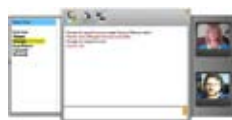


Real is so Yesterday

Virtual malls from Expos2 strike the perfect balance between wizardry and your wallet.
Experience the world's first e-commerce enabled virtual shopping mall platform.



Shopping Genius
Complete stores with rich media and e-commerce



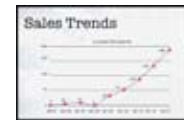
Be Chatty
1-many and 1-1 video and text chats across entire mall



Speak Up
Multi-track theater for live or recorded videos



Take Control
Easy producer and admin panels control the entire event



ROI comes Home
Output reports on all user activity with pinpoint details

Why settle for a single speaker's track?

The screenshot shows a presentation interface. On the left is a video feed of a male speaker. In the center is a slide titled 'Sales Trends' with a line graph showing 'Lemons Per Quarter' from Q4 '08 to Q4 '10. The y-axis ranges from 0 to 300. The data points are: Q4 '08 (0), Q1 '09 (33), Q2 '09 (50), Q3 '09 (60), Q4 '09 (75), Q1 '10 (100), Q2 '10 (125), Q3 '10 (150), Q4 '10 (180). At the bottom, there is a 'Room Chat' window showing a small video of two people.

We built our media experience from the ground up with a robust implementation of the Wowza media engine. This means an elegant design without third party software. We can work with any camera feed so you can use a studio suite or a built in web cam.

Host an audience of 14,000, each with a front seat.

- Up to 6 rooms of different length presentations
- Live or recorded video
- Automated video uploading and transcoding
- Audience questions via text or audio
- Slide shows along side video
- Auto archive of presentations
- Lectures paid or free for presenter and audience
- Screen sharing (as of 4/10)

The screenshot shows the Hyposum 2.0 interface. At the top, it says 'Hyposum 2.0' and 'Welcome Today / 1:08'. Below that is a 'Presentations Schedule' table with columns for date, time, title, speaker, and room. The table contains 16 rows of presentation data. At the bottom, there are buttons for 'View Details' and 'View Presentation'.

Date	Time	Title	Speaker	Room
18 Oct 2009	09:00-09:00	Public Events	Walter Wray	West Anderson-Melissa North
18 Oct 2009	09:00-07:00	Public Events	Steve D. Jones	West Anderson-Melissa North
18 Oct 2009	07:00-08:00	Break 1 (No 1 1/2 Hour)	Michael Stein	West 1 (No 1 1/2 Hour)
18 Oct 2009	08:00-09:00	Break 2 (No 1 1/2 Hour)	Greg Sullivan	West 1 (No 1 1/2 Hour)
18 Oct 2009	09:00-10:00	Southland	Patricia T. Smith	West 1 (No 1 1/2 Hour)
18 Oct 2009	10:00-11:00	Southland	Scott Sandford	West 1 (No 1 1/2 Hour)
18 Oct 2009	11:00-12:00	Southland	Scott Sandford	West 1 (No 1 1/2 Hour)
18 Oct 2009	09:00-09:00	Public Events	Walter Wray	West Anderson-Melissa North
18 Oct 2009	09:00-10:00	Public Events	Steve D. Jones	West Anderson-Melissa North
18 Oct 2009	10:00-11:00	Public Events	Michael Stein	West Anderson-Melissa North
18 Oct 2009	11:00-12:00	Public Events	Greg Sullivan	West Anderson-Melissa North

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Real mall experience for retailers and shoppers

Retail success in two words, contacts and sales.

For store holders it's that simple. They need a platform that allows them to make contacts and turn those contacts into customers. We purpose built our shopping mall accordingly.

- Shopping enabled
- List jobs
- 1-1 Video chat
- 100+ Templates
- Catalogue display
- Contests and giveaways
- Multi-workers per store
- Videos and slide shows

Attendee Enjoyment

Your attendees look for engaging material with an easy to use toolset. They want security and the freedom to learn more while feeling part of a larger experience.

- Easy registration
- Upload materials
- Video chat with all
- Multiple theater rooms
- Easy to use interface
- Super fast image loading
- Integrated shopping cart



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facebook



Chat it Up

1-1 video chat with anyone at the event

We have founded our platform with chat throughout the site and auto camera detection that allows anyone to simply click and talk with others.

We apply a totally in-house solution as our media engine so no external connections.

In Shopping Mall

- Unlimited 1-1 video links
- Use text, audio or video
- Color coded availability
- Pre-schedule session

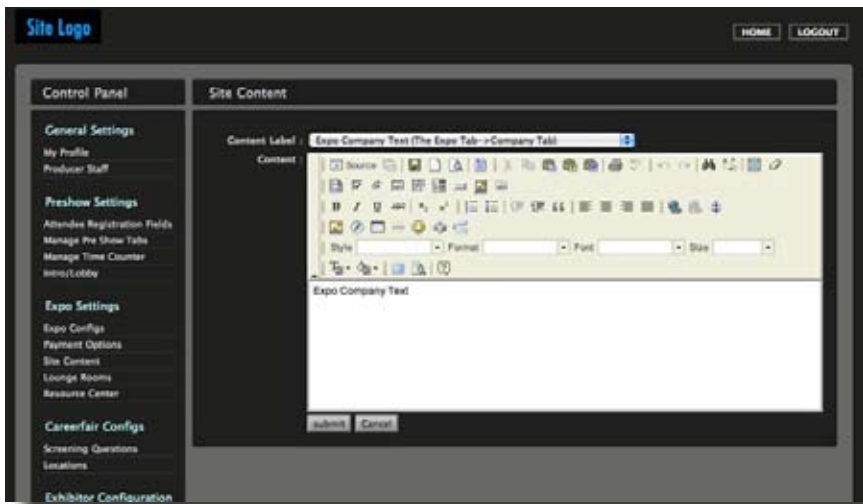
In Theater Room

- Discuss the presentation
- Ask questions by audio or text
- Speaker controlled access
- For live and recorded sessions

In the Lounge

- Group & 1-1 video or text chat with other attendees
- Forums or message boards
- Unlimited chat rooms
- Archive text from chat

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ROI calling

Reporting above and beyond

In the final assessment of an event, you need the statistics to show how well your mall works. We record every click by every attendee and can output that data as best serves you.

- Reports per site or attendee
- Pivot table results per attendee
- Output reports as pdf or csv
- Transcripts of all group chats
- Track all e-commerce for product and payment fulfilment

Take the reins yourself

Set up and run an expo

The public side of our virtual mall is just the front end for a series of sophisticated databases. You have control over these through easy entry tabs in your producer admin panel.

- WYSIWYG text editing and simple graphic loading
- Control multiple producer staff
- Use specialized tools to interact with attendees
- Change and review graphics as they will appear
- Select from 3 different payment gateways
- Directly manage attendees and exhibitors


Site Statistics From 2009-12-09 To 2009-12-09	
General Statistics	
Unique Visitors	3
No of Visits	22
Average Visits per Visitor	7.33
Average Length of Stay	0(Min)
Booth Video Views	
Conf Room Presentation Views	
Document Downloads	
Newsletter Sign-ups	
Competition Sign Ups	
Contact Us Click Throughs	
Website Click Throughs	
No of Chats	
Total Number of Sales	
Total Number of Sales	\$0.00

Visits By Day Of Week	
Wednesday	22
Thursday	
Visits by time of day	
12:00 am-06:00 am	22
06:00 am-09:00 am	
09:00 am-12:00 pm	
12:00 pm-03:00 pm	

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We understand budgets

Our prices fit any budget and allow full features even in the base code.

Expos2 Pricing (effective 9/1/09)				
	Lock Code (v2.5)	Customizable Base	Lock Code Year Long (v2.5)	Customizable Base Year Long
Software License (\$ per Year)	4,995	9,995	6,995	14,995
Number of events (per year)	1	1	open 24/7	open 24/7
Additional events (per event)	2,995	3,995	2,995	3,995
Live days included (per event)	3	3	N/A	N/A
Booths included (per event)	50	75	40	75
Attendees included (per event)	1,000	2,000	unlimited*	unlimited*
Presentations (per event)	50	75	30 per month*	30 per month*
Hosting (\$ per live month)	300	300	100	100
Training				
GoToMeeting one on one	4 hours included	4 hours included	4 hours included	4 hours included
Online guides and videos	✓	✓	✓	✓
Software Support				
Support - month one	✓	✓	✓	✓
Support 2 hours monthly	✓	✓	✓	✓
Additional support	65	65	65	65
Customizations				
Business Analysis/QA (\$/hour)	100	100	100	100
Development (\$/hour)	65	65	65	65
Overages				
Attendees (\$ per attendee)	2	2	2	2
Booths (\$ per booth)	50	50	50	50
Presentations (\$ per lecture)	50	50	50	50
Additional 3 day events	2,995	3,995	2,995	3,995

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