

Product: **Video Wrapper App:** Private Label iPhone/iTouch Video Distribution App for Individual Video Title Sales



Product Description: Available exclusively from Brand2hand Media, the Video Wrapper app enables video content owners to distribute video content on iTunes via the App Store. To date, iTunes has distributed content exclusively from major Hollywood studios in the 'TV' and 'Movies' sections of the iTunes Store. However, iTunes recently approved Brand2hand Media's new Video Wrapper app., which enables content-owners to sell video content through the App Store section of iTunes. Essentially, this opens the door for content-owners *not* affiliated with Hollywood studios to begin distributing content on iTunes. Rather than relying on WiFi/EDGE/3G Internet connections, our proprietary technology actually embeds each video within the app and stores the content on the device itself. This ensures a high-quality user experience while also affording content-owners the protection of Apple's high-grade digital rights management (DRM) systems.

Key Features:

- ✓ Enables video content-owners to distribute content worldwide on iTunes
- ✓ Viral marketing 'AppShare' features enable end-users to invite friends to purchase content-owners' videos on iTunes
- ✓ See Demo for full features and specs.

Product Demo: On iTunes, search for 'Diet.com' and download the Diet.com app from Brand2hand Media

Set-Up: \$3000 per AppShare app programmed (can be single video or bundle of videos - 2.5 hrs max)

Volume Discount: \$2100 per app for orders of 10+

Software License: 15% of gross app sales (Note: Apple retains 30%; content owners receives 55% of sales)

Distribution Terms: Proprietary Video Wrapper software distributed exclusively through Brand2hand Media's iTunes Developer account

Payment Terms: Payments issued to content-owners via PayPal or Brand2hand Media's corporate bank account (drawn on HSBC Bank Canada) within 30 days of receipt of content sales funds from Apple/iTunes. (minimum: \$250)

Ordering Info: Email nmalkin@brand2handmedia.com to request an Video Wrapper app. order package

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p: 778.330.4360 | w: www.brand2handmedia.com | e: nmalkin@brand2handmedia.com | f: 778.737.7562