

WHO WE ARE

- ▶ Hologram USA Networks is the global leader in Hologram Projections and content creation of Hologram Shows via its patented techniques
- ▶ Our Patented Technology - US Patent Nos. [5,865,519](#) and [7,883,212](#)
- ▶ Hologram USA has created shows and content for Disney's ABC Television, Universal Music Group with artists that include many famous singers and performers both living and dead!
- ▶ Major brands have joined as title sponsors for events large and small: Anheuser-Busch, Sony Pictures, Universal Music Group, Dior and many others have served as title sponsors.



THEATER ATTENDANCE - FACTS

- ▶ Movie Theatres around the world are experiencing lower attendance every year
- ▶ The most important consumer in this sector is the Millennial -- the 14-24 year-old demographic. That group's attendance has been shrinking every year since 2014.
- ▶ In China, where after an astounding 50% growth in box office in 2015, the industry experienced its first down year in 2016 (according to Variety).

WHY IS THIS HAPPENING?

- ▶ Millennials have grown up consuming content on smart phones and other devices.
- ▶ Online computer gaming continues to grow
- ▶ Increase in ticket prices for content that can be seen online.

TRYING TO FIX THE PROBLEM

- ▶ The biggest theaters have had the option of adding an IMAX screen to increase attendance
- ▶ 3D was supposed to create "only-in-the-theater" experiences but the novelty was limited
- ▶ Expensive Dolby and other sophisticated sound systems have been added with little to show that customers care
- ▶ Expanded concession menus have been added, including alcohol (which does little to help attendance in the key demo)

THE SOLUTION

- ▶ Hologram USA fills the room for live action events simulcast to many theaters at the same time in real life 3D images without glasses!
- ▶ Hologram USA's patented projection techniques create an intense, visceral experience: it truly feels as if the celebrity or artist is really on stage

IMPROVING THE LIVE EXPERIENCE

- ▶ IMAX delivers an amazing experience--but its expense and size limits its use
- ▶ 3D has increased box office but families gravitate to non-3D screenings to save money
- ▶ Better sound quality is a hit with critics but few consumers seek it out
- ▶ 4D has gotten no traction as seen as a gimmick more appropriate for an amusement park

LIVE STARS & HOLOGRAM TOURS

- ▶ Top Pop Stars and Performers Tour by Hologram
- ▶ The goal is to get the 14-24 year old demo back in the habit of going to the movie theater frequently again with original content and shows that draw them in,
- ▶ Hologram USA attracts top artists to perform via hologram -- giving them far more reach than a traditional tour and without the costs.

LIVE STARS & HOLOGRAM TOURS

- ▶ Top artists can perform in one location and appear simultaneously in theaters all over the world. Hologram USA has already projected many World Class names to huge effect and massive viewing numbers. Imagine a concert with 200 000 Tickets being sold at a single time in different live locations watching one LIVE performance.
- ▶ Imagine watching a life like concert and being able to chat via social media with a friend on another continent--who is experiencing the same live, one of a kind, concert as you.
- ▶ The movie theater will regain its role as a kind of town hall.

BEYOND THE MUSIC / EVENTS

- ▶ Resurrection Attractions like Tupac, Elvis or Whitney Houston. Muhammad Ali Versus Bruce Lee. Imagine watching a past superstar in a way that it feels like they are still living. These are resurrection attractions.
- ▶ Hologram USA has already exclusively licensed over 20 Major deceased celebrities.
- ▶ Live Sports like Boxing, Tennis, MMA. Imagine Wimbledon live in Beijing and New York.
- ▶ Imagine watching Political Campaigning - Education - Corporate Events or Motivational Speakers like Tony Robbins

REVENUES - THEATER FRANCHISE

- ▶ Hologram USA shares with Theater partners across all revenue streams from the shows and technology it supplies to Theater partners.
- ▶ Ticket Sales
- ▶ Brand Advertising and Brand integration into the content created.
- ▶ Merchandising
- ▶ Concessions
- ▶ All genres of music can work, even full symphonies. Speakers, Politicians and Educators.

REVENUES – TECH FINANCING

- ▶ Technology Financing
- ▶ Financing installations of our technology system to theaters and business partners.
- ▶ Hologram USA finances the technology installations to our theater partners.
- ▶ Our flagship theater on Hollywood Blvd in Los Angeles is the model installation where technology parts are on sale to our business partners.

REVENUE - ONLINE & DIGITAL SALES

- ▶ Licensing Hologram shows that formatted for VR & 360 viewing online.
- ▶ Licensing the Hologram Shows to Cable & Television channels
- ▶ Distribution to platforms globally is done via related companies FOTV that includes FILMON TV, OVGUIDE and MONDOTUNES

REVENUE - MERCHANDISE

- ▶ Live shows or resurrection shows have strong fan based followings.
- ▶ Traditionally live venues generate an additional 30% on ticket sales from fan based merchandise.
- ▶ Hologram USA exclusively licenses likeness rights for deceased celebrities like Whitney Houston, Muhammad Ali and Elvis and so are also able to create the most effective merchandise packages available.
- ▶ Hologram USA gift stores are also able to create karaoke like experiences for fans and email them their personalized hologram online.

REVENUE 3RD PARTIES

- ▶ Third Party Licensing – As guns for hire Hologram USA has a rich history licensing our patented technologies and content creation skills to 3rd Parties.
- ▶ Like theme park attractions – like Fast & The Furious we did for Universal Studios or Country Music Awards we did for Disney/ABC Television

THE PROPOSAL

- ▶ Why not switch one screen at each Cineplex to Hologram USA
- ▶ Revenues on ticket prices are split 50/50 with Hologram USA
- ▶ Merchandising is split 50/50 with Hologram USA
- ▶ Theatres keep 100% of all beverage and food sales
- ▶ As it gets more and more popular sponsorship income will be enormous
- ▶ Hologram USA provides 100 percent of the content
- ▶ Cost to retrofit a theatre is 200 to 300 thousand USD and takes six weeks to complete. Expected payback is three months from opening operations.

SUMMARY

- ▶ This is not the wave of the future but it is now. The technology is proven and Hologram USA is the future for the cinema business to grow and prosper. With multiple income sources: Ticket Sales, Sponsorships, Merchandise, Concessions and more.
- ▶ Every Cineplex should convert at least one screen to Hologram USA, not just to survive but to prosper. Hologram USA does not compete with the showing of movies but actually complements the movie business by making the movie theater a busy, interactive place--a kind of town square--and making visits to the theater a habit again.