



MEDIA TECHNOLOGY SYNERGY

ECOMMERCE DESTINATION +
MASK AND TOTEM +
BRANDED ENTERTAINMENT +
COLOR SEARCH +
NON-LINEAR DISCOVERY +
MORE...

VISUAL SEARCH & DISCOVERY ENGINE

PRODUCT MAP

"Movies as a Platform"

"Welcome to custom product story, using 3/2-G rich media merchandising, Pantone color, universal wishlist, movie/TV personalization, affinity search,..."

Multi-track merchandising using x-y and abbreviated z-axis display (aka 3/2-G) window for branded storefronts, product placement/integration, rich and deep story.

RICH MEDIA / DEEP STORY STACK
*multi-channel integration strategy

Brick, Click & Flip
Pantone Color/
Visual-X Graph Tool
(x=shape, fabric texture,
pattern, region of
fabrication,... or
other promoted
product facet).

Universal wishlist and FINDME story recommendation engine saves your favorite items and preferences across click or mortal. Add items from your wishlist to any shopping cart (aka universal shopping cart integration).

"Stereotype" sponsored stories feature keyword mashups and participatory product design campaigns integrated with viral crossplatform reality-based competition formats.

MVP (mobile)

Market basket itineraries using "mask and totem" persona and affinity.

No need for linear keyword search, 1-Click discovery uses USP associations, and algorithmic Visual-X (x=product facet) non-linear discovery engine.

3/2-G PROSCENIUM DISPLAY

on Coloramba or embedded storefront api

PANTONE SOCIAL COLOR/
COLOR SEARCH

integration with Pinterest, print and digital campaigns

UNIVERSAL WISHLIST

Amazon, Ebay, web/mobile web

WARDROBE JUNKIE/
POP DRAG

reality TV competition format and companion series

GOSTORY

integrates with theatrical marketing, celebrity/influencer and brand story

1-CLICK DISCOVERY

mash button on Coloramba/ Cineramba homepage

CINERAMBA & HVX

Companion website based on HyperVideo experience file format and media console with storybar UI; custom built for next-gen digital cinema, theatrical marketing, and new ancillary monetization of studio and legacy media brands.