	Y	Y	Y
Playlist Programming	N	N	Y	Y
CTA buttons - Call To Action links	N	N	Y	Y
Digital Display Billboard Ad Placement	N	N	Y	Y
Splash sponsor display ad	N	N	Y	Y
Presentation Panel	Y	Y	Y	Y
Share files & presentations	Y	Y	Y	Y
Video Streaming	Y	Y	Y	Y
Connection to own encoder	N	Y	Y	Y
Connection to 3rd party encoders	n	N	Y	Y
CDN Integration - Akamai	N	Y	Y	Y
Mobile Apps*	N	Y	Y	Y



Mobile Broadcasting	N	N	Y	Y
Live in 30 Seconds Broadcasting	N	N	Y	Y
Welcome Audio Message	N	N	Y	Y
Exit Audio Message	N	N	Y	Y
External feed from video room to game counsel	N	N	Y	Y
Virtual crew	N	N	Y	Y
Integration services	N	N	Y	Y
Manage overage with L30 streaming	N	N	Y	Y
Complement broadcast with screen broadcast	N	N	Y	Y
Manage overage with Twitter Text and L30	N	N	Y	Y
Single or Multi point of encoding	N	N	Y	Y
Remote push URL	N	N	Y	Y
Change camera position from single to multi locations	N	N	Y	Y
Each channel with its own blog	Y	Y	Y	Y
Teaser placement	N	Y	Y	Y
Sponsor placement	N	Y	Y	Y
creative services	N	N	Y	Y
Copyrighted Program Formats	N	N	N	Y
Custom 3D and programming services	N	N	Y	Y
Cloud or dedicated services	N	Y	Y	Y
iCPT and interactive Loyalty Card placement	N	Y	Y	Y
and a few more stuff	N	N	Y	Y

Need custom configuration and or your own branded settings? We're on the interactive side.

Meet us online and get your custom quote.



We bring interactive to life.

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