



THE ILLUSION FACTORY®

Conquering the unknown. Daily.

# BRIAN WEINER

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Chairman/Founder - SYNTH STUDIOS - INNOVATIVE ENTERTAINMENT AND MARKETING TECHNOLOGIES

Chairman/Founder - SIZZLE, INC. - THE NEXT EVOLUTION OF AD TECH

CEO/Founder - THE ILLUSION FACTORY - SENIOR ENTERTAINMENT EXECUTIVE - WRITER/PRODUCER/DIRECTOR

AI • Creative Development and Production • Augmented Reality/Virtual Reality/Theatrical/Television/Gaming

## OVERVIEW

For over 45 years, The Illusion Factory has been entrusted with the promotion and marketing of over 7 billion dollars in filmed, live, broadcast, online, gaming and interactive entertainment. During this time, we have garnered more than 265 of the top creative and technological awards for our clients and have helped to generate more than 100 billion dollars in revenue for them.

Sizzle, the new revolutionary platform from The Illusion Factory is a global trans media network that activates and engages consumers in a unified platform that includes the Sizzle Television Network combined with SizzleVerse, the new Omniverse built within the Sansar metaverse platform, including opening the metaverse to legal wagering casinos.

This ambitious undertaking, completely self-funded by The Illusion Factory, sought to interconnect all AI, print media, and all broadcast, satellite and streaming media, Augmented Reality, Virtual Reality, IOT, Robots, Music and Gaming into a new form of network...one that is entertaining, useful, transactional, informational and most of all, engaging.

An advertisement stops being an advertisement when the consumer desires the information or exposure to the content. The entire psychological experience is converted at that moment from a push model to a pull model. When a consumer pulls information, they do not feel advertised to. They feel informed and they appreciate a brand that is able to deliver that information in a fun and friendly manner. This along with the multitude of details that make up a great brand and a great consumer relationship, is the catalyst that converts a consumer from a first contact into a fan.

Sizzle is exactly that form of technology, business model, methodology and experience. It is brand new, and has never been done before.

This has given way to the creation of Synth Studios, which leverages a suite of innovations, technologies and creative business models and puts them conveniently together to produce the world's largest concerts, anamorphic 3D billboards, virtual reality, augmented reality, gaming and marketing systems.

Within this collection of systems and approaches, brands, businesses, and consumers come together through interactive explorations, games, augmented reality of all forms, interconnected financial technologies, a deep shopping experience, sweepstakes, prizes and social media sharing engagements.

## ENTERTAINMENT EXPERIENCE

Over 45 years experience in producing, programming, packaging, and marketing high quality, franchise-oriented, entertainment properties. Proven track record of successful creative production in gaming, virtual reality and all media, forecasting paradigm shifts and business leadership. Unusual blend of critically-acclaimed, award-winning creative expertise, innate ability to identify and promote winning properties, massive multitasking capabilities, core focus, dedication, ingenuity and strong team-building skills.

International network of A-list studio executives, creative teams, code engineers and programmers. Marketing successes include substantial contribution to the marketing and promotion of many Emmy Award-winning series including: **The Big Bang Theory, Two and a Half Men, Southland, Friends, ER, The West Wing, The Sopranos**; and other highly successful series including: **Roswell, New Mexico, Charmed, All American, Supergirl, Life Sentence, Riverdale, Black Lightning, DC's Legends of Tomorrow, The Flash, Jane The Virgin, Nip Tuck, Smallville, iZombie, Arrow, The Vampire Diaries, Fringe, The Closer, The Mentalist, Rizzoli & Isles, Person of Interest, Dark Blue, Without a Trace, Cold Case, The OC, The Drew Carey Show, George Lopez, Everwood, Gilmore Girls**; as well as four Emmy Award-winners for Outstanding Movie or MiniSeries including: **Day One, Drug Wars: The Camarena Story, A Woman Named Jackie**, and **Oprah Winfrey Presents Tuesdays With Morrie** along with **The Hunger Games** on Blu-Ray and many IMAX films.

## AREAS OF EXPERTISE

- Creation of augmented and virtual reality technologies
- Game development in all platforms
- Generation of Original Creative Content
- Production from Concept through Release
- Creative and Business Development
- Branding, PR and Cross-Promotion
- Tech Entrepreneurial Factors
- Game Design, Development, Promotion
- Leadership and Team Development
- Contract and Deal Negotiations
- OTT Digital Distribution Methodologies
- Advertising and Marketing Worldwide

## AWARDS

The Illusion Factory has been proud to garner over 265 of the top awards for creativity and technology. <https://illusionfactory.com/awards>

## GAMING EXPERIENCE

Produced games in all formats for a large variety of clients including:  
**Time Inc. Sports Illustrated Fantasy Football and Fantasy Baseball**

**FOX Dont Forget the Lyrics and Terminator Evasion**

**Warner Bros.** hundreds of games for their websites including **The Kid's WB, The Kid's WB Jr., The West Wing, The Sopranos, Friends, Ozzy & Drix, Cold Case, Terminator: The Sarah Connor Chronicles, Without a Trace, ER, Warner Bros. Virtual Reality Theme Park in Second Life**

**NBC Universal The Simple Life, American Ninja**

**Lifetime TV How To Look Good Naked**

**CNBC Smart**

Produced the interactive dvertising promotion for many **Activision** Releases including **Call of Duty: Modern Warfare 3 Elite**, (the fastest entertainment property to generate \$1 Billion dollars in 16 days), **Cabela's Dangerous Hunts, Big Game Hunter, Blood Drive, Cabela's Survival, Rapalla's Pro Bass Fishing.**

More than 120 apps in the app store, several patent pending.

## REGULATED GAMING

**Sports Wagering:**

**Designed the world's first legal sports wagering app**, cleared by Nevada Gaming Control in all app formats for Leroy's Sportsbook. Also designed new wagering kiosk for Leroy's.

Built the same sports wagering app for **William Hill** who sold to Caesar's for \$4B

Ideated new Sports Wagering / Social Media app for **BetLeroys.com**

Worked on marketing launch of **Hot Roster app**

**Fox Sports - Designed Fantasy Baseball App**

**Live Wagering:**

Built **Cinema Roulette**, playable in a movie theater for the **Venetian Casino**

**Online Wagering:**

38 Games for Horse Racing Giant **Twin Spires**

Horseracing games for **Stronach Entertainment** and **Propick Racing**

**Chan Poker for Poker Legend Johnny Chan** in Second Life

**Player Madness** - Programmed Complete Online Casino and games

Online - **Face to Face Video Poker**

**Fantaz online website and skill game suite**

**Dice Roller V** - Online Wagering platform

**Backgammon Wagering platform**

**App Wagering:**

**First Live Dealer Bacarrat app on iPhone 1,**

Worked on app for **Shoutz, Letterz, Razor Sports**

## GAMING EXPERIENCE

Produced games in all formats for a large variety of clients including:

Time Inc. Sports Illustrated

Fantasy Football  
Fantasy Baseball

FOX

Dont Forget the Lyrics  
Terminator Escape  
M\*A\*S\*H\*

Warner Bros. hundreds of games for their websites including

The Kid's WB - All games on the site  
The Kid's WB Jr. - All games on the site  
The West Wing  
The Sopranos  
Friends  
Ozzy & Drix  
Cold Case  
Terminator: The Sarah Connor Chronicles  
Without a Trace  
ER  
Warner Bros. Virtual Reality Theme Park in Second Life

NBC Universal

The Simple Life  
American Ninja  
Empty My Nest

Paramount

Barnyard - 5 games

Lifetime TV

How To Look Good Naked

CNBC

CNBC Smart

## APPS GAME PROMOTION

More than 120 apps in the app store, several patent pending.

Activision

Produced the interactive advertising promotion for many **Activision**  
Releases including:

Call of Duty: Modern Warfare 3 Elite, (the fastest entertainment  
property to generate \$1 Billion dollars in 16 days)

Cabela's Dangerous Hunts  
Big Game Hunter  
Blood Drive  
Cabela's Survival  
Rapalla's Pro Bass Fishing

Lego

Lego Battles  
Vacation Island

## VIRTUAL REALITY

G.R.E.E.D. - A Massive Multiplayer Online Skill, Social Game  
CoVenture With **Reality Ventures, Inc.**

White Knuckle V.R. - The World's Greatest Daredevils

Virtual Reality Athlete Training Systems

Second Life Virtual Reality Platform:

The World's First Virtual Learning Center  
Virtual Themepark for The Illusion Factory  
TWorks Cartoon Factory for Warner Bros.  
Theme Park for Warner Bros.  
Happy Feet for Warner Bros.  
Friends Central Perk for Warner Bros.  
ER for Warner Bros.  
Casa Blanca for Warner Bros.  
Virtual Casino for The Bellagio  
Virtual Run for Charity for the National MS Society  
Space Station Virtual Exhibit for NASA and Boeing  
Carl Sagan Virtual Memorial Museum  
Star Trek Exhibit for Paramount  
Chan Poker for World Poker Legend Johnny Chan  
Ankkor Wat Cambodian Temples  
Promotion Stations for Warner Music  
World's First Virtual Concert for Chemical Brothers  
Virtual World Headquarters for Metaversal Gaming

Universal Studios - Planned virtual world exhibits for Michael Jackson and Universal  
Horror Characters

## AUGMENTED REALITY

Sizzle

Mel B - AR Music Video

## CURRENT VENTURES

Synth Studios  
Sizzle® - The Global Transmedia Network  
Sizzle Network  
SizzleVerse®  
Clifford and Stanley - Feature Film  
Descent - Feature Film  
da Vinci: Anatomy of Genius - Feature Film  
777 - Televised Special  
Two Two Immersive Art Gallery - Art without boundaries

## PROFESSIONAL HISTORY

THE ILLUSION FACTORY, Bel Air, CA

1979-Present

Multi Award-Winning Production Company, Post Production Company, Game Production, Interactive Media, Advertising and Marketing Organization servicing all of the major studios, broadcasters, cable stations and Fortune 500.

<http://www.illusionfactory.com/>

### Founder & CEO

Founded the company to create cohesive entertainment advertising and marketing campaigns in all media. Achieved profitability within 6 months. As the Creative Director, focused on innovation in merging creativity and technology in every possible media system. Expanded services into Print, Motion and Interactive Divisions ranging from commercials, documentaries, music videos, promos, sales reels, sizzle reels, video magazines, virtual and augmented reality apps, games, gambling games, websites, software development, interactive advertising campaigns, 2D and 3D animation, motion graphics, visual effects, key art, posters, outdoor advertising, consumer products, branding, style guides, etc.

Illusion Factory Creativity and Technology Overview:

<http://bit.ly/Zoampg>

Illusion Factory Overview Reels You Tube Playlist:

<http://bit.ly/11FOpFU>

## PRODUCTION

Produced and Directed hundreds of projects for both Peter Roth's group and Lisa Gregorian's group at **Warner Bros. Television** and **International Television** including **Inside The West Wing** - a one hour special edition of **The West Wing** for use in teaching Civics and Government in High Schools nationwide, **Warner Bros. Television 50th Anniversary** - A fond look at the last 50 years, 7 Reels for the **Warner Bros. Museum** covering the chapters of **Warner Bros. Television** Legacy, a Customer Orientation Reel for **DirectTV**, The Tenth Anniversary of the **Brandon Tartikoff Legacy Awards** for **NATPE**, the music video **Drive (for Daddy Gene)** by **Alan Jackson**, which won Music Video of the Year in 2002, Animated Video promoting second screen technology for **The Hunger Games** Blu-Ray DVD for **Lionsgate**, Video Magazine Documentary on **NSYNC** during the filming of the **IMAX** movie **Bigger Than Live**, **The Tiger Woods Learning Center Overview**, and a fundraising documentary entitled **United Friends of the Children** which successfully raised 2.5 million dollars at the event in which it premiered.

## LEADERSHIP / INNOVATION

Provided creative and strategic leadership in financial management, expansion into new media and emerging technologies, lead numerous teams to accomplish over 30 business, creative and technological “firsts” and was awarded the patent for shared video on demand for one of those firsts. Personally conceived, created and funded the first Office in the Cloud and the first online combination of skill games, fantasy sports and horseracing for money in the United States.

## INDUSTRY EXPERIENCE

Acted as Account Executive and Creative Director on worldwide, high profile projects for **Warner Bros.** (6 divisions – 15 years), **Oliver Stone**, **Pen Densham**, **Dorothea Petrie**, **David W. Rintels**, **Sports Illustrated**, **John Carpenter**, **Dean Devlin**, **Paramount**, **Fox**, **Disney**, **NATPE**, **IMAX**, **NBC Universal**, **The CW Television Network**, **CNBC**, **G4**, **E! Entertainment**, **Style**, **History Channel**, **HBO**, **TBS**, **ITV**, **Granada**, **Fremantle**, **Sony**, **DirecTV**, **NBC Sports**, **NFL Channel**, **Creative Artists Agency**, **William Morris Agency**, **J Walter Thompson**, **Dojo SF**, **Activision**, **Nintendo** and many others. This extended beyond entertainment brands to include **Chevrolet**, **Volvo**, **TMobile**, **Adidas**, **Champs Sports**, **V8**, **Jamba Juice**, **Squaw Valley**, **Nickelodeon**, **Mattel**, **California Raisins**, **State of California**, **City of San Diego**, **City of Los Angeles** and many others.

## CRIME FIGHTER

Created the antitheft **Lock It. Hide It. Keep It.** campaign that reduced theft from automobiles by 23% in Los Angeles in 2012. Personally commended by Los Angeles Police Department Commander Jim Cansler.

## CREATIVE PASSION

Passion for theatrical films sparked inside the Cinerama Dome watching the first release of **2001, A Space Odyssey** and ignited in the very same theater watching the debut of **Apocalypse Now**. Studied well over 8000 films across the full spectra of creative disciplines. Very knowledgeable on all film topics in both the creative and business sectors.

## 3rd DEGREE BLACK BELT

Earned **2nd Degree Black Belt** in 2015 from **7 Time World Karate Champion**, **Johnny Gyro**. Earned **3rd Degree Black Belt** in 2023 from **All Star Martial Arts**.





## REFERENCES

"It was a true pleasure to work with Brian and the team at The Illusion Factory. No matter the size of the project, everyone we came in contact with was consummate professionals who brought creativity, innovation and a wonderfully obsessive attention to detail to the finished product."

**Rod Perth, President and CEO  
and Beth Braen, SVP Marketing, NATPE**

"We have worked with Brian and The Illusion Factory on many projects over the years and they have always done an outstanding job. Whether it's developing and creating something that has never been done before, or just jumping in and lending a hand when we are busy with tons of projects, they have always been an incredible firm with a great attitude."

**Lisa Gregorian, EVP and CMO, Television Group,  
Warner Bros. Entertainment Group of Companies**

"Brian Weiner and the artists at The Illusion Factory continually enhance our productions with their boundless imagination. We could not be more thrilled with their ingenuity, talent, and dedication. Brian is on top of every detail and never comes up short with a creative solution."

**Andrew Gellis, Senior VP, Film and Distribution, IMAX**

"I love working with the Illusion Factory because Brian and his team seem to have never heard of such things as tight deadlines, overwhelming volume, or too many revisions. Each campaign is easier than the next!"

**Caty Burgess, VP, Media Strategies, CW Television Network**

"Innovative, Perspicacious, Loyal and Persevering are the words that come to mind when I think of Brian Weiner. I have been Brian's client and friend for almost 25 years, and I have watched him reinvent himself and his company many times with integrity and creativity. He inspires me to look deeply and to reach widely for my best."

**Anita First, COO, World International Network**

"The Illusion factory always impresses me. Every time I bring them a project, they don't just do a great job...they BLOW MY MIND!"

**Derek Broes, Senior VP, Paramount Digital Entertainment**

"Working the Illusion Factory and their Nxtgen technology has given us the opportunity to engage our audience in unique and effective ways. There is no limit to what is possible with this team. If we can dream it, they can make it happen."

**Michael Johnstone, Director – New Business Group, Paramount Pictures**

"It was great working with the team at Illusion. You guys created a game that our users loved and the participation and engagement exceeded our expectations. We are also happy that the project was done on time and on budget!"

**Rene Brinkley, Director, CNBC**



## REFERENCES

"I do not recall who introduced us, but it was one of the most fortunate alliances I have ever had. From the very beginning, you were eager to pursue new and creative ways for us to introduce our company and our TV Movies and Mini-Series to the world. You got it! And together we crafted a persona for World International Network (WIN) that was, and still is, recognized as a source of wonderful, quality programs."

**Larry Gershman, CEO, World International Network**

"Flexibility, integrity, and value are just three of the many words I would use to describe Brian's approach. He is always ready, willing and able to get the job done!"

**Chris Green, Executive Director On Air,  
Warner Bros. Entertainment Group of Companies**

"Illusion Factory develops online advertising that wins creative awards, drives record breaking user interactions, is innovative, and, the best part— it's a fun and inspiring group to work with."

**David Angehrn, SVP, Strategic Planning and Marketing, G4 TV**

"You all were a tremendous production partner to us on last year's Call of Duty work, and I would love nothing more than for DOJO and The Illusion Factory to continue the relationship."

**Yesmeen El-Shafely, Executive Producer, DOJO SF**

"The Lock it. Hide It. Keep It. Campaign reduced theft from vehicles in the City of Los Angeles by 28% since our implementation. This project dramatically exceeded our expectations. Huge thanks to our friends at D2V and The Illusion Factory."

**James H. Cansler, Commander, Los Angeles Police Department**

"We have worked with the incredibly creative team at The Illusion Factory for more than 15 years. They have always come through with great work, outstanding service, and have an impeccable record for delivering everything on budget and on time. They are genuinely a pleasure to do business with. Brian Weiner is a true gentleman!"

**Pierre David, CEO, Imagination Worldwide**

"Designing and developing a fantasy game is as ambitious as projects come. Working with Illusion Factory and Strat-o-matic to redesign our suite of Fantasy games exceeded our expectations while under the tightest of deadlines. From working with Brian Weiner, Illusion's CEO to their project managers, programmers and designers, I was met with professionalism and integrity every step of the way. Sports Illustrated Kids is looking forward to many more years of collaborating with this brilliant shop."

**Paul Kim, Executive Producer, SIKIDS.com. Time Warner**

"Brian and his amazing team at The Illusion Factory continue to lead the way with brilliant, creative and original artistry. It's been a privilege to have their designs represent and express my films."

**Dorothea Petrie, Executive Producer, D. Petrie Productions**

"Brian and The Illusion Factory come through with the most innovative solutions every time. If their imagination can continually fill our screens, it can fill anything."

**Alfred Newman, Director Advertising and Marketing, IMAX**



# Conquering the unknown. Daily.

## DNA

A business is nothing, if not paired with extensive wisdom to leverage to its greatest benefit, all expertise that is cultivated within that business. The single thematic fuel that has catapulted The Illusion Factory through decades of collaborations with the world's largest companies, brands, studios, broadcasters, entertainers, performers and manufacturers, has been our passion for artistic expression, our deep understanding of the many subtleties of advertising and marketing, paired effectively with purpose, unconstrained by any single media.

## EXPERIENCE

For over 45 years, The Illusion Factory has been entrusted with the promotion and marketing of over 7 billion dollars in filmed, live, broadcast, online, gaming and interactive entertainment. During this time, we have garnered more than 265 of the top creative and technological awards for our clients and have helped to generate more than 100 billion dollars in revenue for them. People hear about us, because we innovate without ego, motivate without boundaries, accelerate without fear and achieve with confidence. Time and time again. Diving headfirst straight into the unknown. On budget. Delivering beyond expectation.

## MOTIVATION

We set out to achieve these results and more, because the opportunity to leverage our creative and technical passions drives each of us to consider, ponder, explore, challenge, evolve, re-think, imagine, discover and begin afresh, day after day.

## RANGE

As a team of designers, engineers, strategists, and dreamers, we take on projects that intrigue us. Projects that require the comprehensive understanding of global transmedia in a creative, strategic, technical and social way. Our designs garner immediate recognition, regardless of canvas or media chosen. Our universal approach to bringing design and technology together effectively and intuitively, is what keeps The Illusion Factory on the forefront of the best executions of what is currently state of the art, with a deep attention towards all opportunities on the horizons of new technologies, sociological trends, and paradigm shifts.

## PASSIONS

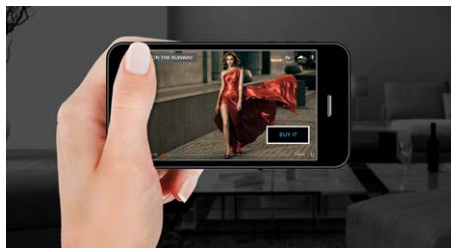
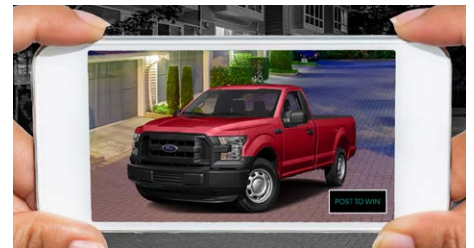
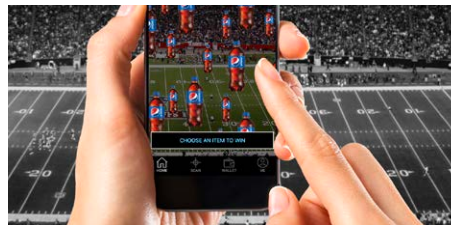
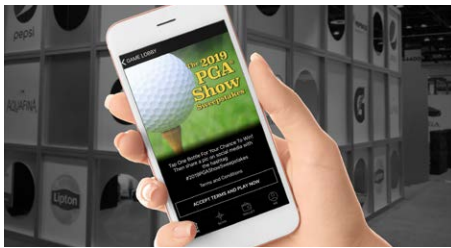
We are passionate about creating outstanding designs, which deliver results. Creative thinking, fresh concepts, innovative approaches and highly polished solutions. The Illusion Factory has designed tens of thousands of ads, movie posters, billboards, packages, corporate identities, motion graphics, games, apps, virtual reality, augmented reality projects and much more. Let us bring our collected wisdom to your next venture.



This fun character is one of the stars of our newest and most innovative creations at The Illusion Factory. Top secret for now, but soon to explode onto the global stage as a new platform for expression.



# Conception, Programming, Launching Sizzle - a New Global Platform



The Illusion Factory has worked tirelessly to develop the first trans media platform that instantaneously enhances our clients' current investments in traditional print, broadcast, online, streaming and out of home media, to enable new revenue and stickiness with mobile consumers and in the new \$5 Trillion Metaverse.

Our disruptive new model enables a wide variety of transaction types for the billions of iOS and Android phones currently in use around the world. When equipped with the freely downloadable Sizzle app, these phones can detect and display "Triggers" (visual, audio, pressure, GPS, AI, voice, and others) that are linked to offers and information that our clients would like to share. Sizzle is also a platform as service model that uses WebXR to easily connect into every other app or metaverse.

Now, any product, logo, TV show, live event, magazine, song, social media post, AR or VR Experience, console game, app, physical location, and everything else that you can imagine, can be completely transactional and informational.

Visit the website: <http://sizzlesells.com>

# Motion Branding Creates Relevance at the Consumer Touchpoint



During the **Summer 2016 Olympics in Rio**, NBC Sports called upon The Illusion Factory to create motion branded footage to help their sponsors increase relevance by associating the sponsorship with a specific form of aggregated Olympic content. The spots were created for use online at NBC.com to lead into special content that is featured throughout the Olympic tapestry of videos. Helping to introduce gold medal moments, recaps, highlights and other content, was a great joy for The Illusion Factory team to dream up and execute on schedule with the Olympic broadcast group at **NBC Sports**.



## Making Vintage Comic Heroes Relevant to Contemporary Audiences



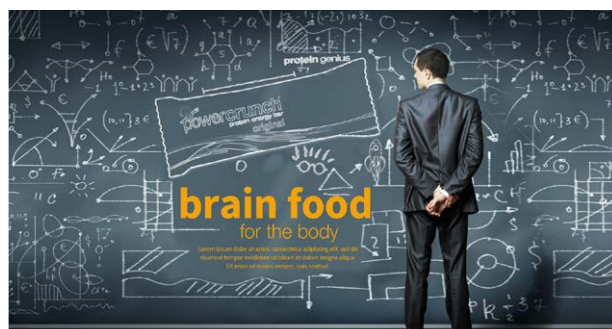
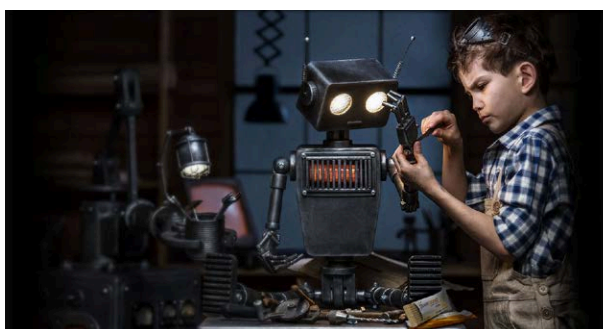
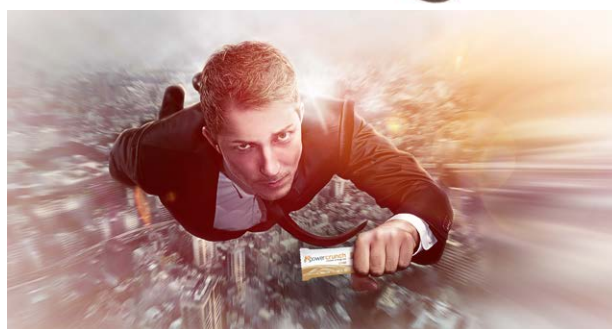
The Illusion Factory has created all of the interactive, rich media campaigns for the **CW** since the launch of the network, and for **The WB**, prior to that. Our approach in supporting the **CW's** impeccable ability to bring the perfect programming to their core audience, is to enhance every online advertising campaign with the perfect balance of interactivity, relevance, connection and retention. The supplied, highly creative, key art must be reformatted in many configurations of vertical and horizontal aspect ratios. Then, animations are built to within the file weight constraints, and the ads are created to support a tiered rollout, directing a tune in date, while interacting with their audience in social media, promoting the downloading of the **CW** app and other digital content specially created for the programming. The Illusion Factory's interactive advertising campaigns have won gold awards for the **CW** three years in a row and continually outperform standard metrics to deliver the desired results, while continuing to position the **CW** as the most relevant network for their target demographic.

# Concepts Come to Life in the Most Attention-Commanding Ways



**genius**  
runs in the family

smart protein nutrition for every body



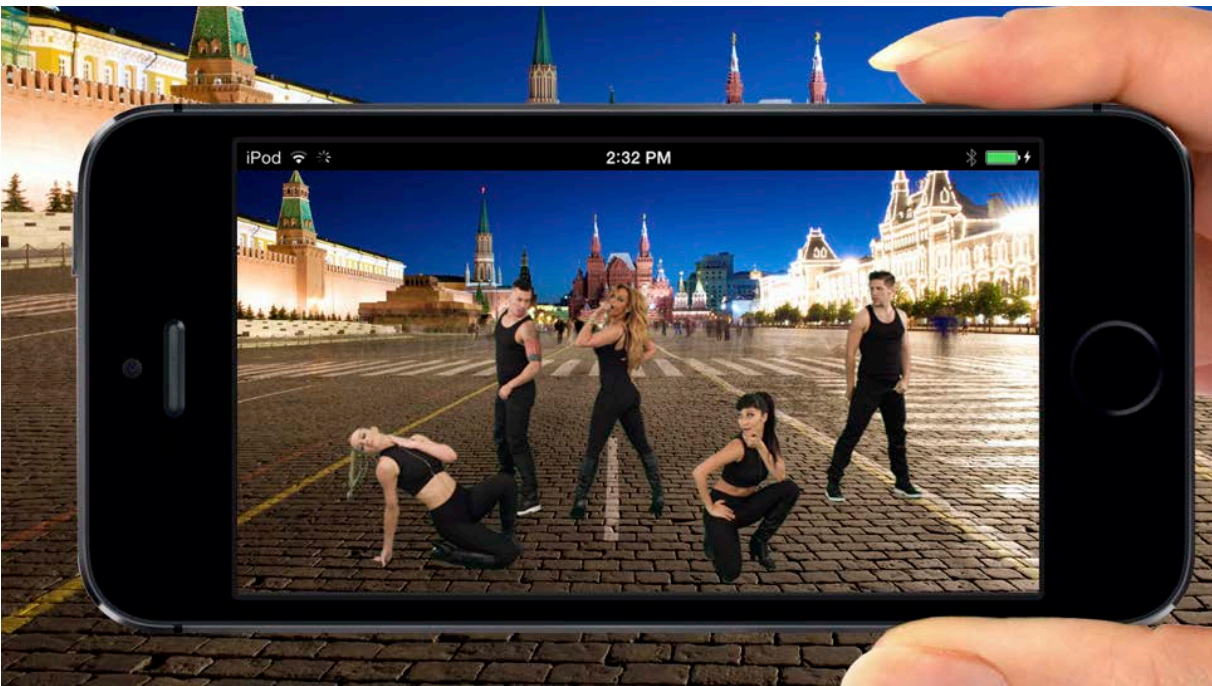
**Power Crunch**, and their superior form of protein supplements, needed to connect with the appreciative, discerning demographic. Finding visual metaphors to convey the “genius” underlying theme throughout the website design, was the key ingredient to a solution for **Power Crunch** to establish new relevance in the marketplace.



# The World's First Augmented Reality TV Music Video, Featuring Mel B



Download the **Mel B app** on the iTunes Store. It is the first and only Augmented Reality Television Music Video which allows the user to take pictures composing Mel and her dancers in any environment or make them jump up off of the marker and come to life.



Featuring The Illusion Factory's patent pending Augmented Reality Television, this app opened the door to a wave of Augmented Reality explorations of video as an insertable element into reality. The Illusion Factory has developed several Augmented Reality technologies, including our SizzleFX that pairs with large brands seeking to increase their viral footprint and gain relevance in specific target audiences. The Illusion Factory is currently working with several companies using Augmented Reality for a host of purposes, applications and business models.



# Patented App and Software Development in all Media Systems



We enjoy working across all platforms and technologies. Our competence and deep knowledge of native design protocol ensures global rollouts which are comprehensive across the different systems. Our software for iOS, Android, PC-based, server-based systems is used for Entertainment, Information, Games, Commerce, Public Service, Enterprise, Communication, Presentation, Fitness, Promotion, Sports, Augmented Reality, Virtual Reality, Artificial Intelligence and more. Our concepts and design for **NetConference® Your Office in the Cloud® for NxtGenTV**, yielded a key patent for Shared Collaboration in the Virtual Space and increased their relevance to business owners and employees who wanted fast, efficient conferencing systems for mobile. When you are developing an innovative technology, there are many factors worth taking into consideration.

## When Sanity is No Longer Assured, What's Virtually Relevant?



Virtual Reality and Augmented Reality are only just starting to hit the marketplace. The Illusion Factory has been working using Virtual Reality Since 2002 and understands the opportunity, parameters, technical considerations and business models of driving consumers to Virtual Reality worlds from brick and mortar businesses and back again from the Virtual Reality worlds into the brick and mortar businesses. This depth of understanding in the creative, technical and business applications are critical to delivering consumer and enterprise products and services which are fully equipped to build relevance, grow their market share and achieve the desired exit strategy. The Illusion Factory has generated an arsenal of Virtual Reality opportunities, business models, global relationships and substantial revenue generating platforms. Insane Asylum is one of our VR Games which pits a parlor gaming group against their deepest fears in team competition.

# Creating Great Games Start With Understanding “The Juice”



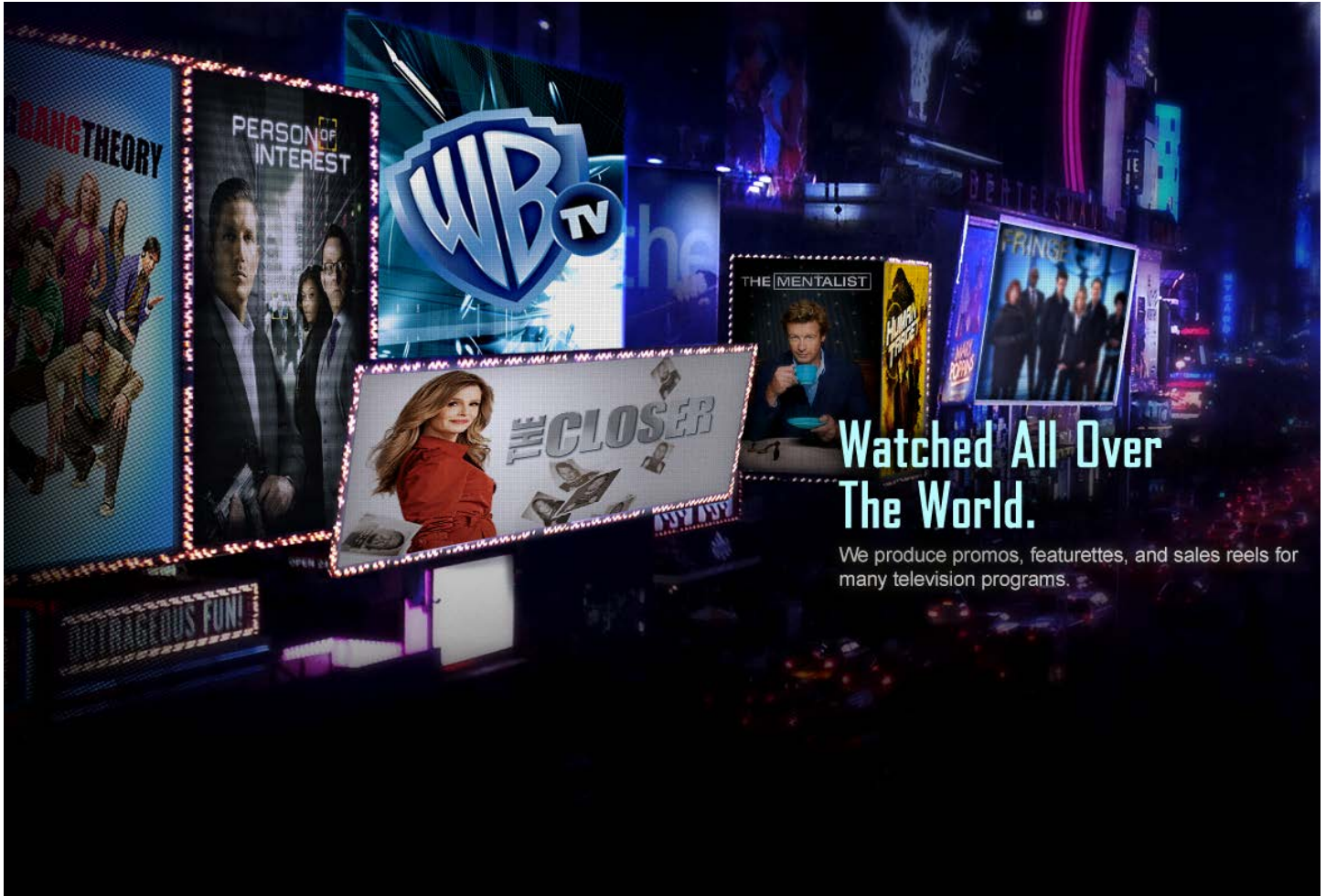
In the world of creating games for a large audience, the goal of the producer/creator is to engage very specifically with the mindset of the audience that the game is being designed for. Understanding that mindset is imperative if one is to succeed at delivering a product of merit...a game that will be played for many years to come.

The Juice, or the entertainment distraction that distributes the dopamine felt during the gaming experience, varies throughout the world of gaming. It can be as simple as a time-passing resource, or a way to potentially win money. Other kinds of Juice would be bettering your opponent, or bettering your very best score, record or achievement. Some forms of game Juice are found through the social interconnectivity of the gaming experience. Some games are driven by the mental challenge. Others are more violent by nature and generate a visceral stimuli.

Once you understand which Juice you are targeting, the rest is a progressive build of stimuli that make that particular experience as good as it may possibly be. The games must be drafted from a user's perspective with all efforts to maintain simplicity of experience while progressively expanding the complexity based upon how the desired demographic seeks their engagement with the game. Some games, like this one built for **RDF USA** and **Fox**, were built as a companion to a television game show, but also served to cast the second season of the show through an innovation created by The Illusion Factory.



# Producing Persuasive Media



With a vast disparity of media and television topics to distract the fractured viewing audience, it has become more important than ever, to master the subtle form of creating persuasive promos to make a program relevant and to bring an audience to a television program, using well crafted commercials that drive results. This art form has many subtleties which must be considered in order to connect with your audience, and then deliver them to an appointment date and time of broadcast, or cause them to take action on engaging with a brand or service.

With thousands of commercials, promos, music videos, special programming, educational content, documentaries and corporate productions that The Illusion Factory has produced, all work has been created and produced internally.

# Characters and Titles in Motion Require a Unique Passion and Finesse



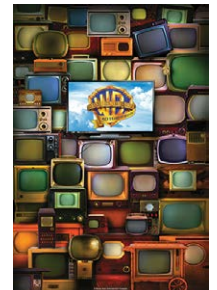
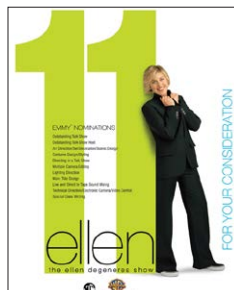
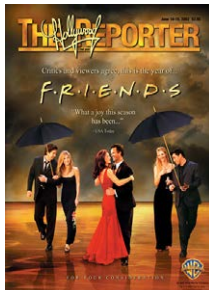
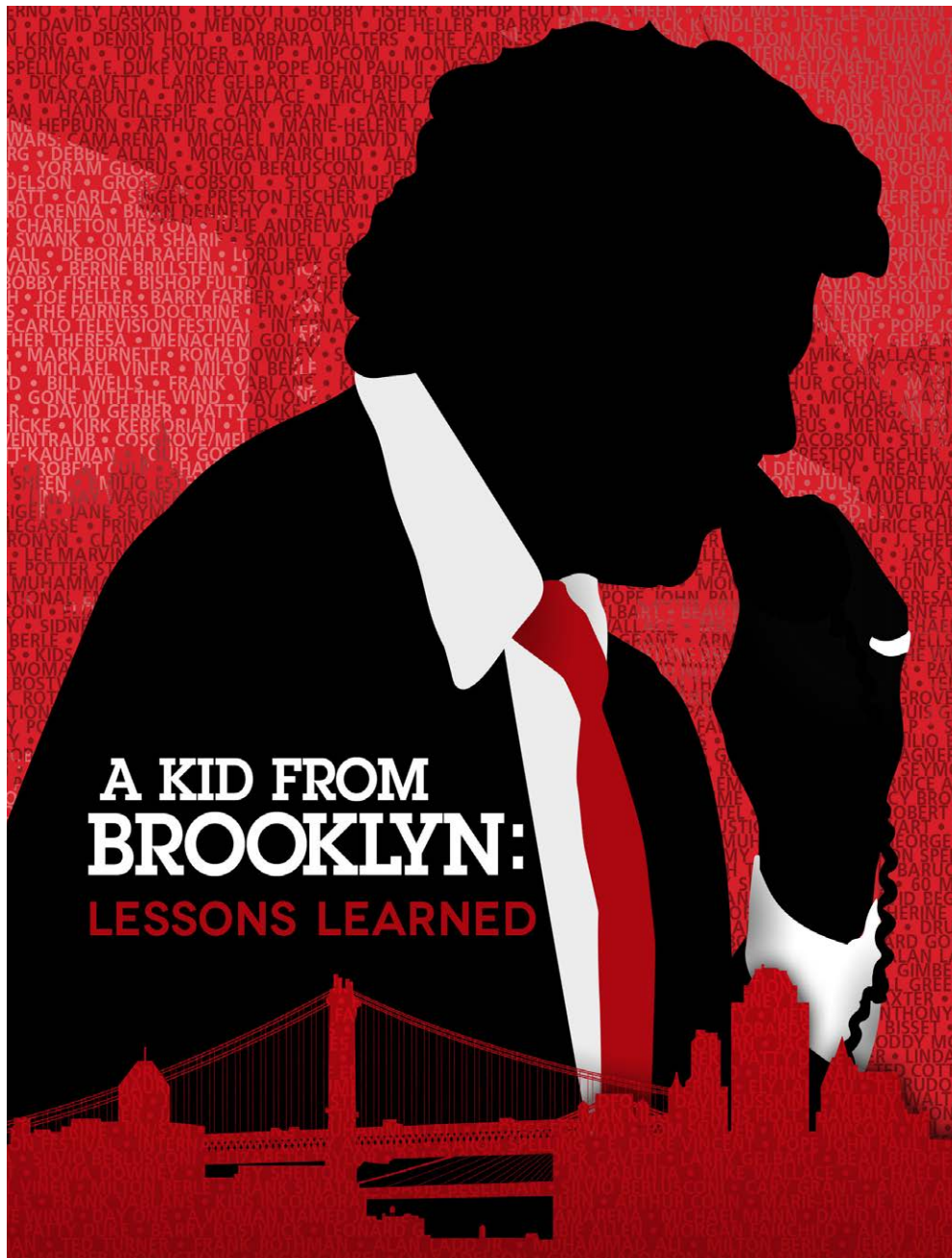
The Illusion Factory has produced, directed and executed thousands of motion projects in all media. Our teams are fluent and award-winning in 3D, 2D, HTML5, Virtual Reality, Augmented Reality and Imax/Theme Park.

[Some of our many animated samples may be viewed here.](#)





# Key Visual Design Requires The Understanding of Many Variables



## The 50th Anniversary of Warner Bros. TV Delivers a Trip Through Time





Take a glorious journey through the incredibly rich archives of **Warner Bros. Television**. Meticulous rotoscope style animation was required to bring the characters out of their scenes and into this imaginary television landscape.

View the Reel: [Warner Bros. Television 50th Anniversary](#)



# Illusion Factory has been Honored with 265 Creative & Technical Awards



**Our Awards**  
see all 

2016 W3 Award	2009 (3) Telly Awards	2006 DIY Award
2015 W3 Award	2008 (1) Webby Award	2006 Hollywood Book Festival
2014 W3 Award	2008 (16) Communicator Awards	2006 Mom's Choice Award
2013 Summit Award	2008 (3) Summit Creative Awards	2006 Promax Silver Award
2013 Telly Award	2008 (4) Telly Awards	2006 Summit Creative Award
2013 W3 Award	2008 (5) W3 Awards	2006 Top 20 Creative Agencies of LA
2012 (2) Telly Awards	2008 Top 20 Creative Agencies of LA	2005 (3) Promax Gold Awards
2012 Communicator Award	2007 (6) Telly Awards	2005 Silver Davey Award
2011 Promax Gold Award	2007 Mom's Choice Award	2005 UFC Accolade Award
2011 Telly Award	2007 Parent's Choice Award	2004 (2) Promax Gold Awards
2011 W3 Award	2007 Top 20 Creative Agencies of LA	2004 (3) BDA Gold Awards
2010 Communicator Award	2006 (2) Telly Awards	2003 Music Video of the Year Award CMT
2010 Summit Creative Award	2006 BDA Gold Award	



Illusion Factory Has Worked For Over 150 of the World's Largest Corps.



# Illusion Factory Has Helped Promote Many of the World's Largest Brands



# Brian Weiner

CHIEF EXECUTIVE OFFICER / ENTREPRENEUR  
SENIOR ENTERTAINMENT EXECUTIVE - WRITER/PRODUCER/DIRECTOR

## OVERVIEW

Over 45 years experience in creating, producing, packaging, and marketing high quality, franchise-oriented, entertainment properties in games, film and television. Proven track record of successful creative production, forecasting paradigm shifts and business leadership. Unusual blend of critically-acclaimed, award-winning creative expertise, innate ability to identify and promote winning properties, massive multitasking capabilities, core focus, dedication, ingenuity and strong team-building skills.

International network of A-list studio executives, creative teams, code engineers and programmers. Successes include substantial contribution to the marketing and promotion of many Emmy Award-winning series including: Riverdale, Supergirl, DC's Legends of Tomorrow, The Flash, Jane the Virgin, Crazy Ex Girlfriend, Arrow, Reign, The Big Bang Theory, Two and a Half Men, Southland, Friends, ER, The West Wing, The Sopranos, Nip Tuck, Smallville; and other highly successful series including: Arrow, The Vampire Diaries, Fringe, The Closer, The Mentalist, Rizzoli & Isles, Person of Interest, Dark Blue, Without a Trace, Cold Case, The OC, The Drew Carey Show, George Lopez, Everwood, Gilmore Girls; as well as four Emmy Award-winners for Outstanding Movie or MiniSeries including: Day One, Drug Wars: The Camarena Story, A Woman Named Jackie, and Oprah Winfrey Presents: Tuesdays With Morrie along with The Hunger Games on Blu-Ray and many IMAX films.

## AREAS OF EXPERTISE

- Development of Gaming Properties in Virtual Worlds
- Integration of Brands in Virtual Worlds
- Development of Legal Wagering Platforms
- Creation of Games of Skill for Cash Platforms
- Creation of Online Casino for Cash or Subscription Platforms
- Creation of Online Slot Machines for Cash via Horseracing Platforms
- Generation of Original Creative Content
- Production from Concept through Release
- Creative and Business Development
- Branding, PR and Cross-Promotion
- A-List Talent Packaging
- Game Design, Development, Promotion
- Leadership and Team Development
- Contract and Deal Negotiations
- OTT Digital Distribution Methodologies
- Advertising and Marketing Worldwide

## AWARDS

The Illusion Factory has been proud to garner over 265 of the top awards for creativity and technology. <http://illusionfactory.com/awards>



# Gary Brook

CHIEF TECHNOLOGY OFFICER

SENIOR ENGINEERING EXECUTIVE - MASTER PROGRAMMER ALL LANGUAGES

## OVERVIEW

A pioneer of over 19 cutting-edge, new media technologies, Gary Brook has quickly established himself as a front line innovator in the app and smart device arenas. With over 25 years of software engineering, Mr. Brook began his career building state of the art Artificial Intelligence (AI) engines for a game companies. Gary quickly moved through the ranks in many big Tech companies such as CompuServe, AOL, Sony, Lockheed Martin and many more.

Gary's passion for innovation lead him to start his own company, Questsphere, which facilitated his ability to be the first to do many things, and still continues today. Gary's ability to program in over 20+ different languages has given him the strength he needs to stay ahead in the ever changing Tech Market. Mr. Brooks specializes in building complete systems including Backend Databases, Web Services and Front End development on all Mobile and Desktop platforms. Having built complex integrated air traffic control systems, artificial intelligence engines and over 80+ mobile apps, Gary continues to forge new ideas into existence and plans to launch several in 2014.

## AREAS OF EXPERTISE

He is a licensed commercial pilot and certified aerobatic pilot. Mr. Brooks is facile in iPhone and iPad Development, Android App Development, BlackBerry App Development, Windows Mobile Development, Mobile Web Development, 2D/3D Game Development

His Mastery of Technologies includes: Microsoft .NET, C#, C++, Java, PHP, ASP, JavaScript, HTML, Ajax Perl, Visual Basic, Visual J++, Objective C Oracle, MSSQL, MySQL, DB2 Visual C++, IDL, ATL, COM, DCOM MFC, PL/SQL, TCP/IP, UDP SOAP, XML, XSL, XSLT Windows, IOS, Linux iPhone, Android, BlackBerry, Windows Mobile Adobe Flash, 3DS MAX, Maya, Photoshop 2D, 3D Animation, Virtual Worlds, Augmented Reality, Facebook/Twitter Integration

## FIRSTS

He has served many industries, including: Insurance, Aviation, Healthcare, IT-Management, Telecommunications, Book Publishing, Financial Services, Enterprise, Manufacturing, Gaming, Security, Social Networking, e-Commerce, Advertising, TV, Music Video, Sports, Gambling, Embedded Systems, Artificial Intelligence

- An interactive Game for Play by Mail
- An integral player on the team that built AOL.com/Compuserve.com
- Built the world's first intelligent web crawler (featured in Wall Street Journal)
- Creator of ARTV™, the world's first Mobile App to show Celebrity Dance Videos using Augmented Reality
- Built the first Interactive App Gym Trainer with AI
- Built the world's first Golf Training App
- Built Fantasy Sports Football and Baseball software for Sports Illustrated

# Lynne Sperling

CHIEF STRATEGY OFFICER

STRATEGIST FOR CORPORATE STRUCTURE-BUSINESS SALES, PROFIT, MERCHANDISE & DEVELOPMENT

## OVERVIEW

A strategic leader, planner, trainer, and executer of product and operational strategies, Lynne quickly established herself as a front line leader and innovator in the growth of retail and wholesale business product and operational strategies. With over 40 years of merchandising, sales and profit experience Ms. Sperling began her career building and executing apparel strategies for a major store companies. Lynne quickly moved through the ranks in Higbees, Gimbels, Kaufmann's, Robinsons, and The Broadway Department Store Group.

With the continued homogenization of retail through mergers, Lynne's passion for giving the consumer product they wanted was challenged. This led her to start her own companies operating as a business consultant and work with other consultant groups: The Sperling & Hileman Group, The Gordman Group, and LS Consulting and Management. Moving away from the traditional corporate retail models facilitated her ability to be a consumer first business strategist operating with developing strategies that would be flexible and adapt to an ever faster changing environment. Moving to IllusionQuest Studios from a market place that has not caught up with consumer demand, was a natural move. With the Internet of Things evolving from simple email to a mobile world of possibilities, Lynne's objective's are to help evolve IQS into a technology based revenue generating incubator of innovative disruptive ideas into business strategies that can be spun off into separate viable business divisions.

## SKILLS & EXPERTISE

- Strategic Business Planning at corporate, divisional, and category level
  - i. Consumer products and Trends, Opportunity Assessment (merchandising retail and wholesale
  - ii. Business transformation, modeling, and integration
  - iii. Corporate market research, evaluation, benchmarking, competitive analysis, and positioning
- Marketing Strategies: Launch brands in categories critical to success of stores and clients
- Identify sales and profit opportunities, testing, implementation (entering and exit strategies)
- Review and monitor omnichannel strategy including team, IT capabilities
- Assessing and revisiting paths and objectives, pivot when necessary
- Train and build teams, develop processes and timelines to improve productivity and timing
- Developed time and action testing and validating product and pricing strategies
- Business Operational Assessment: Operational evaluation and processes to maximize profit return on investment (GMROI), Organizational effectiveness

## ACCOMPLISHMENTS:

- Youngest Senior Vice President in May Department Stores history at 28 years old
- Youngest Co-Chair of Corporate Ready to Wear Committee May Department Stores
- Managed and merged businesses with sales over 500 million
- Successful business consultant for over 20 years
  - i. Managed and evaluated retail companies as investment opportunities
  - ii. Expert for major legal and investment firms in retail and wholesale consumer products
  - iii. Authored with team business plans and strategies for Major Department and Specialty Stores, manufacturers, and philanthropic charities (May Dept. Stores, Saks Dept. Store Group, The Broadway, Clotheshime, NYDJ Jeans, Big Lots, Party America, Liverpool Jeans, Macy's)
- Vast network of profession market relationships and partnerships
- Turnarounds: Stopped the bleeding and assisted clients in building stronger income and cash flow

# John English

CHAIRMAN - GAMING STANDARDS ASSOCIATION, PRESIDENT - WEBE GAMING  
GLOBAL BUSINESS DEVELOPMENT - REGULATED GAMING EXPERT IN ALL CATEGORIES

## OVERVIEW

John specializes in global business development for the regulated gaming industry, with emphasis on technology, content, and distribution, as well as public relations and contract negotiation in regulated gaming. John has proudly been involved in many successful creations for his industry. Most recently they were the first company to receive Nevada Gaming Control Board approval for mobile sports betting within the state of Nevada and created the first betting app in the United States to be distributed from the Apple store.

Additionally he also created the first kiosk sports betting device (SBX) to gain regulatory approval and to be mass released. Further, he created Million Dollar Ticket which was licensed by the State of Nevada for a bonus game played in restricted gaming locations.

## AREAS OF EXPERTISE

John's work history contains an extensive background in gaming, including lottery, AWP, slot machines, table games, sweepstakes, systems, and race and sports betting both digital and live.

John has built worldwide relationships and has spent a great deal of time in Asia, Macau, Manila, Canada, UK, South America, Mexico, and many other regions that have regulated gaming. He was instrumental in the acquisition of American Wagering by William Hill, the world's largest bookmaker, who has received Nevada Gaming Commission approval.

John joined Betfair and TVG, a London listed company late 2013 for a short time to oversee the development of Asia and the Americas. Currently he is the Founder and the President of WEBE Gaming Worldwide, a global operator, developer, and distributor of sports betting, social, casino, and lottery products for the regulated gaming industry. With offices in US and China, WEBE specializes in operating land based, mobile, and online sportsbooks as well as developing new and innovative gaming content and convenience betting platforms. As President, John's duties are to lead the company's growth, innovations, and maintenance while WEBE seeks to revolutionize industry standards.

John's work products have been featured on television and radio numerous times as well as hundreds of articles in worldwide print. His passion for pushing the boundaries for regulatory gaming have been behind his collaboration with IllusionQuest Studios with whom John is producing a Massive Multiplayer Online Virtual World for use in China.

## PATENT

Method And Apparatus For A Secondary Win Opportunity  
United States 20070178957

## FIRSTS

- First company to gain regulatory approval for mobile wagering Nevada Gaming Control Board
- First company in America to gain regulatory approval for mobile sports wagering.
- First company to receive Nevada approval for kiosk betting in Nevada for sports Nevada Gaming Control Board
- First company to develop and mass release sports betting kiosks outside of a casino environment.

# Team

The award-winning team of designers and technologists at The Illusion Factory are capable of handling any advertising, marketing, creative or technology needs. The core team has been collaborating for many years and has developed a broad range of world class productions.

Brian Weiner  
**CEO**

Gary Brook  
**CTO**

Derek McCollum  
**CTO**

Marco Bustamante  
**PRESIDENT**

Lynne Sperling  
**CHIEF STRATEGY OFFICER**

Karoll Mun  
**EVP, PRODUCTION**

Heather Blair  
**VP BUSINESS DEVELOPMENT**

Gregg Daniel  
**EXECUTIVE PRODUCER**

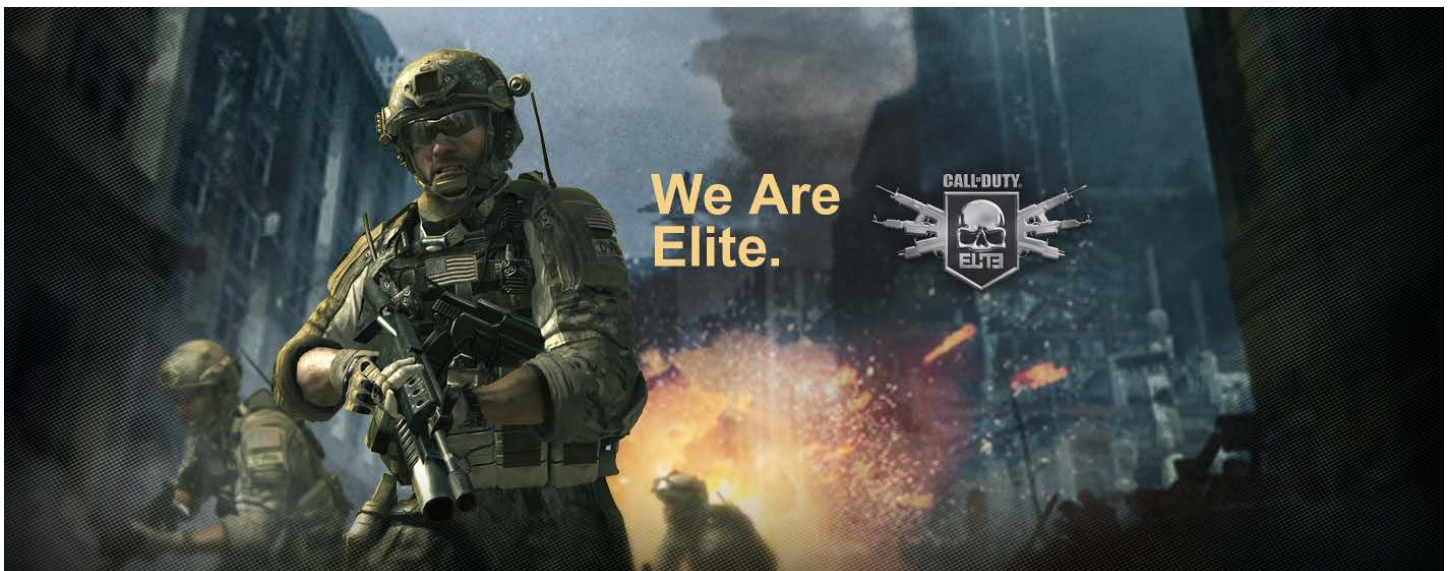
John English  
**CHAIRMAN, GSA, CEO, WEBE GAMING**

James Pascual  
**VP, GAMING TECHNOLOGIES**

Ajay Dugar  
**EVP, BUSINESS DEVELOPMENT**

Joe Dean  
**SENIOR ANIMATOR**

Chris Weiner  
**EVP, ARTIFICIAL INTELLIGENCE**



# Reviews



"We appreciate the quick response time & dedication from our friends at The Illusion Factory."

**Camille Peaks**  
Director,  
Olympics Digital Sales Marketing  
NBC Universal



"We have worked with Brian and The Illusion Factory on many projects over the years and they have always done an outstanding job. Whether it's developing and creating something that has never been done before, or just jumping in and lending a hand when we are busy with tons of projects, they have always been an incredible firm with a great attitude."

**Lisa Gregorian**  
EVP & CMO, Television Group  
Warner Bros. Entertainment  
Group of Companies



"I love working with The Illusion Factory because Brian and his team seem to have never heard of such things as tight deadlines, overwhelming volume or too many revisions. Each campaign is easier than the next!"

**Caty Burgess**  
Director, Media Strategies  
The CW



"The Illusion Factory develops online advertising that wins creative awards, drives record breaking user interactions, is innovative and, the best part; it's a fun and inspiring group to work with."

**David Angehrn**  
Director of Strategic Planning  
and Marketing  
G4 TV



"The Illusion Factory always impresses me. Every time I bring them a project, they don't just do a great job... they BLOW MY MIND!"

**Derek Broes**  
Senior Vice President  
Paramount Digital Entertainment



"Designing and developing a fantasy game is as ambitious as projects come. Working with The Illusion Factory and Strat-o-matic to redesign our suite of Fantasy games exceeded our expectations while under the tightest of deadlines. From working with Brian Weiner, The Illusion Factory's CEO to their project managers, programmers and designers, I was met with professionalism and integrity every step of the way. Sports Illustrated Kids is looking forward to many more years of collaborating with this brilliant shop."

**Paul Kim**  
Executive Producer  
SIKIDS.com, Time Warner





THE ILLUSION FACTORY®