



Changing the Way You See the World

Investor Presentation

2014: Q4



"Bringing Princess Leia to Life"

Star Wars, 1977, Lucasfilm Ltd.

Safe Harbor Statement

This presentation contains forward-looking statements regarding our business, financial condition, results of operations, revenue streams, unit economics, intrinsic value and prospects. Words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates” and similar expressions or variations of such words are intended to identify forward-looking statements, but are not deemed to represent an all-inclusive means of identifying forward-looking statements. Additionally, statements concerning future matters are forward-looking statements.

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The information set forth herein should be read in light of such risks. We undertake no obligation to revise or update any forward-looking statements in order to reflect any event or circumstance that may arise after the date of this presentation, except as required by law.

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Who is ProVision?

***ProVision is a leading purveyor of
intelligent interactive 3D
Holographic display technologies
and Out-Of-Home digital signage
networks***

View ProVision's technology:

<http://www.youtube.com/watch?v=UWeEG3opEfQ>



**“Innovative Retail Point-Of-Sale (“POS”)
Medium - Engaging The Consumer Unlike
Any Other”**

The *Tipping* Points



- **Point-of-Sale (“POS”)** promotion is 4th largest advertising medium, trailing only network TV, spot TV and Internet; expected to grow 20%+ in next 5 years
 - Immediate Gratification – POS Decisions account for 70% of Consumer Purchases
- **3D: *circa* 2010**
 - Avatar woke audiences up around the world with reality of modern 3D media
 - Consumer Electronics Show buzzed almost exclusively about 3D TV
- **Holograms: “The *Future* of Shopping”**
 - Intel/Fox Business, August 2013
 - View the link:

<http://youtube.com/watch?v=9vKidhS0fQk&feature=youtu.be>

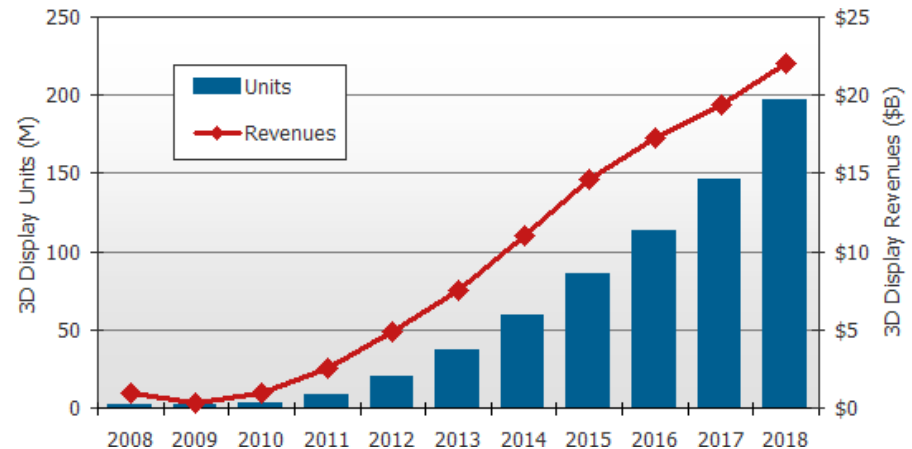
U.S. Market Opportunity: \$163 Billion

- Annual POS spending exceeds \$17 Billion in the US and is expected to grow 20% in the next five years *(Source: POPAI)*
- U.S. Local Advertising spending is expected to reach \$149 Billion in 2017 *(Source: Bia/Kelsey, 2013)*
- Print Coupons More Popular than Digital Deals: 78% cannot quit paper *(Source: Adweek, January 2014)*
- Digital Ad's More Believable When Viewed in a Pharmacy: 74% of Consumers *(Source: Nielsen Study, March 2014)*



3D: The *Future* is Now

- 3D Display Revenues Forecast to Reach **\$22B by 2018** (Source: NPD Group)
- “This (3D) is as big of a deal as 70 years ago when movies went from black & white to color” (Source: Jeffrey Katzenberg, CEO, DreamWorks)
- “3D is going to be the next big thing” (Source: Ad Age)
- “Web 3.0 might as well be called Web 3D” (Source: Media Post)
- “3D Technology Increasing sales on the web by 20%” (Source: KSL.com)
- “Madison Avenue Bets 3D Marketing Sells” (Source: New York Post)



Digital-Out-Of-Home (“DOOH”)

- DOOH is expected to capture a larger share of the traditional OOH market
 - 35% in 2010 to 41.5% in 2014 *(Source: PQ Media)*
- DOOH is expected to grow to 2016
 - 15.2% CAGR *(Source: PQ Media)*
- 7 in 10 Customers have purchased a product or service because a DOOH screen caught their eye. *(Source: FedEx Office Study, 2014)*
- DOOH screens reach more Americans each year than online videos. *(Source: TTV Marketing Report, 2014)*

U.S. Annual DOOH Revenue 2017 = \$8.5 Billion



Source: IHS iSuppli, 2014

Patented and Proprietary: 3D *Holographic Technology*

- Created **40** global patents, copyrights and trademarks (12 U.S. Patents issued)
- *Nov 2010, U.S. Patent Issued (7,881,822), 3D Kiosks: “protects vending machines and product dispensing kiosks when integrated with 3D”*
- No glasses required; No eye strain; No nausea
- Flexible: 3D or 2D content
- Enables any digital image to be projected up to 40 inches away from a screen in 3D
- Scalable: Products include 3” to 40”, and new Life-Size (in development)
- Interactive: via smart phone or gesture
- 3D Holographic “Product of the Year” – Frost & Sullivan



SKECHERS

Unique Value Proposition



- Revolutionary POS advertising network
 - 5,000 Retail Pharmacies (nationwide) reaching 36 million people per week, entrance marketing, consumer-focused destination
 - Rite Aid wellness+ Program (52 million members)
- Traffic-stopping 3D video displays & programming
 - Combats ad blindness; see Nielsen Market Research Study
- Customization of POS coupons, sweepstakes, promotions, recipes, etc. – modular




Actual Consumer Coupon Issued from
Rite Aid 3D Reward Center Kiosks

- Interactive advertising and merchandising with Mobile

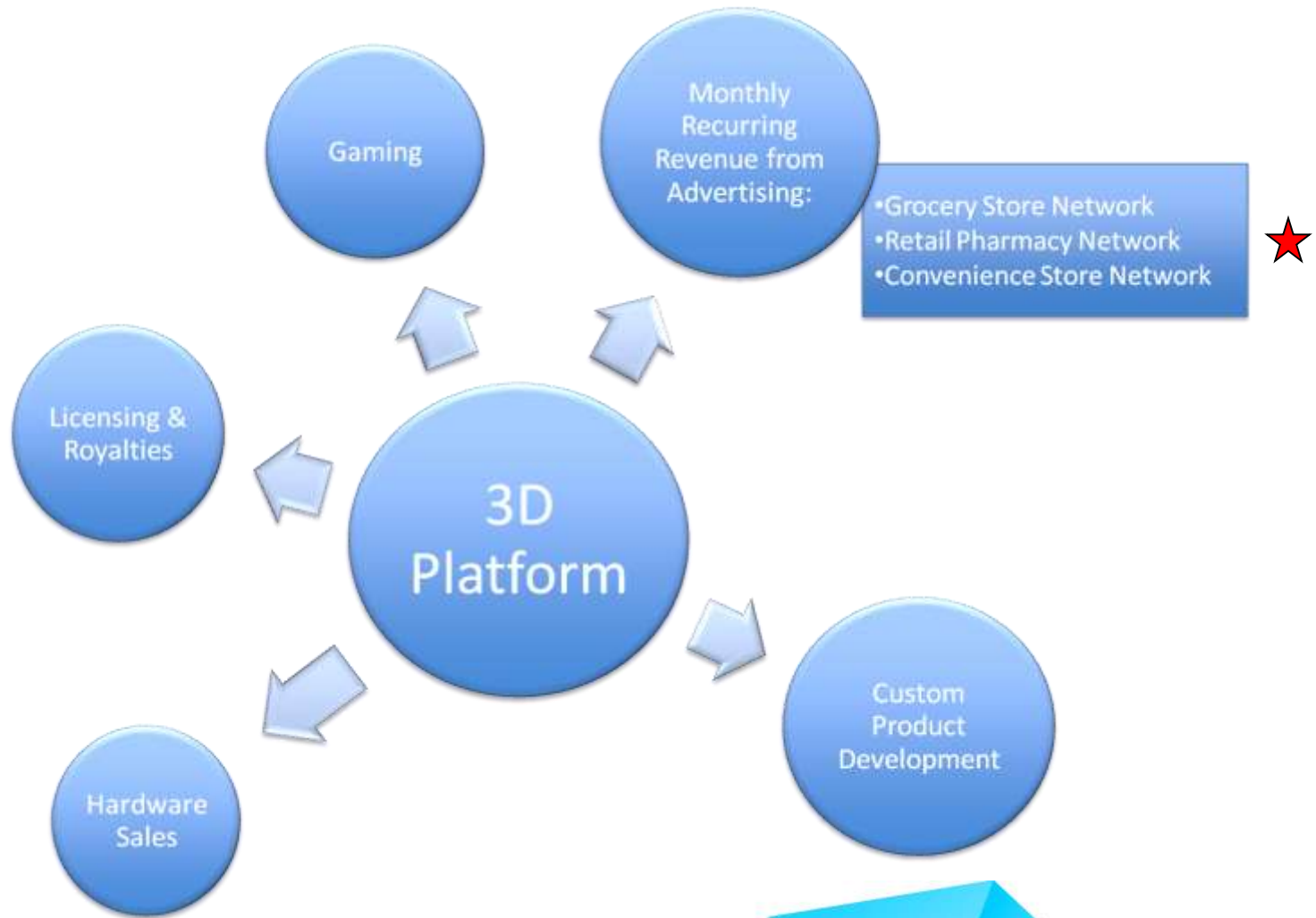
Mobile Strategy: Interactive 3D & Smart Phones



- QR Bar Codes &  **SHAZAM**
 - Gain access to advertiser content
 - Link to websites, activate a call, initiate an SMS
 - Send an email, download a video, enter a contest
- Scan (via smart phone or tablet) in one of three unique zones
 - 3D Holographic Screen
 - Touch Screen
 - Printed Take Away
- Engage and Interact Directly: Brand ↔ Consumer
 - “Consumer demands something to do, not something to watch” (source: digitalsignagetoday.com, 2014)
 - Geo-Fencing, NFC, and Beacon Technology Ready



Revenue Streams



Monthly Unit Economics: Retail Pharmacies



Retail Pharmacy Network

3D Hologram Ads

# of 10 Second Hologram Ads	10
\$/Hologram Ad Spot	\$150
3D Hologram Monthly Revenue/Location	\$1,500

Coupons

# of Coupon Spots	11
\$/Coupon Spot	\$100
Coupon Monthly Revenue/Location	\$1,100

Net Revenue/Location *(net of agency fees)* **\$2,600**

Operating Costs

Monthly: Paper, Service, Network	(\$150)
Retailer Fee (25%)	(\$650)
Total Operating Costs/Location	(\$800)

Monthly Operating Profit/Location **\$1,800**

Validation of Revenue Sustainability

1. **Retailer.** Signed Agreement with Rite Aid; \$25 Billion Annual Revenues; Fortune 150 Company.
2. **Ad Agencies.** Signed Agreements with HMN, Pharmark & DVAN; 40,000 physicians in health care facilities nationwide; national & local agencies.
3. **Advertisers.** Agency delivers: L'Oreal, Kraft, Colgate, Zicam, Afrin, Glaxo Smith Kline, Tums, Snapple, Dr. Pepper, Red Bull, Fiji Water, Elizabeth Arden, Maybelline, California Lottery, Coca-Cola
4. **Consumers.** Engaged & Interactive. Coupon Redemption provides sales lift up to 20-30%; Intel AVA software demonstrates consumers invest time with 3D Kiosk
5. **Technology.** Patented 3D Holographic Display; Patented 3D Kiosk System; "*3D Holographic Product of the Year*", Frost & Sullivan
6. **Empirical Data.** Nielsen Market Research Report; "Exceeded Expectations"

Risk Mitigation For Investors

1. **Retailer.** 3D Holographic Systems Installation Commenced in Rite Aid
2. **Ad Agency.** Immediate Commencement of ROI. Agency's Ad Sales efforts delivered (10) National Advertisers and thirty-four (34) Nationally Branded Product Promotions; which exceed current forecasts in financial model. DVAN and Pharmark commit to 84% of revenue forecast with local ads.
3. **Market Growth.** Digital Place-Based Networks Spending Forecast 2017 to be \$8.5 Billion *(source IHS iSuppli, 2014)*; Compounded Annual Growth Rate Forecast to 2016 to be 15.2% *(source PQ Media,)*
4. **Partner Agreements.** Intel, Fujifilm, Amber Alert, Ad Council
5. **Multiple Revenue Streams.** 3D Advertising, Coupons/Promotions to Start; Vending, Mobile, Data, Transactions – expanded revenue streams.
6. **Stakeholder Investments.** Fortress \$50 Million

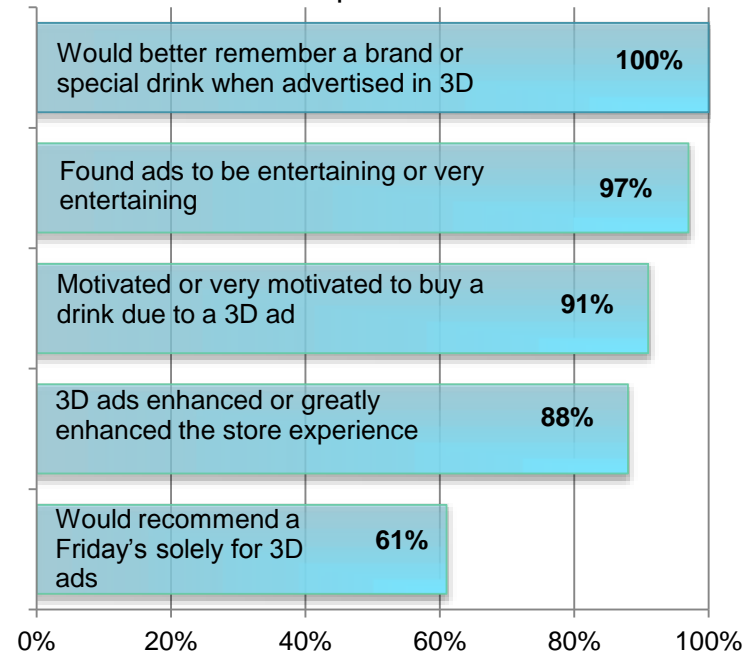
More Success: Coupons, Promotions, & Campaigns

- Coupon redemption averaged 17% vs. the industry average of 1.5%
 - As high as 43% for some promotions
- Little Caesar's Promotional Coupon
 - 170% Sales Increase



T.G.I. Friday's Stats

When surveyed about 3D Holographic advertisements, T.G.I. Friday's patrons responded:



Source: Worldwide Marketing Trends

The Press:

- *“This was a true traffic stopper (Provision’s 3D Holographic display), I and a clutch of other shoppers, stood transfixed, voicing quiet ‘whoas....’ under our breath as if we’d just seen Laurence Fishburne make that impossible leap from the roof of a tall building in The Matrix”. – Bill Roberson, KATU, ABC-TV Affiliate*
- *“Manufacturers currently have over a dozen methods to reach the consumer in-store, but none can match Provision’s 3D’s ability to grab the shoppers’ attention at the point-of-purchase”. – Gary Smith, Former EVP, Safeway*
- *“Best 3D I’ve ever seen” – Gil Amelio, Former CEO, Apple Computer*
- *“Provision ushers in the future of advertising.” – Justin Kuepper, Accelerize New Media*
- *“Provision has perfected the first 3D holographic display console for retail use. The 3D Rewards Center imparts an exciting and memorable visual experience every time a Customer enters the store, for a compelling, traffic-stopping, head-turning totally engaging brand communications.” – Lyle Bunn, Ph.D., Location-Based Media Expert*

Past & Present Partners

DIAGEO



Kodak



Google



IBM



Microsoft

FLEXTRONICS

UNISYS



P&G



Johnson & Johnson



Advertisers Delivered:

http://www.youtube.com/watch?v=t_loG9Nweik&feature=youtu.be

L'ORÉAL®



Colgate®

ZICAM®

Afrin®



Elizabeth Arden



MAYBELLINE
NEW YORK

Coca-Cola®



Future Applications

Retail	Education	Medical	Entertainment	Gov't	Consumer
Drug Stores / Convenience Stores	Primary / Secondary Schools	Doctors / Dentist Offices	Slot Machines, Pachinko	Homeland Security	Home Game Consoles
Grocery Stores	Universities	Hospitals	Casinos	Training Simulation	Computer Monitor
Banking	Museums	Imaging	Lottery	Aircraft	TV
Casual Dining	Libraries		Movie Theaters	DMV	Cell Phones
Hotels / Hospitality	Science Centers		Video Games	Military Aerospace	
Electronics			Theme Parks	Post Office	
Fast Food					

Multiple Markets & Applications: “*Irons In The Fire*”

- Life Size Holograms: <http://www.youtube.com/watch?v=eJuOGTjeljg&feature=youtu.be>
- Banking
- “Other” Retailers
- Theme Parks
- Casino’s/Entertainment
- International/China Joint Ventures



Who We Are

- Leadership

- **Curt Thornton**, BS/MBA, Founder/CEO – Iwerks, Nortel, AMC, Tandon Computers, Harman JBL, REXON
- **Bob Ostrander**, BS/MBA, VP Business Development – Baskin Robbins, Allied Domecq, Kraft, Sara Lee, Welch
- **Jeff Vrachan**, BA/BS, CTO – Allied Signal, Mitsubishi, Southwestern, REXON

- Advisory Board

- **Gil Amelio**, Ph.D.: Apple CEO; AT&T Board Member
 - “Gil Amelio saved Apple” – Forbes, 8/15/13
- **Lyle Bunn**, Ph.D.: Digital Signage Expert, Market Pioneer
- **Dave Matera**: CEO, Pitch, Inc., Media Buying Agency
- **Jon Corfino**: EVP, Universal



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