



## Company Overview

### Key Statistics

(as of 6/20/08)

Symbol .....	AVMC.PK
Market Cap .....	\$82.35M
Shares Outstanding .....	48.7M
Float .....	9.7M
Recent Price .....	\$1.69

### Management

#### Chett Paulsen

President and CEO

#### Richard Paulsen

Chief Technology Officer/  
Vice President of Development

#### Ted Paulsen

Chief Operating Officer

#### Terry Dickson

Vice President of Marketing and  
Business Development

### Investor Relations

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*"Because life's experiences are one of the greatest joys, aVinci's aim is to develop an engaging way for everyone to tell their 'story' with personal digital expressions."*

- Chett Paulsen, President and CEO

aVinci Media Corporation LLC, based in Draper, Utah, is revolutionizing the way life events and memories are shared and preserved. The company developed the aVinci Experience to simplify and automate the process of creating professional quality photoproducts using personal photos and videos. This technology delivers a complete, refined production instead of a complicated software tool requiring time, artistic skill, and training to execute.

aVinci creates software solutions that it packages in various forms made available to photo retailers, technology partners, internet portals, social networking sites, mobile platforms, and websites. These allow end consumers to use an automated process to create products such as DVDs, photo books, posters, calendars, and more from consumer photographs, digital pictures, video, and other media in mere seconds.

## Competitive Advantages

- AVMC distributes aVinci products through the nation's leading retailers, photo websites, technology partners, and image service providers.
  - » Wal-Mart, Costco, Best Buy, Photomax, Meijer, and Carnival are exclusive retailers of innovative aVinci Experience products.
  - » Hewlett Packard and Fujicolor are exclusive platform partners.
- AVMC secured the industry's largest library of legally licensed popular and royalty free music soundtracks by signing agreements with Warner Music Group, Rhino Entertainment, Sony BMG Music Entertainment, Walt Disney Records, EMI Music Entertainment World, and others.
- AVMC is developing an extensive lineup of themed templates featuring licensed media from popular movies, TV shows, and music artists with scheduled release dates throughout 2008 and into 2009 and 2010.
- AVMC's aVinci Experience software solutions are easily integrated into existing touch-screen kiosk interfaces and web applications minimizing startup costs while creating new, profitable revenues for integrating partners.
- aVinci has adopted a "powered by" strategy allowing it to provide retail branded solutions where consumers see the end result as a retail partner product.
- The aVinci software engine delivers the power of the desktop, the choice of the Internet and the convenience of the photo kiosk by optimizing features and functionality based on the inherent advantages of each platform.

## Our Partners



## Business Model

aVinci invests its technology with partners who dominate vertical channels. The Company sells through channel dominant partners like major photo retailers who in turn sell to the end customers enabling aVinci to reach millions of consumers quickly and efficiently.

- Fees are based on a "run time" fee not a software license. As partner sales increase, so do revenues to the company.
- Distribution channels include:
  - » Third party photo kiosks at photo retail outlets
  - » Retail kit shrink-wrapped software at point of sale
  - » Software downloads and software integration available on third party Internet sites
  - » Software downloads through its own managed Internet site to which third party Internet sites are linked
  - » Links to company managed web servers on the World Wide Web from third party Internet sites
  - » Integration solutions on photo CD software
  - » Solutions based philosophy, "You bring the photos, we do the rest"

Generally all of AVMC's products require the end consumer to simply supply digital images.

## Product Pipeline

Consumers effortlessly recreate the experience and magic of life events—powerfully telling "their story" with professional, art-directed graphics and effects.

Consumers choose from occasion-based storyboard templates organized into three categories of events in people's lives, including: Everyday Events, Special Occasions, and Life Events. The production value (level of art, camera movements, special effects, and soundtracks, for example) is determined by the specific nature of the event.

- **MyMovieProducer DVD**
  - » Provides users with a simple way to produce professional quality DVD productions. aVinci's patent pending technology spontaneously creates personal digital expressions in mere seconds.
- **Photostory Books**
  - » High-end photostory "coffee table books" that use pre-built occasion-based storyboards to help the consumer "tell a story" to treasure the life event. Instant Movie™ DVD Kiosk and Streaming Movie Productions
  - » Provides users with a simple way to produce professional quality DVD memory productions. aVinci's patented technology spontaneously creates personal digital expressions in mere seconds.
- **Photostory Books**
  - » aVinci offers movie posters that are designed by professionals and created to look like authentic movie posters. Consumers merely select a poster type (theme) and select a personal photo to use in the poster. aVinci's technology does the rest.
- **aVinci Mini Movie**
  - » aVinci's Mini Movie allows users to create short, streaming video productions using digital photos and video. Users may share their productions and posters with friends and family via e-mail, blog, social networking, and mobile platforms.
- **Show Me™ Photostory Cards**
  - » Every story has a beginning, a middle, and a happy ending. aVinci's Show Me Photostory Cards are quick and easy guides to help consumers take compelling photos that will tell their treasured stories with their photos for years to come.
- **Digital Frames**
  - » Productions are pre-loaded onto digital photo frames offering the perfect plug and play gift.

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