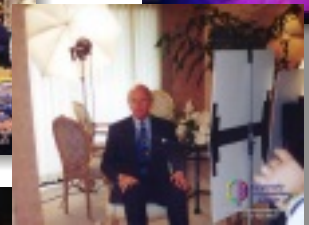


**Corporate
Production
Design, Inc.**

Live Events. Media. Web Broadcasting.



Corporate Production Design, Inc. (CPD) is here to help you achieve your outcome.



▲ **What We Do.**

Explore the four major outcomes we achieve for you.

▲ **How We Do It.**

Find out what methods and tools we use to achieve these outcomes.

▲ **Who We Are.**

Familiarize yourself with our team, client list & portfolio, and discover what's different about us.



Corporate Production Design, Inc.
1427 Goodman Avenue
Redondo Beach, CA 90278

(310) 937-9663 tel
(310) 937-9759 fax
info@promotionalevents.tv

"I want to promote to you Corporate Production Design ... over the last 5 years or so we've done business together [they] have continuously not only come through but really brought out the kind of creativity that makes an event not just good but outstanding."

~ Tony Robbins, Internationally-recognized peak performance coach.

What Results Are You Looking For?



Promote A Product

Promote your product or service with Product Launches, Press Events, Conventions, Infomercials, Internet Websites, and more...



Share A Message

Share your message or vision through Motivational Seminars, Business Theater, Internet and Home Video or Audio, and more...

Improve An Image



Improve an image with the public through Electronic Press Kits, Corporate Merger Events, Convention Presence, Internet Campaigns, and more...

Empower People



Empower or educate people using Live and Internet Training, Distance Learning, Incentive Trips, Educational Multimedia, and more...

What's Different About CPD?

We recognize that there are a lot of companies that offer services similar to ours, so we'd like to focus on a few key areas that make us unique...

Outcome Not Income Based

At CPD our success is in achieving our client's outcomes. While we bring tremendous expertise and creativity to each production, it remains our singular task to help a client communicate their message, emotion, or vision.

Edutainment: The Art of Engaging Audiences

We design all of our productions based on our unique Edutainment technology. We have proven time and again that audiences best receive and respond to information and education when placed in a peak state through entertainment and visual communication. We don't

just put equipment on your project, we put in creativity.

We're A Scalable Company

All of our production models are based on scalability. We bring the industry's finest talents together as needed rather than saddling ourselves and our clients with overhead. We assign the right people to the right projects and adapt our resources as the market transforms. As such we avoid passing along the "next guy in line" to our projects. Everyone gets our "A" list of resources.

We Offer Complete Solutions

Our experience and resources encompass not only every aspect of live



event and media production but also communications, advertising, promotions, media buying, merchandising, fulfillment, destination management, and operations. Whatever it is you need, we'll get it done.

We Understand The Corporate Environment

Our team has served Fortune 50 companies both from the inside and the outside. We know how to work in this environment without disrupting the flow of business, and we will make you, your staff, and your executive team feel comfortable, confident, and in control.



"I've never felt more supported or more empowered to be teaching as when I'm in the environment or space they create."

~ Jack Canfield, Co-author of Chicken Soup For The Soul.



Who We Are.

Corporate Production Design, Inc. has more than 20 years experience in all arenas of designing and executing entertainment, corporate events, and multimedia.

As a team we bring a huge wealth of experience from daily audio/visual production to managing some of the largest arena and theatrical presentations in recent history — from Anthony Robbins to Disneyland or from Fox Sports to Microsoft. Through these experiences we know how to handle

both experienced spotlight performers as well as the new CEO on his first speech to his shareholders.

We do not gain anything from overproducing. We provide economical and efficient services and design each production to the right level and always exceed our clients' expectations for quality and quantity.

Our Team.

Bill Ganz
President and CEO
billg@promotionalevents.tv

Daren Ulmer
V.P. Business Development/Web Broadcasting
darenu@promotionalevents.tv

Tim Kuglin
Broadcast Operations
timk@promotionalevents.tv

Gonzalo Nieto
CFO
gonzalon@promotionalevents.tv

Hugh Jeffries
Sr. Writer/Editing Director
hughj@promotionalevents.tv

Our Clients.

Here is a partial list of clients Corporate Production Design and its core team have served in the last few years.

Promoting Products

- Toyota - Dealer Events
- Exhibit Crafts - Convention and Trade Show Audio/Visual and Design
- Kenwood - Consumer Electronics Show (CES) Trade Show
- Fender Music - National Association of Music Merchants (NAMM) Trade Show
- Microsoft - Live Events and Product Launches
- Nissan - Press Events with George P. Johnson Co. and Wild Eye Pictures
- QVC - Live Satellite Uplinks (Tony Robbins)
- Mbrane - Promotional Videos
- Centura Software - Promotional Videos
- International Beauty Show - West

Sharing Messages

- Anthony Robbins - Live Events and Videos
 - Results 2000 - Arena Tour
 - Peter Lowe - Live Event Arena Tour
 - Jack Canfield - Live Events
 - Delfin Systems Seminars - Live Events and Videos
 - The Salvation Army National Convention - Arena Event

Improving Images

- Bosch/Thermador/Gagganau (B/S/H/) - Corporate Merger Event
- The Denver Broncos - Live Events, Halftime Shows, Superbowl Party
- The White House Communications Agency - West Coast Event Coordinator
- The Launch of More Music Television - Live Event
- The Sprint/PCS Merger - Live Event
- The Design Opening for the Long Beach Convention Center
- The Design Re-Opening for the Los Angeles Convention Center

Empowering People

- American Communications Network (ACN) - Network Marketing Live Events
- Meeting Professionals International (MPI) - Meetings and Fundraisers
- International Digital Systems (IDS) - Digital Satellite Training Video
- The Million Dollar Forum
- Financial Mastery - Anthony Robbins Live Event
- Health & Wealth - Anthony Robbins Video Series

Other Event or Video Production

- CBS Sports Spectacular
- Cedars-Sinai Hospital
- Cox Communications
- Hyatt-Regency Hotels
- General Mills
- General Motors
- Motorola
- Apple
- IBM

Satellite/Broadcast

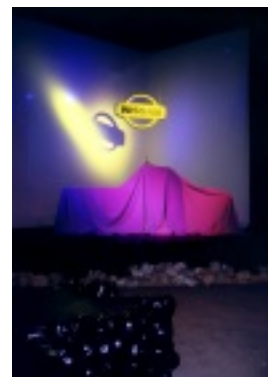
- ESPN
- MSNBC
- The Disney Channel
- Microsoft
- Sun Microsystems
- Apple Computer
- Rockwell
- Northrop
- Chevron
- The Academy Awards™
- Intel
- Hewlett Packard
- Nortel

Writing and Pre-Production

- Universal Studios Pictures
- IBM
- U.S. Armed Forces
- HBO
- Showtime
- Bank of America
- Sheraton Hotels



Portfolio.



Live Events.

At CPD we create dynamic events designed specifically to achieve your outcome. We bring outstanding creative concepts, cutting-edge hardware, and an experienced team to every project while tailoring every aspect of the event to meet the needs of your organization.

Promotional Events

It is our singular goal to communicate your message - to tell your story. We build lasting relationships with our clients because we achieve their outcomes while supporting them with top quality creative and execution. Let us help you captivate your audiences and get your message out to the world.

- Press Events
- Product Launches
- Business Merger Conferences
- Convention Booth Design and A/V
- Dealer/Distributor Meetings
- Fashion Shows
- Wheel Shows
- Parties and Fundraisers
- Sports Tournaments
- Charity Events
- Touring/Roadshows



- Creative Concepts
- Visual Design
- Computer Assisted Design
- Pre-Visualization
- Scripting
- Marketing
- Permits
- Travel
- Lighting
- Audio
- Video Projection and Walls
- Special Effects
- Speaker Coaching
- Satellite/Fiber Optic Links
- Post-Event Evaluation
- Site Management
- Promotional Products
- Interactive Media and Kiosks
- Floorplans
- Recap Videos
- Print Material

Business Theater and Corporate Communications

CPD has an unparalleled background in delivering engaging and effective business theater. We bring a unique approach to educating audiences through an entertaining environment, called *Edutainment*. This immersive learning environment has proven highly successful in supporting many of the world's top motivational and human potential speakers and will enhance any message or concept you have to communicate.

- Human Potential / Motivational Seminars
- Network Marketing Shows and Rallies
- Human Resources and Training
- Corporate Incentive Trips
- Political Theater
- Award Ceremonies

Media.

The team at CPD offers both experience and creativity, along with a fresh approach to production that is both economical and enjoyable for our clients.

Video Production

CPD provides economical yet top quality video production services because we have based our production model on the latest in digital technology, rather than on an outdated Hollywood model that uses high-cost production equipment and facilities. In other words, the same quality editing, audio, and graphics can now be produced on systems that cost tens of thousands rather than hundreds of thousands, and we pass this progress in technology along to our clients.

We believe that outstanding product comes from the creativity and skill of people, not from the equipment. We focus on creating great content rather than on booking time and large crews so that we achieve our client's outcome - not ours.

Broadcast Content

Drawing on extensive creative and production resources in the entertainment and television industry, CPD develops and co-develops content for broadcast,

cable, satellite, and webcast television. Our team brings not only outstanding creative content, but the ability to produce the content within tight production budgets.

Interactive Media

CPD not only develops content but also creates & duplicates CR-ROMs,

Business Card

CD-ROMs, and DVDs. Let us show you how we can combine interactive computer presentations with video, audio, printable

brochures, "point-and-click" video, and much more onto a single CD-ROM that duplicates for less than a dollar each.

Web Design

We have a graphic design team that will design and develop your website, complete with interactive media such as Flash Animations, Video, Audio, and even e-Commerce Solutions. We'd love to talk to you about many exciting options that are available now such as online event registration, audience response systems, portable and wireless data for PDAs



- Video Shooting
- Video Editing
- Creative Development
- Scripting
- Location Management
- Media Buying
- Motion Graphics
- 3D Graphics
- Graphic Design
- Web Design
- Logo Design
- Flash Animation
- Printing
- Media Duplication
- e-Commerce Solutions
- Promotional Products
- Call Centers and Fulfillment

(Personal Digital Assistants like Palm™ and PocketPC™), and viral marketing campaigns.

Print Design

Our design team will also design and publish brochures & flyers, programs, tickets, posters, business cards, banners, or any type of printed media in support of your company or event. We will work to unify your print materials with the look and feel of your event, video, or website.

Merchandising and Promotional Products

We also develop all types of merchandise and products to promote your company, organization, or event. We have a terrific design team and the ability to manufacture all types of products at extremely affordable rates.

Internet Webcasting.

Internet Streaming Video, or *Webcasting*, is potentially the most dynamic new technology available to deliver compelling and personal messages to target audiences around the world. While there have been some bumps in the road while this medium was being developed, stability and a track record of daily success are now being achieved.

Let us demystify this exciting technology and show you the immediate benefits of delivering your next sales meeting, shareholders conference, board meeting, CEO's address, Human Resources update, Product Launch or any type of corporate communication directly to your audience's desktop. The time has arrived and it's easier than you think.

We believe that the product a production company offers is not equipment or technology — it is the experience and abilities of its people. We are more than just a camera crew. We bring our wealth of experience in live event production where we have made countless clients look good. We insure that you or your clients not only look good but also deliver a clear and effective message.

For an overview of this exciting technology please also visit www.promotionalevents.tv.

Shooting/Capturing

We have designed our web video production capabilities specifically for the unique requirements of the Internet. While many companies offer video production services with large-scale mobile production "studios", we have designed efficient, economical, and extremely mobile equipment packages that will work in any environment and can be anywhere on short notice.

We also recognize that there are unique needs in the corporate environment. It is not possible to roll a multimillion-dollar mobile production truck up to a Madison Avenue building and run cables and generators up to the 37th floor. Our packages are compact, mobile, don't require electricians, and don't generate excessive heat or require extraordinary electrical power. We are prepared to walk into any boardroom or CEO's office in short notice with little setup/teardown time without disrupting your flow of business.

Satellite Uplink

Live event Internet broadcasts require real time encoding and distribution capabilities that are provided through a *Content Delivery Network* ("CDN"), but your signal must first get from your event location to the CDN. We provide cost-effective Satellite, Fiber Optic, and Microwave transmission capabilities to transmit your video signal to our partner Activate's Internet Broadcast Center, Grand Central Station in Seattle, Washington.

As of June 1, 2001, one in ten households in the United States and Canada now have high-speed ("Broadband") access to the Internet (expected to exceed 33% within 3 years), and by the end of 2002 more than 65% of Fortune 1000 companies will be webcasting on a regular basis (*Jupiter Media Metrix*).

- Single Camera Packages
- Multi-Camera Portable Production
- Mobile Production Facilities
- Satellite/Fiber Optic Links
- Advanced Graphics (3D or 2D "Motion Graphics")
- Teleprompting
- Script Development
- Speaker Coaching
- Makeup/Wardrobe
- Virtual Reality Sets and Backdrops
- Chroma-Key Shooting ("Green Screen")
- Audience Response Systems (ARS)
- Sets/Props/Floral/Thematic
- Décor
- Portable Greenroom, Restroom, & Staging Facilities
- Portable Generators & Power Distribution (where needed)
- Catering/Craft Services
- Aerial Camerawork (Helicopter, Airplane, or 18' Dirigible with wireless camera)

Webcasting

CPD is a partner with Activate, one of the industry's leading providers of Webcasting services. Activate was recently named one of the *Top 100 Emerging Companies to Watch in 2001* by *Computerworld* and also received the Blue Ribbon award from *Network World's Streaming Media Review*.

We work closely with Activate to bring you a complete end-to-end solution that is reliable, predictable, and affordable. Your event can be broadcast to a handful of viewers up to thousands of desktops either live or on-demand ("Replay"). You even have the option of delivering your broadcast on a Pay-Per-View basis.

We are continually achieving new levels of interactivity in webcasts. Imagine delivering your PowerPoint presentation, an interactive chat, targeted point-and-click advertising or purchasing, and/or audience responses side by side with your video presentation.