



Contact Information

Curt Thornton, CEO
9253 Eton Avenue
Chatsworth, CA 91311
818-775-1624
Curt@provision.tv
www.provision.tv

Industry

3D Media
Digital Media
Digital Out of Home

Development stage

Early Stage/Revenue/Growth

Year founded/#Employees

2001 / 6 (3 in sales)

Current Ownership

Executive Team: 46%
Catalpa: 13%
Other Stakeholders: 11%
Public Float: 30%

Use of Funds

5% Product Development
20% Marketing/Sales
75% Capital Expenditures for 3D Network

Net Monthly Burn Rate

\$50,000

Current Cash Position

~\$250,000

Existing Debt

~\$3.2M, convert, due 2012

Financing Milestones

2001: Catalpa \$3.3M
2004: Millennium Hanson \$750k
2007: PPM \$2.5M

Advisory Board

Gil Amelio, former CEO Apple Computer, Currently on the board of directors of AT&T

Lyle Bunn, 10 years of experience in Digital Signage (35 years in enabling technologies)

Joe Benites, 25 years of experience in retail & CPG company management

THE SITUATION

Underscored by the recent success of Avatar and the introduction of 3D technology at the 2010 Consumer Electronics Show in January by Sony, Samsung and LG (albeit with glasses), the market is embracing 3D as the next major platform for both in home and out of home entertainment.

Provision arrived just in time with a 3D holographic display that does not require glasses and their technology is currently used by many Fortune 500 companies including Intel, Kodak, P&G, and Ford. With more than 800 3D holographic screens to date, Provision has just signed several major contracts with big box retailers & advertising agencies to deploy its technology platform as the first 3D network in the world.

PROBLEM/OPPORTUNITY

Information overload continues to erode the effectiveness of conventional advertising causing ad blindness. Additionally, over 70% of purchasing decisions are made by consumers at the point of purchase. These two issues alone drive advertisers to look for opportunities to stand out at the point of purchase.

SOLUTION

Provision plans to continue the deployment of its 3D holographic screens inside retail stores based upon the success of market trials, to date. Success criteria provided to advertisers include: increased sales, explosive coupon redemption rates and brand recognition that far surpasses traditional media.

REVENUE MODEL / MARGINS

Provision partners with retailers in a revenue sharing arrangement whereby Provision provides the hardware and advertising sales support in exchange for attractive placement near points of purchase.

Current signed contracts for over 1,000 retail locations utilizing Provision's proprietary hardware platform require funding. These contracts have an associated recurring revenue backlog of ~\$50 million per year. A strong pipeline of over 5,000 retail locations would deliver an additional ~\$150 million in recurring revenue with a gross profit margin of ~65% and an operating margin ~30%.

COMPETITION

Research analysts estimate the Digital-Out-of-Home market currently \$2.6B, growing at ~20% per annum over the next five years. Current competition includes static display, tradition 2D digital display and 3D display using glasses. Provision's strong patent portfolio and first-to-market position provides competitive advantages over competing technologies.

FINANCIALS

The Company currently has two unfunded commitments in place for up to \$10M in financing to support Provision's strong pipeline. Once this next milestone is achieved and the Company announces its next major retail contract, they will be looking for potential off balance sheet, lease or other financing opportunities to expedite additional roll-outs. The current tax loss carry forward is \$10M.