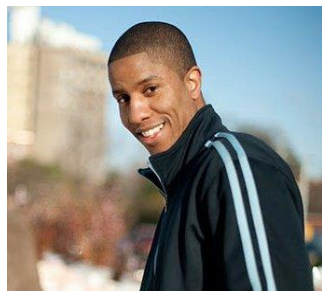




The New **Standard In Mobile** Entertainment

Who We **Are**



Andre Oldacre
Designer/Founder



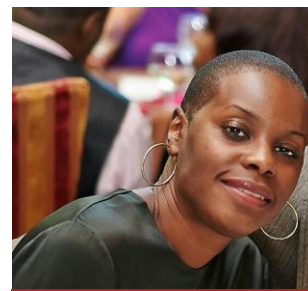
Brittany Bell
Event Host



Matt Smith
Executive Producer



Andrea Holmes
Media Buyer



Tyese Carmichael
Talent Coordinator



Frankie Valenti
Truck Fabricator



Trend Setters

Groundbreaking ideas in music, events and TV programming

Pioneers of the video remix, VMIX mobile truck concept, unconventional experiential brand integrations



Experienced

20 Years in Production/Music TV Programming

Team has produced music and entertainment programming for MTV, BET, ESPN, FOX, and Fox Sports



Innovative

Ideation, Unique, Integration, Execution

The right blend of technology, connections, and creativity to bring new platforms in entertainment



Content Is King

Content creators of exclusive and innovative content

Produced and distributed content to TV networks (broadcast & cable), wireless carriers, VOD, satellite networks, popular websites

VMIX Mobile Events Tour



Miles Ahead

The VMIX Mobile Events Tour is a ground-breaking and innovative new experience in mobile events. The state-of-the-art design pulls from the latest in multiple technologies to bring entertainment marketing to a higher standard. The all-in-one mobile entertainment center, featured on MSNBC's "Your Business", will accompany major events around the country with performances by DJs, artists, athletes, and celebrities.

Simply The Best

The Mobile Events Tour offers a truly unique opportunity for brand integration at iconic entertainment events and world-wide TV & web audience. This experiential marketing solution is effective, highly impactful, scalable, and a cost-effective branded consumer experience.

VMIX Mobile Events Tour



Tour Events

- SXSW (Austin)
- Summer Jam (NYC)
- Music Midtown (ATL)
- Grammys (LA)
- Coachella (CA)
- E3 Video Gaming Conference
- CES (LV)
- VMAs (LA)
- Gen Con (Indy)
- DMC World Championships (London)
- Burning Man (NV)
- iHeart Radio Music Festival (LV)
- More Events TBA

Truck Features

- State-of-the-art DJ/VJ booth extension
- Exterior touchscreens with live video switching capabilities
- Exterior sound system capable of a block party
- HD camera shoots 10' up to record the crowd
- Wireless Internet/Mobile for streaming & client promotions
- Bluetooth connectivity to PA system and TVs
- Rack server with limitless content storage
- Celebrity video interaction with crowd on large TVs
- Live character generation, graphics, and effects
- Live Twitter/FB/Instagram feeds and interaction



Why VMIX

Connecting Brands To The Latest In
Mobile Marketing Technology

1 We offer a full suite of experiential marketing solutions to create effective, impactful, scalable, and cost-effective branded consumer experiences.

2 Digitally embedded watermarks directing consumers to branded content or websites.

3 Innovative design and top notch custom fabrication team that manage the tour and train tour managers

4 Content distribution domestically and internally on TV, VOD, websites, radio, and mobile, and print.

5 VMIX delivers on all aspects of event design including concept, creative, production, logistics and partnerships, execution, post-event marketing asset production, and ROI measurement.

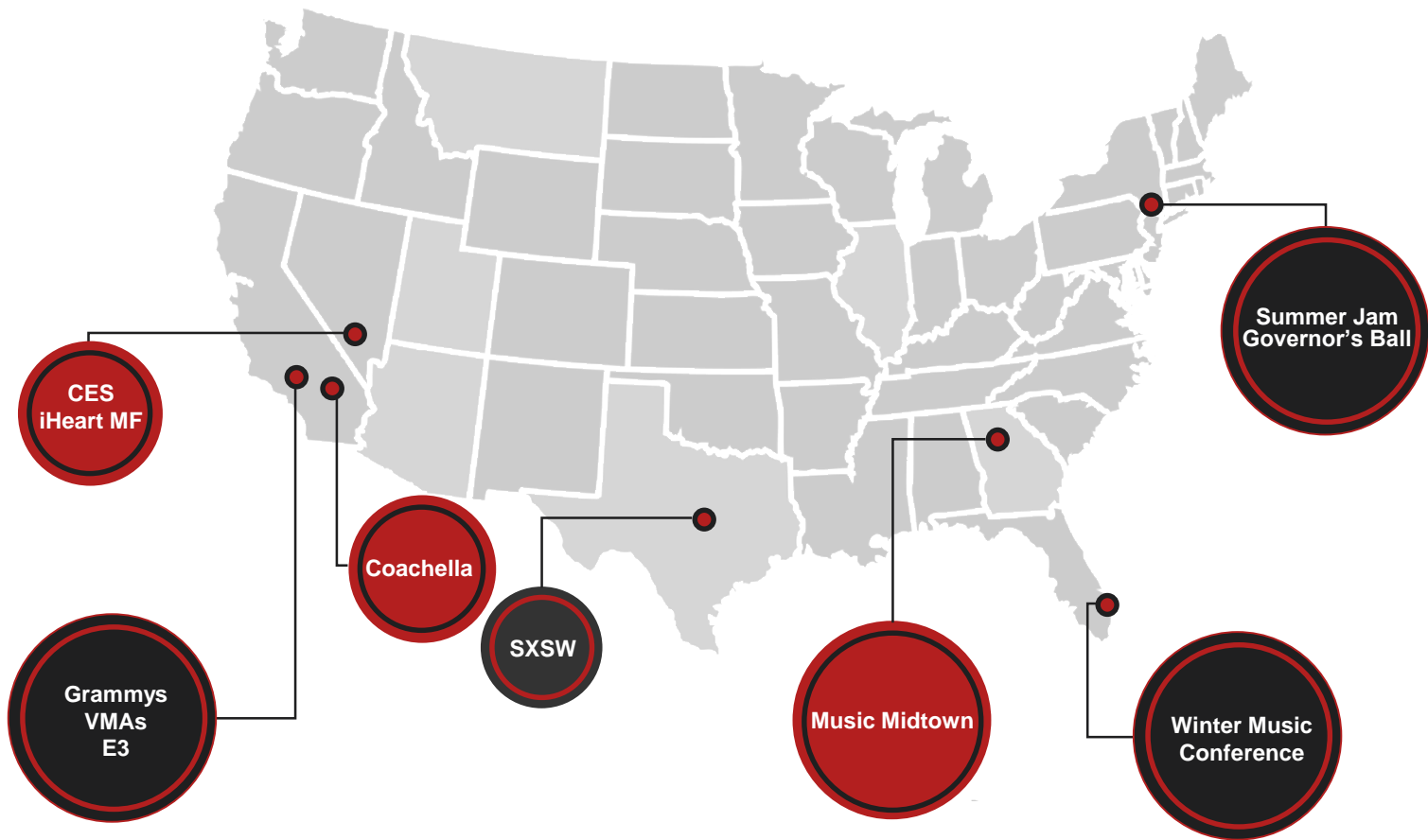
6 Promotional swag, product, and media for consumers to take home to remember their experience.

7 Geo-location services allowing the brand to let consumers know about events in their area.

8 PR solutions spreading the word through ads and interviews on TV, web, magazines, radio, social media, and PR releases.

Tour Stops

The map illustrates the biggest music events and festivals. These are suggested events the sponsor should consider if they are not already apart of. The tour will also include exclusive events based on the title sponsor TBA.



Millennials Target Audience

Age 12-34 92MM Age 18-34 68MM in US



Population

Millennials have the largest population demographic in the US (83.1MM).



Multitaskers

Pros at juggling many responsibilities. Like instant gratification and recognition. Have a work hard play hard work-life balance mentality.



Influential

Commanding \$1.3 trillion in consumer spending (21% of total consumer spending). 20+ billion left on the table due to poor quality experience.



Connected

Heavy social media adopters of Facebook, Instagram, Twitter, SnapChat, etc. They're new "news" source and way of keeping in touch.



Online Content Consumers

Watching 3X as much TV online as non-Millennials. Online distribution is essential.



Tech-Savvy

Smart phone and tablet dependent. Manage work and play on the same device and able to process a lot of information quickly.

Millennial Time Usage

Millennial's Top Interests

Rank	%	Millennials
1st	49%	Watch a TV program you like
2nd	45%	Listen to music
3rd	40%	Watch a movie
4th	32%	Spend time on social media
5th	31%	Play a video game

5.6
HOURS
Per Week

3.8
HOURS
Per Week

Casual Gaming

Millennials

12.4 **59%** **62%**

Hours of video Play occasionally Play occasionally
games per week against others in against others the
same room online

Non-Millennials

7.9 **40%** **44%**

Hours of video Play occasionally Play occasionally
games per week against others in against others the
same room online

FILLING A HUGE LIVE ENTERTAINMENT VOID

VMIX

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- 1 State-Of The Art All-In-One Mobile Entertainment Center
- 2 Engaging experiential marketing at it's best
- 3 Experienced team with 20 years in music TV and events
- 4 Content across all screens and social media