



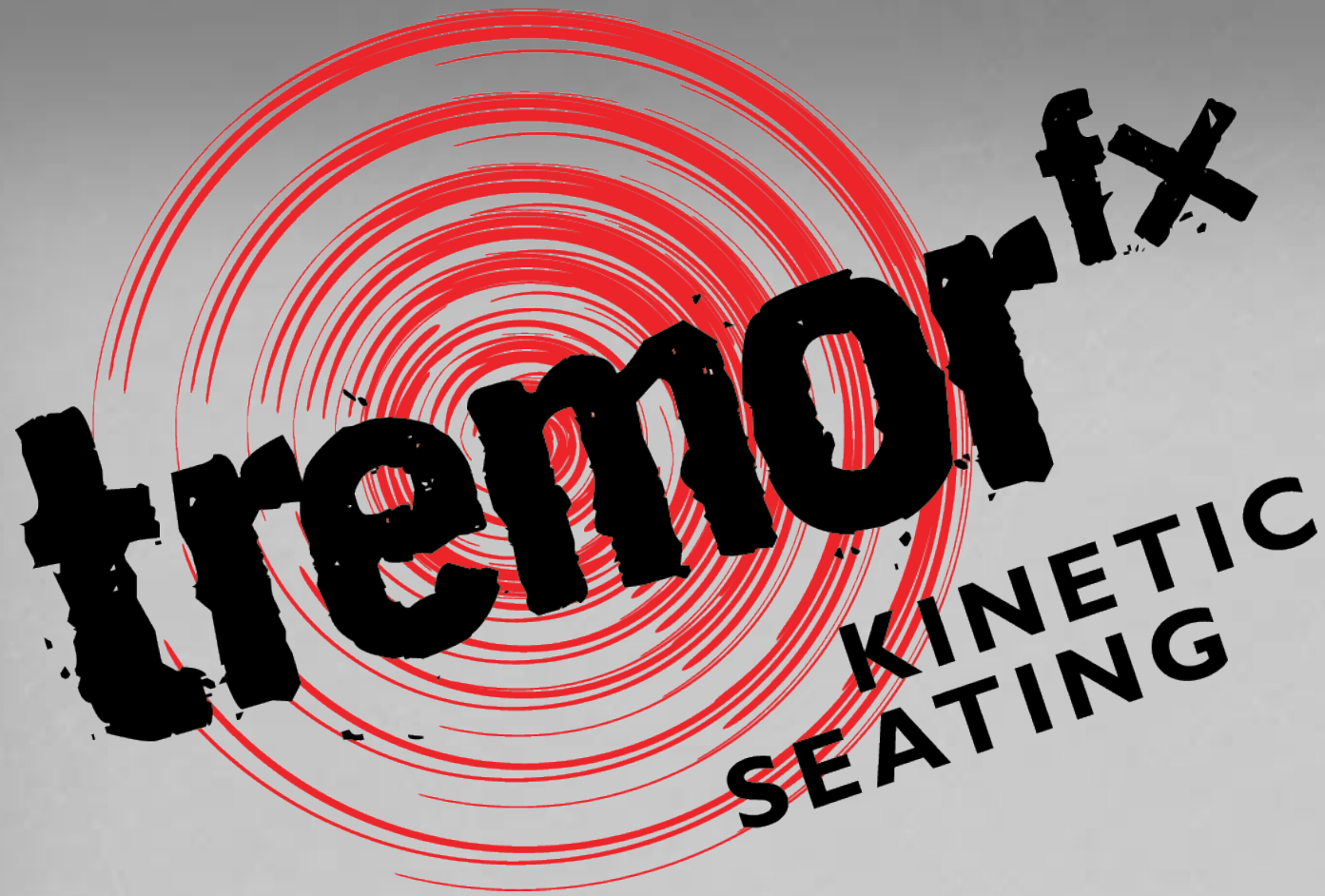
April 2012

REDSEAT

ENTERTAINMENT

- Company developing Tremor FX Technology
- Wholly owned subsidiary of Endeavor Capital
- Management:
 - Joseph Sorenson, CEO
 - LeVoy Haight, CTO
 - Kevin Baugh, COO





- Immersive experience — *Feel any movie*
- Proprietary technology — Patent pending
- Multi-use — Works with all genre of films
- Low-cost installation
- Differentiates seating

Partnership

- Red Seat
 - Provides the Tremor FX technology and electronics
 - Ongoing research and development
- Seating Concepts
 - Builds and distributes the seats
 - Point of contact for sales and provides service



The Opportunity

- Movie theaters are looking for additional ways to draw individuals to their venues.
 - “Mega” theaters are now available across the country
 - Stadium seating
 - 3D experience
 - Stereo – 5.1 – 7.1 – 11.1
- Consumers desire a more immersive entertainment experience



How it Works

- Technology enables seats to dynamically react to the digital audio signal in any movie
 - Three actuators (one in the seat, two in the back) react independently
 - High frequencies and low frequencies are felt differently
 - Can *feel* music, action, explosions, etc.
 - Voices and talking do not signal actuators
- Patent-pending “smart” algorithms
 - 2 years of development
- Choice of fabric colors and seat styles (despite the company name)



The Technology

- Any movie, any genre
- Flexible installation for any movie theater
- Minimal footprint in projector room
- Modular: Fast change out for upgrades/replacement; each chair part can be removed separately
- Ability to update experience as technology is further refined
- 1-to-1 chair replacement
- Low-power wires for safety
- Adheres to all safety standards (FCC and CE)



Timeline

- Announcement: April 17, 2012
- Demos at CinemaCon in Las Vegas: April 23 -26
- Now taking orders from theater owners worldwide
- Will be shipping and installing in June



Thank you.

Questions?



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