

FACT SHEET SAMPLE – Jim Arnold Communications

Fact Sheet Sample:

Lasoo Fact Sheet draft

What Lasoo is a new service that delivers any kind of video content on-demand over a broadband connection to a viewer's television.

Who Lasoo is an offering of Broadline Media Corporation, a privately held company headquartered in San Francisco. In addition to offering Lasoo, Broadline Media Corp. developed the imediasee system for delivering on-demand television over broadband.

Principals include Steve Popper, Founder and CEO; Richard Calosso, CTO; Rob Goodman, Vice President; and Brant J. Smith, Vice President.

Lasoo: Address: 182 Howard Street #2, San Francisco, CA 94105. Email: info@Lasoo.com Phone: 877-527-6644 Broadline: Address: 230 California Street - Suite 501, San Francisco, CA 94111 Email: info@broadline.tv Phone: 888-294-8060

Websites: www.lasoo.com and www.broadline.tv

Subscriber Benefits Lasoo provides these benefits to subscribers:

- Total on-demand television, what they want, how and when it's wanted
- DVD-like SD video quality*
- HD video for uses with sufficient bandwidth*
- Full or Wide-Screen Aspect Ratios*
- 5.1 digital audio*
- Familiar remote-controlled user interface optimized for a TV screen, with standard modes supported (fast forward, pause, etc)
- Access without need to purchase an expensive proprietary set top box
- Simple annual purchase for base service
- Works with any broadband provider
- Next-generation parental controls

*if supported by originating content

How it Works The subscriber downloads Lasoo service software, which includes the Library Manager and the Lasoo Player, to a PC. These two components work together to deliver video to the PC or a connected TV.

Library Manager: securely downloads content from the Lasoo servers, and provides it to the Lasoo Player upon request.

The Lasoo Player: handles viewer login, channel selection, purchases, and playback onto a subscriber's computer or television. It also enables standard remote control features like fast-forward and pause, etc.

Technology Lasoo is powered by imediasee, a proprietary technology developed by Broadline Media Corporation (also owner of Lasoo). The imediasee technology is robust, secure, scalable and flexible enough to meet and exceed the demands of next generation television service providers.

Imediasee technology includes these components: VOD service implementation, VOD channel design, Content Preparation, Content Distribution, Content Management, imediasee Library Manager, and imediasee Player.

Imediasee is able to accept content in digibeta and most other high-quality formats, along with metadata and other digital promotional assets. Imediasee will encode the content in the originating formats and then encrypt it using industry-standard Digital Rights Management technology (Lasoo uses Microsoft® Windows Media® Digital Rights Management (DRM) technology).

The imediasee technology is licensable to other television service providers.

Why Lasoo Lasoo is the perfect, affordable companion to standard cable television offerings, offering niche content unavailable in the traditional television distribution structure.

Channels available Channel Content on Lasoo includes TBD:

Content Providers Lasoo distributes content from a wide variety of video producers. It's the perfect distribution outlet for niche content including: collections of small films, an extensive film library, a TV mini-series, a TV series with hundreds of episodes, a video library of themed events (sports, concerts, lectures, etc). and much more.

Cost The subscriber pays a nominal annual service fee of \$29.95. The subscriber then also pays either a rental or purchase fee for the chosen content. Rental fees average between \$1.95 and \$5.95, and purchase prices generally range from \$9.95 to \$29.95.

Lasoo also offers Subscription Channels, where you can get unlimited access to ALL the programs in a particular subscription channel at a fraction of the price that it would cost to rent them. Subscription channels offer monthly, quarterly and/or yearly pricing.