Take1
The most profoundly engaging stories about the
when and *where* of filmmaking

Take1 is a unique new metadata film industry browser

Take1 integrates life journeys with cinematic journeys

Take1 is a platform for attracting, engaging, and
building movie audiences

For *moviegoers*, Take1 is:

Rich navigation through studios, locations, and stories by time, place, and tag

Discovery, seeing more than meets the eye about filmmaking

Composing stories with real/virtual cinematic locations, by time and place

For *moviegoers,* Take1 is:

Free app for creating movies of all the
unique moments of life journeys

Seamless integration of life journeys
and moviemaking

A new mobile movie fan model,
integrating creation and consumption

For *moviemakers,* Take1 is:

A new, immersive, and multisensory way to engage current and future generations of audiences in the real and virtual worlds of film art and craft

A new way to enhance cinematic experiences with mobile devices and a new way to sell movies on mobile devices

For *moviemakers,* Take1 is:

A new portal to audiences

A new way to add value to movies

A new way to build audience share

A new brand extension

And a whole lot more

Take1
A disruptive innovation for monetizing movies

A unique new value proposition for
monetizing movies:

Revenue streams from paid information
related only to specific time, place, and tag
rich navigation

Revenue streams from channel and network
infrastructures for content delivery

Revenue streams from big data

Take1
The list of film industry synergies is endless:

Governments
Distribution channels
Software
Hardware
Travel, destinations
Hospitality
GPS
Cameras
Movie aftermarket
OEMs, suppliers
Infinite monkey

Take1

The possibilities are infinite!

Experiencing the real and virtual worlds of film on mobile devices by time and place can be enriched through virtual, augmented, and multisensory perceptual browsing

The first Perceptual Browser
For humankind, it is a big data portal to
understanding

Data
Information
Knowledge
Understanding

From hyperlocal to global communities,
a tool to understand the genome of anything!

In the words of Rick Smolan, author of The Human Face of Big Data, "the world is about to change forever because of this sudden ability to measure and sense the world in real time"