

NIGHT FRIDGE

Late Night Cooking Special



Sponsored by SAMSUNG SMART FRIDGE

In the Night Fridge kitchen, celebrities reinvent their favorite foods. Whether it's delivery, microwave, takeout, or scratch, recipe remix features one of your favorite media stars sharing news from their current project in TV, movies, music, gaming, sports, art, politics, or publishing. But be sure to bring your own bag of groceries, because the Night Fridge kitchen is *h a u n t e d* -- and attached to your PayPal account. (*Proceeds go to your favorite charity.*) *OUCH!* That jar of strawberry jam cost you \$2K. (*But that is the price of a special ingredient that can make your charity famous!*)

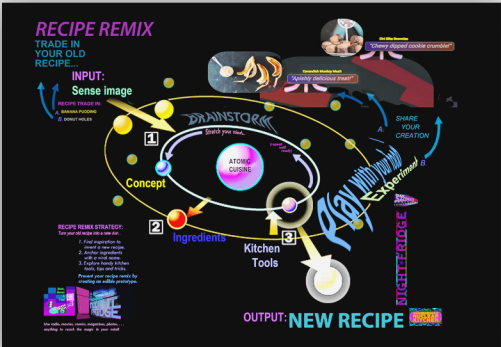


New Media
COMPARABLE:

(product integtation features
recipe based market basket)

LOGLINE

During a promo interview for a new release project, a connected LED smart fridge helps celebrities transform their **FAVORITE OLD** recipes, using a stream of viral visual and sonic clues, built into the soundscape of a "haunted kitchen."



"The Night Fridge show brings a brand new celebrity interview format to late night TV, using a mashup of media persona, favorite foods, and viral storytelling."

"WHAT IS NIGHT FRIDGE?"

SHOW FORMAT

- +Unicorn Chef
- +Celebrity Guest
- +Bag of Groceries
- +Charity Pantry
- +**HAUNTED** Kitchen
- +Projection Graphics
- +Media Promo Plugs
- +Viral Recipe "Remix"

MEDIA SPECIFICATIONS

CONNECTED FRIDGE

Optics, Sensors and Audio

1. The Night Fridge refrigerator features a front-facing camera (linked to face detection); an in-fridge fisheye POV lens, for direct-vlog confessionals; Harmon/Kardon built into the aluminum and LED housing (for "talking" fridge connection).

SOUND STAGE ENVIRONMENT (*mediascape*)

THX / Visual FX

2. The sound stage features a front projection graphics display for integration with FX-based media plugins and promotional packages (content featured per episode). Combining VFX and THX enables an immersive experience for guests who must locate clues in the "haunted" kitchen environment.

NIGHT FRIDGE FX KITCHEN (*modular cookspace*)

Influencer Host / Celebrity Guest

3. The celebrity guest list will be queued to new release projects across all media platforms and outlets. The surround sound pipeline and interactive wifi kitchen is wired for a rich media and ambient recipe experience layered with onscreen and projection graphics, sound FX and music cues, with featured media clips arranged for the Night Fridge immersive mediascape.

"Just like Hot Ones -- minus the hot sauce and chicken wings -- but in a haunted kitchen. Bring your "old recipe" and reinvent it with the help of a "ghost" who will give you clues to new ingredients based on your new release project."

