



Product:

Box Office Private Label iPhone/iTouch Video Distribution App for Multiple Video Title Sales
[A Firmware 3.0 Product available exclusively from Brand2hand Media - Summer 2009]



Product Description:

For video content-owners/distributors that generate a regular flow of fresh premium content, and have a strong brand following, the Box Office app is the ultimate content distribution and monetization platform. Available for branding on a private label basis, the Box Office app offers content owners/distributors a direct pipeline for selling premium video content to the most voracious media consumers on earth: iPhone and iTouch owners. Box Office is a downloadable application that iPhone and iTouch owners download from the iTunes Store. The app software is stored on users' devices and the app accesses the content-owner's streaming videos via a WiFi, EDGE, or 3G Internet connection. Within the app are features that enables users to purchase access to content-owners' video content and content updates at any time. Once the app is stored on the device, it serves an equally important purpose by enabling video content owners to push messages to app users whenever new content is released. By design, this creates an ongoing sales relationship between content owners and their best customers. Each Box Office app is customized to capture the look and feel of the content-owner's brand.

Key Features:

Designed for the distribution of film, television, music videos and other filmed media.

- ✓ Enables video content-owners to distribute and monetize content worldwide on iTunes
- ✓ Viral marketing features enable end-users to invite friends to download content-owner/distributor's branded Box Office app on iTunes
- ✓ World Premiere: Feature creates buzz with countdown alerts and previews of soon-to-be-released video content
- ✓ VIP Presales: Feature enables content-owners to charge a premium for early access to content purchases. Available exclusively to Box Office app users, this feature boosts app downloads and viral marketing effects
- ✓ Hot New Release: Feature monetizes new content releases with special alerts whenever new content becomes available to general public
- ✓ Season Pass: Feature provides an all-access pass to all content for a defined period
- ✓ Back Stage Pass: Feature monetizes video content available exclusively to app users
- ✓ VIP Pass: Feature delivers special alerts for information about VIP access to online and live brand events that are not part of the Box Office app
- ✓ Top Secret: Additional features available exclusively to Box Office app clients

Ordering Info:

Visit www.brand2handmedia.com or email nmalkin@brand2handmedia.com to request details.