

event *screen*

Interactive Company integrating Event Marketing with Event Screening





From the Mass Appeal of the Sports,
Entertainment and Music Industries to the
Glamour of the Red Carpet Events, We Are
the Gateway for Millions of Fans and Spectators.

**LET US PUT YOU FACE TO FACE
WITH EVERY SINGLE ONE!**

The Company

- As seen at GRAMMYs, Golden Globes, MTV & Teen Choice Awards for the past several years, as well as countless Concerts, Premieres, Lectures, and Corporate Events.
- Integration of Technology with Interactive Marketing, via Partnering with Sponsors, and **Onsite**, as well as **Online** Campaigns that extend beyond Entry-Point Screening.

Business Model

- Utilizing latest discreet Digital Screening and Scanning Technologies/Applications at Entrances to High-Profile Events/Venues.
- Combined with LCD/LED Screens displaying Video Content/Advertising/Social Media Opportunities by Corporate Sponsors aimed at (& engaging with) niche Audiences.

Guest Entrance



About Us

- For the past seven years, bringing the latest Guest Screening Technology & Solutions to the Sports & Entertainment Marketplace.
- Over 200 High-Profile Event Rentals throughout the U.S. and Canada.
- Currently, in the process of Transition to Permanent/Long-Term Rentals and Installations at High-Profile Venues.



Technology

- Digital, Cutting-Edge, but 'Passive' *
Walk-Through People Screening System displays Concealed Unauthorized Item(s) on a Computer Monitor.
- Prevent Admission of Electronic/Recording Devices to Ensure Corporate Privacy and Sensitive Data.



* (not rendering an image of the person's naked body - ACLU friendly)

eventScreen

Benefits

- Unlike Analog Systems (used at Airports, and for other non-pleasant situations), this Technology Does Not Alarm at all Metals.
- Eliminates Unnecessary wandering, pat downs, removing of keys, coins, jewelry and other items of no concern.
- Fast, Efficient, Pleasant/Positive Experience.

Media

With the possibility of showing up on YouTube only a cell phone click away, corporations become proactive in ensuring their confidential meetings remain private.

At the most high-security meetings, some planners ban electronics entirely – laptops, cameras, BlackBerries, even cell phones.

To ensure attendees respect an electronics prohibition, Event Screen is a company based in Irvine, California, that provides a digital walk-through system sensitive enough to pick up even the smallest electronics.

"It's used in situations where it could be detrimental for someone to take a picture with a cell phone or record part of the meeting ... It's fast and unobtrusive – not like an airport metal detector. It doesn't show the person's body, just detects distortions in the magnetic field."

In addition to high-profile celebrity events, ... the technology has come in especially handy in the pharmaceutical, automobile, and oil industries, as well as with boards of directors for any industry.

-- Meetings ROI, Sept 2008 --



Why Venues Love Us?

- We offer a valuable Deterrent between not having any Scanning versus traditional but Negative and painful Metal Detection.
- We move Traffic fast. We're Entertaining.
- We Engage the Audience with the Venue & Event. We Generate a new Revenue Source.
- We Enhance Methods & Elevate Standing.

Why Security Loves Us?

- We offer True Detection and Tracking.
- The Computer is Not Discriminating.
- Digital Integration with other Technologies.
- Enhanced Manpower Allocation.
- We make their Job Easier.
- High Tech, Ease of Use & Peace of Mind.

Why Audiences Love Us?



- Everyone receives the Same/Fair Treatment.
- Reduced or No Pat Downs or Wandering.
- Un-Intrusive, Friendly, and Engaging.
- Appreciate the Event, Venue, and Sponsors.
- They Get Informed! They're Entertained!
They Love the Interaction with the Brand.

Why Sponsors Love Us?

- Interactivity & Engagement leading to Instant Action with the niche Audience.
- We direct Traffic to Sponsor's On-Site, as well as Online Presence.
- Take advantage of Positive Attitude & Reinforcement for Sponsor/Brand Identity.
- We provide an additional Opportunity for Sponsor/Brand Recognition.

Why Us?

- We are responsible for the Deployment of this Proprietary Technology for the pre-selected Industries, utilizing our seven years of Field Experience.
- We are the **ONLY** Company to have gained the Acceptance of this Technology within the Commercial Markets.

Experience

- Thanks to Our Efforts, Events utilizing this Technology in Our Customized Housing include the Golden Globe Awards for the past 7 years, GRAMMY Celebration for the past 6 years, & other Award Shows ...

Experience

- ... Countless Movie Premieres, Concerts, Debates, Lectures, Sporting Events (including The Breeders' Cup), as well as Corporate Meetings, Trade Shows, and Brand Kickoffs.

Clients

- We've established Relations with numerous High-Profile Clients including Universal, Disney, Paramount, Hollywood Foreign Press Association, Dick Clark Productions, The Recording Academy, Live Nation, San Diego Chargers, the NFL, and Volkswagen North America, to name a few.

And Now...

- Event Screen signs Exclusive Licensing Agreement with Battelle Energy Alliance, LLC (BEA), the management & operating contractor of the Idaho National Laboratory (INL) under U.S. Dept. of Energy (DOE).

Exclusive License

- The agreement allows Event Screen to commercially further develop, manufacture, use, sell, and distribute processes and products embodying the licensed patent of method for detecting the presence of a ferromagnetic object.

Solutions

★ The Entrance = First Impressions!

- We Entertain the Audience, while informing them about Event, Venue, and the Sponsor...
but we also have a Reason to be There...
- We Enhance Positive Association. We're High-Tech and High-Class.
- Are You Ready to Get Involved with this Emerging Category?

Opportunities

- Seasonal, Annual, Permanent Locations and Pilot Programs Available.
- Choose between Amphitheaters, Arenas, Stadiums, and other High-Profile Properties. *Or a Traveling Tour.*
- Use our Ideas on Social Media Campaigns as part of the Content & Activation.

Partner with Us

... *and Invest in Us*



We're changing the face of advertising.

- We are looking for a few good Venues, Sponsors, Integrators, and Interactive Marketing relations ...
- visit us at: EventScreen.com
- follow us at: [Twitter.com/EventScreen](https://twitter.com/EventScreen)
- call us at: (949) 281-6750
- email us at: info@eventscreen



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