

US & International Online Video Advertising and Monetization™



INTRODUCTION TO DIVE™ PLATFORM

WHITE PAPER

Published November 2012

WWW.INTEVEO.COM

PRODUCT PLACEMENT FOR THE 21ST CENTURY™



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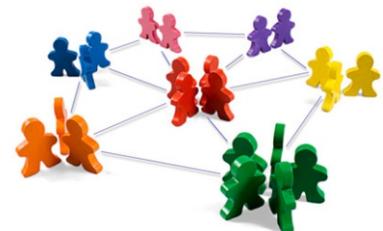
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AMAZING NEW TECHNOLOGY

Discover the New World of Interactive Video Ad Monetization

US & International Online Video Advertising and Monetization™



- › **DECREASE COSTS**
- › **INCREASE REVENUE**
- › **ENHANCE BRANDING**

WHO IS INTEVEO?

Inteveo™ is a leading technology company founded by a group of entrepreneurs and technology engineers who realized the need for an integrated online video advertising platform with true interactivity and revenue-generating capabilities.

Inteveo is the first company to provide a solution for embedded product placement and commerce within a video stream.



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ENHANCED VIDEO SOLUTION FOR ONLINE CONSUMERS

WHAT IS DIVE™?

DIVE™ is Inteveo's flagship application and the world's first true product placement and monetization platform allowing consumers to order products from online video streams without any external redirects.

Enjoy a totally enhanced shopping experience with instant gratification and no interruptions.



“ Connect your business with today's new generation of technology-minded users. ”



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HOW DOES DIVE™ WORK?

INTRODUCE THE DIVE™ EXPERIENCE TO YOUR CONSUMERS

DIVE is a unique interactive video platform that enables users to watch online videos and order products without ever leaving the screen. The single-user interface is designed to streamline the registration, checkout and payment process.



WATCH . CLICK . BUY™

WATCH

Enjoy viewing your favorite HD video ads with available products for direct purchase online and on social media sites. Explore detailed product information without ever interrupting the video or leaving the screen.

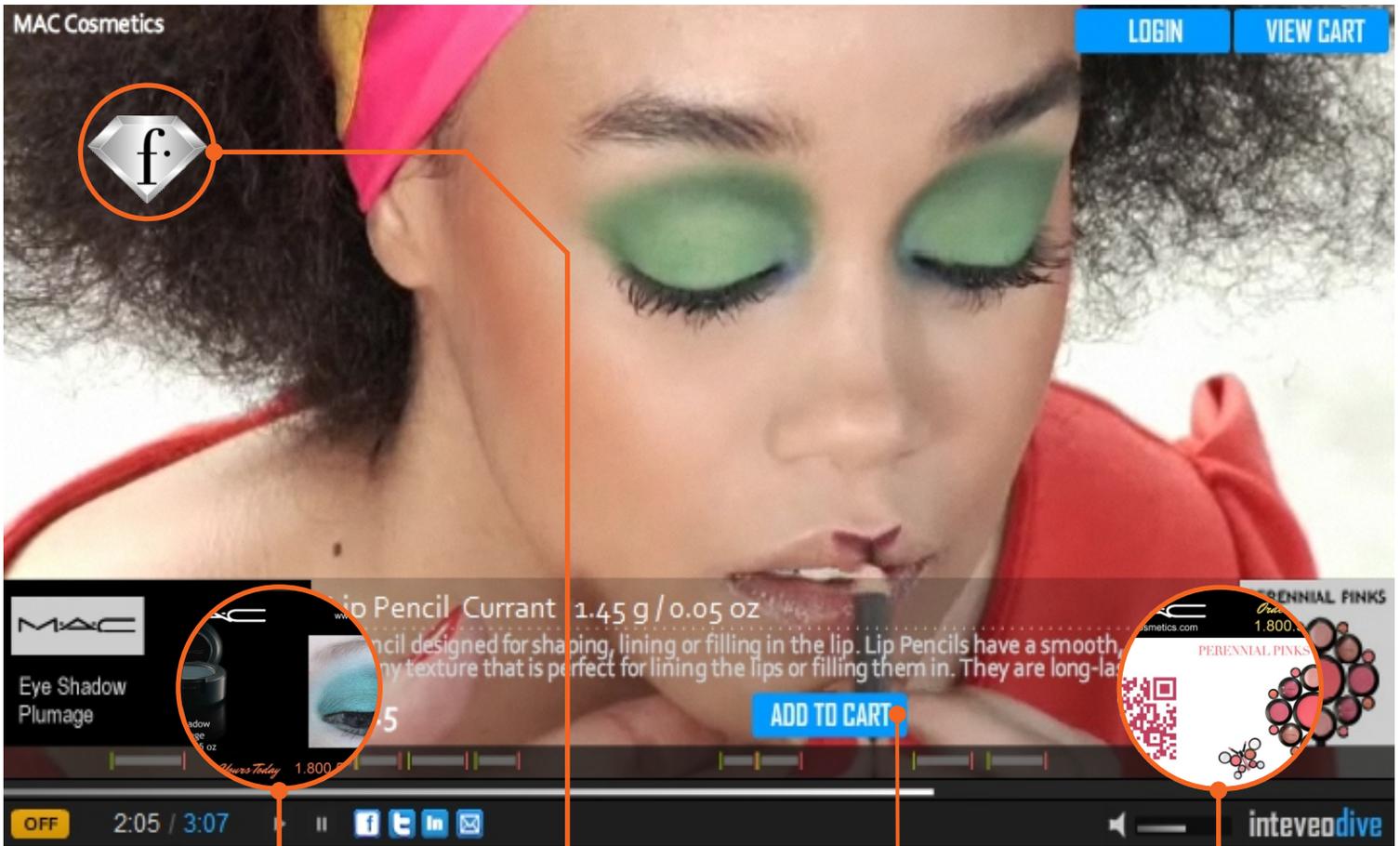
CLICK

Easily select a product from the highlighted timeline to add to the shopping cart while watching your video. View the shopping cart to edit your selection at any time during or after the video is finished.

BUY

When ready to complete your purchase just simply click the check out button. Log on with an existing account or register for a new account to submit your order. The entire process from start to finish is done within the video stream.





ADVERTISE

BRAND

SELL

PROMOTE



HOW IS DIVE™ USED?

DIVE™ VIDEO

ADVERTISING FORMAT

DIVE's interactive advertising format allows for larger ads to be added within the video. A user can simply click on a product thumbnail in the time line to review additional details, special offers, sponsors information, QR codes, links and more.



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INTEGRATED VIDEO PLATFORM FOR GROWING BUSINESSES



WHAT CAN DIVE™ DO FOR YOUR BUSINESS?

DIVE™ is a state-of-the-art monetization platform incorporating the latest in interactive HD video advertising and embedded e-commerce applications. Powered by a robust content management and transcoding solution designed to electronically transform, manage and deliver media seamlessly and securely online.

DIVE enables your customers to dive deeper, experience your brand and purchase products in real time.

“ Accelerate your business potential with interactive video ads. ”



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WHAT CAN DIVE™ DO FOR YOUR CUSTOMERS?

GIVE YOUR CUSTOMERS A UNIQUE SHOPPING EXPERIENCE

DIVE™ will help your business transform videos into true interactive revenue generating ads online.

Present your customers with the ability to advertise and sell their products using the only true interactive product placement and video monetization on the market today. DIVE™ was developed to work with most standard Internet browsers on desktops, portable devices, tablets and smart phones. DIVE™ will soon be available for IETV platforms.



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WHAT PROGRAMS DOES INTEVEO OFFER?

DIVE™ MONETIZATION PROGRAMS

DIVE is designed to help businesses monetize products and video content while enhancing brand awareness and generating new revenue.

With DIVE, online videos are transformed into self-contained cash registers empowering companies to showcase and sell products directly to consumers.



DIVE has several models that allow products manufacturers, video aggregators and ad agencies to monetize their content online.

PRODUCTS AVAILABLE, NO VIDEOS?

For businesses looking to expand their customer base, DIVE offers product placement within video ads, trailers, movies, independent films, musicals, documentaries and other video content.

VIDEOS AVAILABLE, NO PRODUCTS?

For video creators, aggregators, movie producers, advertising agencies and other digital media owners, DIVE can help generate revenue by allowing product advertisers to place and sell products within your video content.

PRODUCTS AND VIDEOS AVAILABLE?

For businesses with product video ads seeking to increase sales and enhance brand awareness DIVE provides the ability to promote and sell products on the Internet and within social media sites.





Dynamic Interactive Video Experience (DIVE™)



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HOW IS DIVE™ IMPLEMENTED?

VIDEO PRODUCT PLACEMENT MADE EASY

DIVE was conceived and developed around simplicity. If a client has already made the decision to pursue a video-based advertising solution, the most difficult part of the process is completed.

- Assign bank account for sales revenue to be deposited into.
- Client uploads product information and videos to CMS portal.
- DIVE OVP servers automatically generate product placement videos.
- Control data is transferred to origin servers.
- DIVE encoded videos are streamed globally via a top-tier CDN.

Inteveo can provide optional consulting services to assist in the design, development and deployment of an individualized strategic plan for your organization.



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Dynamic Interactive Video Experience (DIVE™)



WHAT DOES THE DIVE™ OVP INCLUDE?

TURNKEY ONLINE VIDEO PLATFORM

The DIVE™ turnkey platform combines all the essential tools to upload, manage, transcode, archive, stream and transport interactive video content online.

-  **Content Management System (CMS):** Centralize all digital content with one online portal. 
-  **Content Delivery Network (CDN):** Stream dynamic, progressive and live HD video with several global providers.
-  **Multi-Channel Media Center (MMC):** Deliver a wide-range of free, PPV and On-Demand video programming.



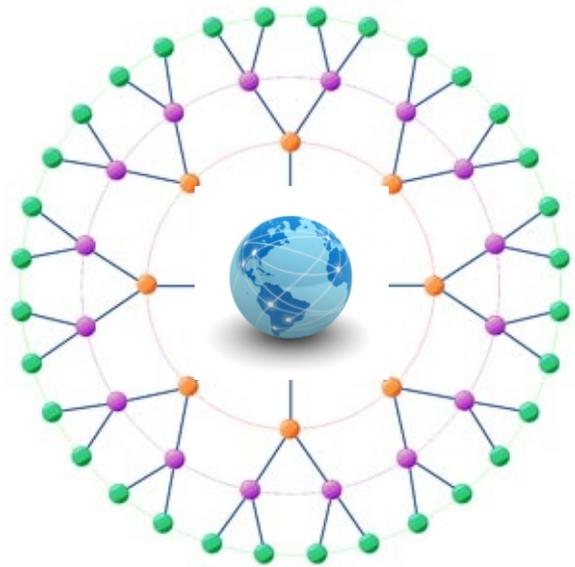
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WHAT OTHER NETWORK SERVICES DOES INTEVEO PROVIDE?

FLEXIBLE MANAGED & CLOUD HOSTING SOLUTIONS

Inteveo has partnered with top-tier network providers to deliver the latest in flexible easy-to-use hosting and storage services that meet the needs of any size business.

These cost-effective scalable services are available as part of the DIVE™ turnkey platform to help our customers control the rising costs of infrastructure and technical support, enhance overall performance and expand network capabilities as needed.



- ⇒ **Managed Hosting:** Developed for businesses that rely heavily on web-based applications and require an infrastructure with high-availability to keep their business running. Dedicated support, administration and continuous monitoring ensures mission critical objectives are met at all times.
- ⇒ **Virtual Hosting:** Designed for advanced IT personnel seeking the robust hosting capabilities of managed servers at a lower cost. A reliable, fast and flexible hosting solution at a very economical cost.
- ⇒ **Cloud Hosting:** Created for deploying high-demand scalable applications in the cloud. Maintain complete control over your enterprise-level virtual environment with a completely customizable secure solution.
- ⇒ **Hybrid Hosting:** Built to leverage the best features of both managed and cloud hosting into a single optimized solution. A multiple-platform-solution that allows you to achieve the highest performance and flexibility while retaining the lowest cost possible.
- ⇒ **Cloud Storage:** Customized to store and remotely manage digital assets without the need for businesses to maintain complicated and costly local network infrastructures.





WHAT CAN DIVE™ DO FOR SOCIAL MEDIA?

HARNESS THE POWER OF SOCIAL MEDIA

Social media sites as a venue for brand awareness and growth are a proven must-do for most businesses today. However, those same sites lack effective monetization capabilities and fail to capitalize on the hundreds of millions of subscribers.

DIVE™ is the first ever solution to offer businesses the ability to promote and sell products directly to the social media masses. DIVE's innovative solution eliminates the outdated business practices and creates opportunities to leverage new capabilities in powerful ways. Businesses are now able to increase sales by converting millions of visitors into buyers utilizing a quick and cost effective interactive platform.

Let us help you generate revenue by advertising products and services within a wide-range of video content on Facebook and other social media venues.



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ARE YOU INTERESTED IN PARTNERING?

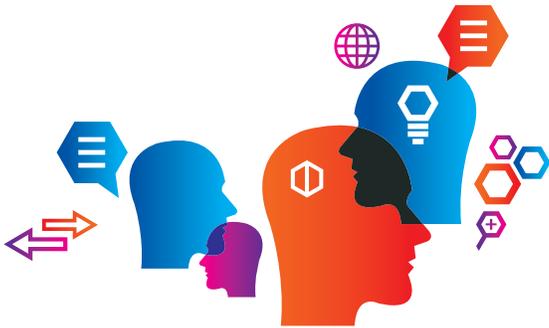
INTEVEO PARTNER PROGRAMS

Inteveo is committed to helping its partners become the most innovative people in the room with respect to online advertising and new media. Our partner compensation program is designed to encourage a lasting partnership that allows you to share in the corporate value created as a direct result of our combined efforts.

If your company has a compelling need for a client solution that you believe could be mutually beneficial, please contact us to discuss a partnership. Our turnkey solutions can be promptly designed and deployed following a referral or introduction to your client.



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OUR MISSION

Inteveo provides businesses with a suite of revenue-generating products that target digital consumers while reducing technical dependencies, minimizing costs and enhancing the shopping experience.

**DECREASE COSTS
INCREASE REVENUE
ENHANCE BRANDING**

Put our services to the test, contact us for a free consultation today.



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