

Digital Asset Deployment Solution

The most comprehensive system of tools, technologies and business models for NFT asset collection, sales, and distribution.

CREATED BY



THE ILLUSION FACTORY®

- Since 1979, The Illusion Factory has been entrusted with the advertising and marketing of over \$7 billion in film and television properties
- Recipient of over 265 of the top creative and technical awards, while helping generate more than \$100 Billion in revenue
- Creator of Sizzle and many other first of its kind innovations in advertising and marketing over 42 years
- Have collaborated with over 150 of the Fortune 500 in pairing entertainment, gaming, interaction, contests with brands

Hennessy
COGNAC

Dior



Logos Connect
To Their Brand's
Immediate Sizzle
Reel



Movie Poster
Leads To Trailer
Which Connects
To Purchase Tickets
From That Specific
Movie Theatre

Download Sizzle, Scan Each Logo On This Page.
For Best Results, Move In Close To Each Image.



Magazine Cover
Leads To Promo
Video
Which Connects To
Manufacturer's Store
To Purchase
Swimwear



Visual Image
Leads To
Branded Sizzle Store



Visual Image
Leads To
Virtual Reality Tour
Of Property
Or Experience

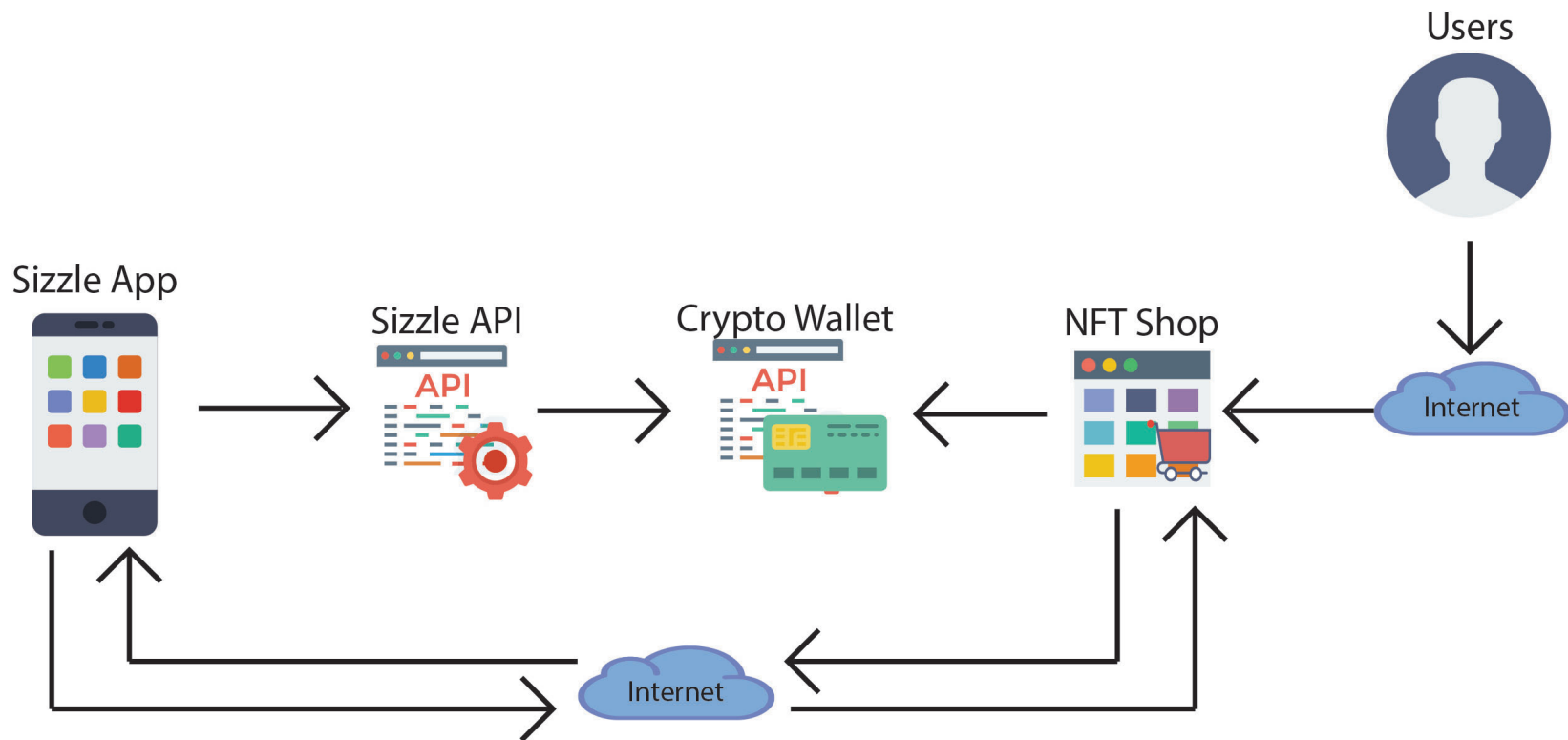


Magazine Ad
Leads To
Promotional Video
Which Leads To
Manufacturer's
Website To Purchase
Exact Shade Of
Lipstick



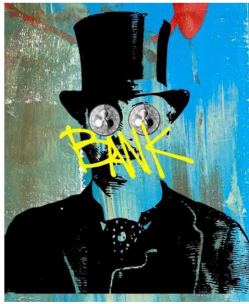
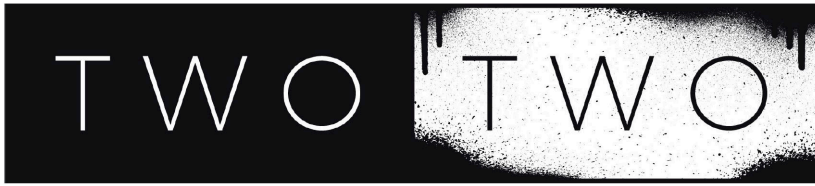
In-Store Sign
Leads To Promo
Video Which
Connects
To Place An Order
Or A Loyalty
Program

Seamless fintech methodologies for the interconnectivity of NFT assets allowing all NFT platforms to substantially expand the experiences available to fans who hold tokens, as well as investors who want unique experiences.



Sizzle connects media assets to tokens

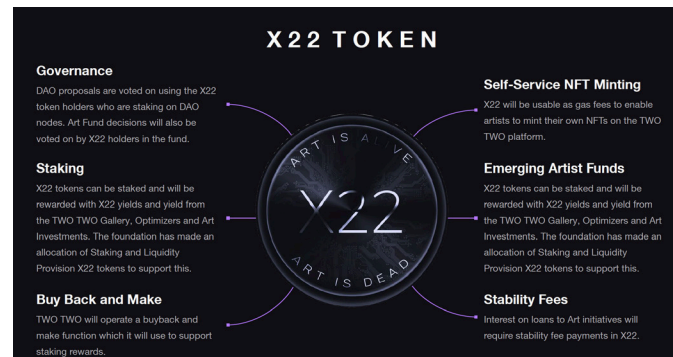
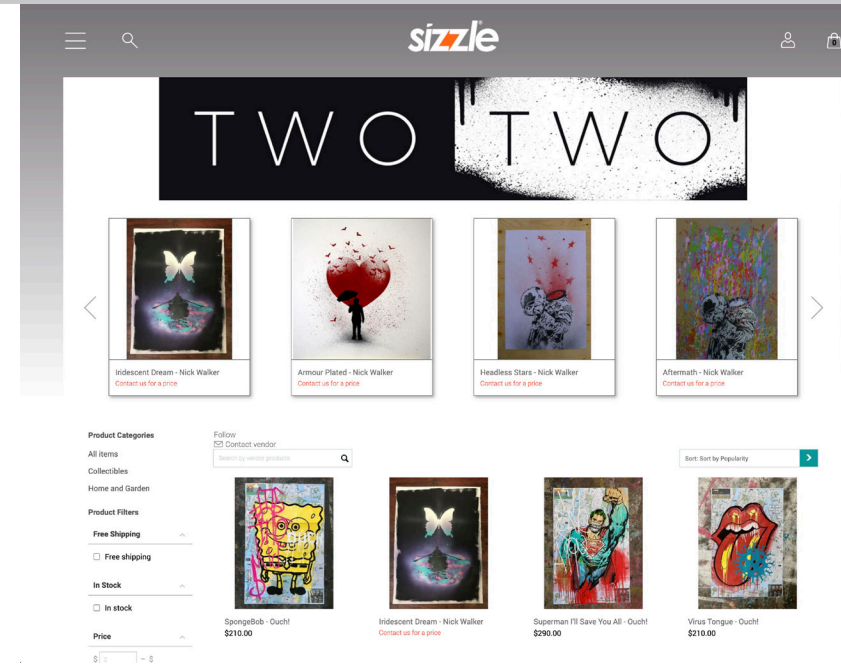
- The crypto wallet serves as the main authority in determining token ownership
- The Sizzle platform does not communicate directly with any NFT shop.
- All token identifiers are manually added to each end for respective uses.
- The Sizzle app will send users to the necessary NFT shop for token purchasing as desired.
- An NFT shop will send users to the Sizzle app to use purchased tokens as needed
- Sizzle connects all tokens to their respective interconnected media assets.



Sizzle is engaged in the NFT market as a digital asset distribution system

Sizzle® cannot be confined to even the most imaginative borders. Walls between the real and the virtual dissipate, creating an intimate exploration into the digital world of Extreme Art™. The TWO TWO virtual experience:

- Redefines NFTs and disrupts the blockchain.
- Reimagines NFTs by creating and exhibiting their essence in real world environments through holograms and augmented reality.
- Creates a symbiotic relationship between Extreme Art™ and



Corporate Environments by NFTs activating large screen projections.

- Increases value of NFTs by authentication and exhibition in the TWO TWO Gallery, where Extreme Art™ defiantly resides.
- As a platform that is capable of connecting with tokens in a crypto wallet and using them to access a privileged asset class inside Sizzle, Sizzle evolved into the perfect digital companion to for the NFT marketplace.

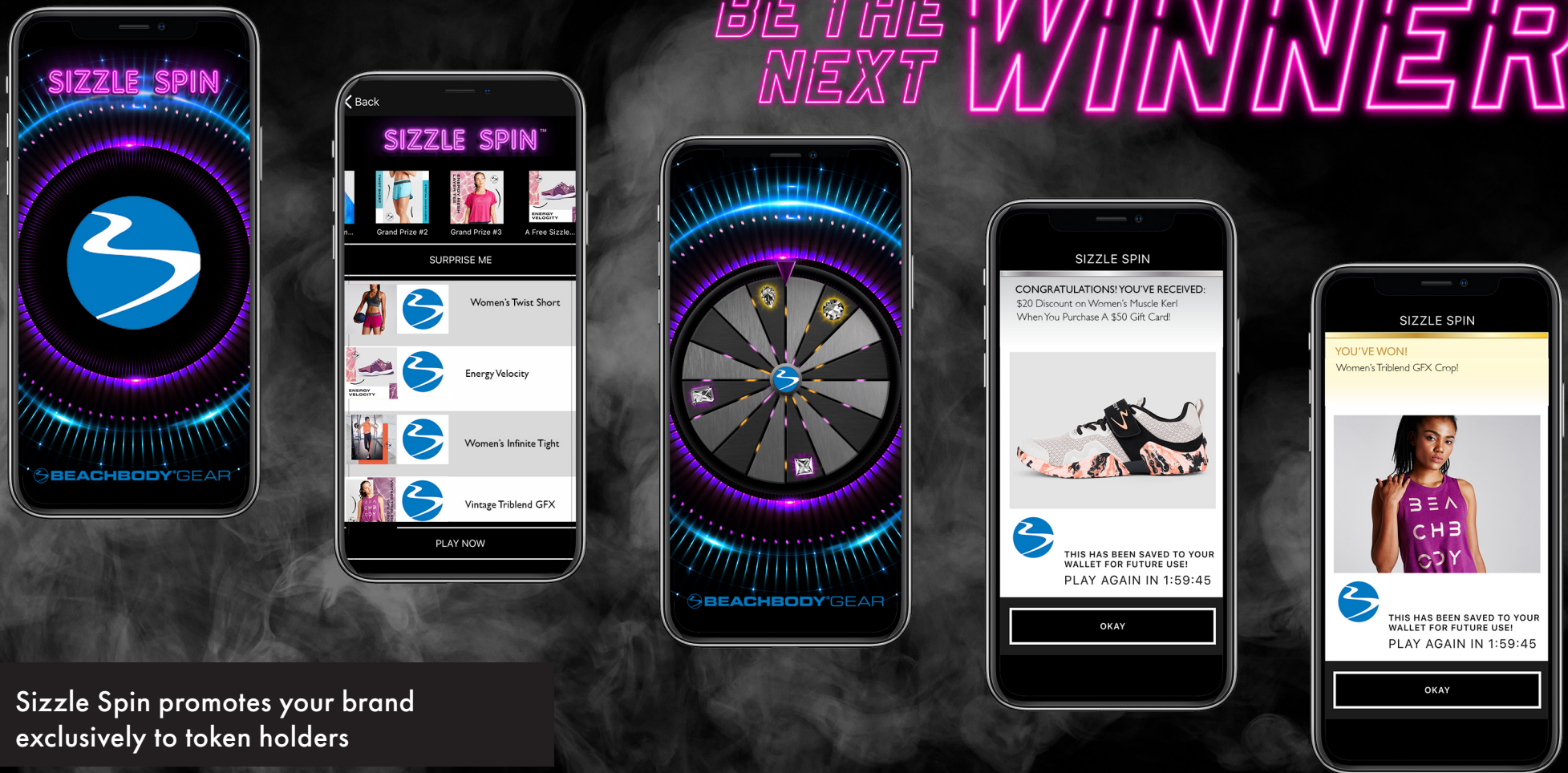


Professional exclusive assets are easily managed and distributed in Sizzle

Sizzle is built to provide teams and brands with myriad engagement opportunities. It also provides the flexibility for teams and brands to identify the technology best suited for their fanbase to achieve maximum engagement. Based on the current industry trends, the following technology extensions should pair well:

- AR gamification offers
- Scanning unlocks holograms
- GPS location offers
- Sizzle Spin

BE THE NEXT WINNER



Sizzle Spin promotes your brand exclusively to token holders

Sizzle Spin drives leads and revenue via:

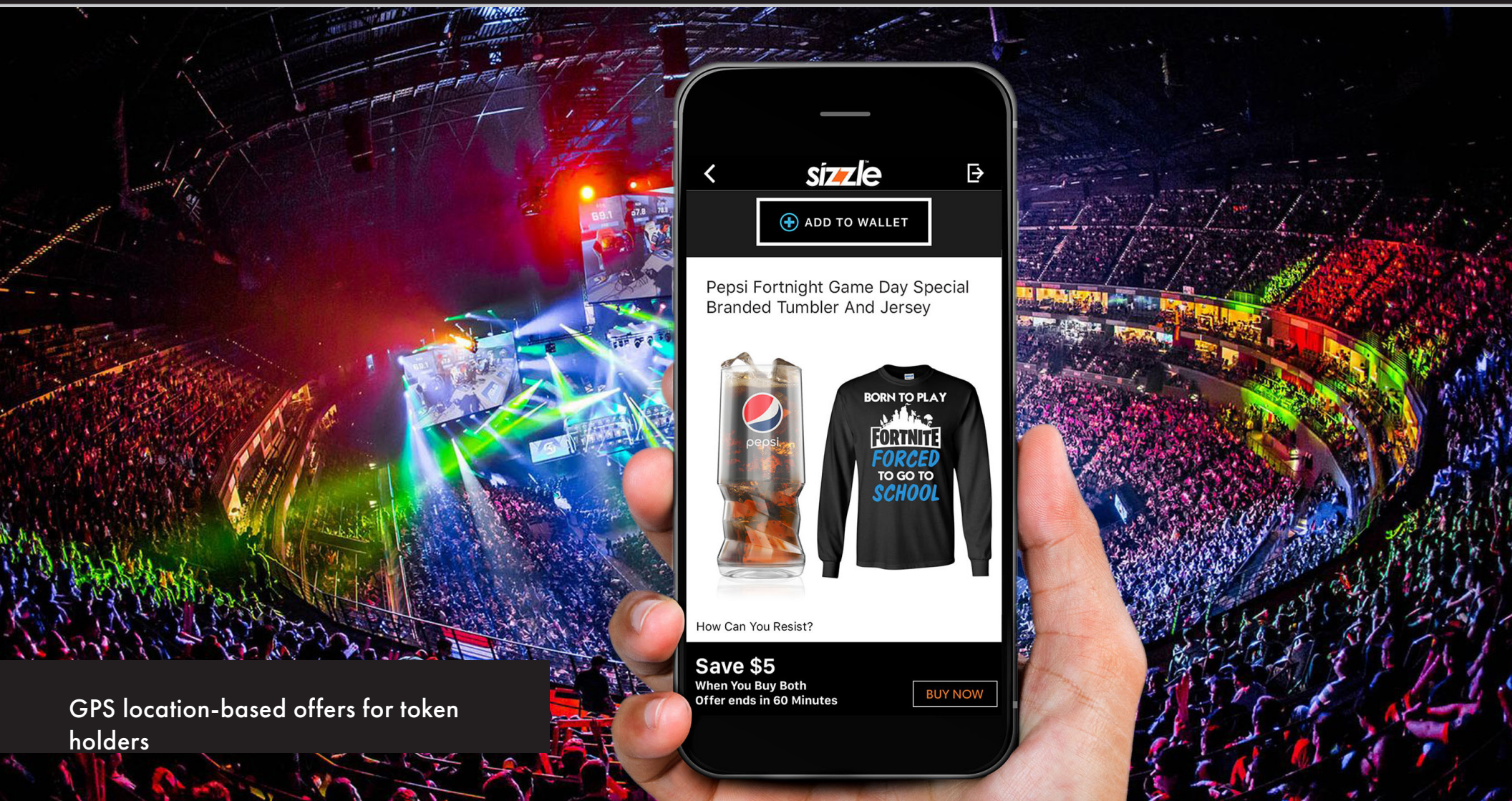
- Creating brand interaction with users through offers
- Generate social media sharing
- Create seasonal offers to drive event sales
- Updating and adding new offers to continuously engage with users building brand presence and lead generation
- Cross marketing with other brand partners to increase traffic and acquire new users to your products
- Cross marketing spin games with ninja influencers to expand user base



Scanned products deliver AR holograms

Token holders are allowed to access unique augmented reality holograms that are only available to the token holder.

Access to these assets are only available while the token holder owns the token and is immediately cancelled in the Sizzle system upon sale of the asset.



GPS location-based offers for token holders

- Location-based offers are available to token holders in stadiums, conference centers, malls, airports, campuses and more
- Capitalize on the emotion of being in the stadium to sell merchandise at special offer discounts to token holders
- GPS-based offers are targeted to specific locations and paired to Sizzle search
- GPS triggers immediately provide nearby offers and opportunities



AR games engage token holders

- Reward your token holders by delivering unique games onsite
- Garner market research through gamified choice engagements
- Generate repeat engagements by rotating content of offers/prizes



Extensive AI powered data and analytics

- Tracks all in-app activities
- Reports delivered to merchant dashboard via a merchant portal
- Custom configured to your specific campaigns
- All data remains proprietary to your company and will not be sold

Ingenious. Interactive. Responsive. Cost Efficient. Fintech Platform For NFTs.

A Suite Of Media Interactivity Experiences That:

Utilize Keyword, Visual, Audio, GPS, Beacon, Time, AI, QR, Voice Triggers

Deliver Experiences, Information, And Sales To Your Website, Your Locations, Or On Sizzle's Platform And Marketplace

Invite Consumer Activations In Fun And Unique Ways

Deliver Prizes, Games, Sweepstakes, Polls, Surveys, Information, Translation, and Experiences

Expedite Time To Market, While Reducing Costs

Employ Pull Advertising Methodologies That Are Geofenced Wide Or Narrow

Use Augmented Reality And Other Innovations To Stimulate Consumers

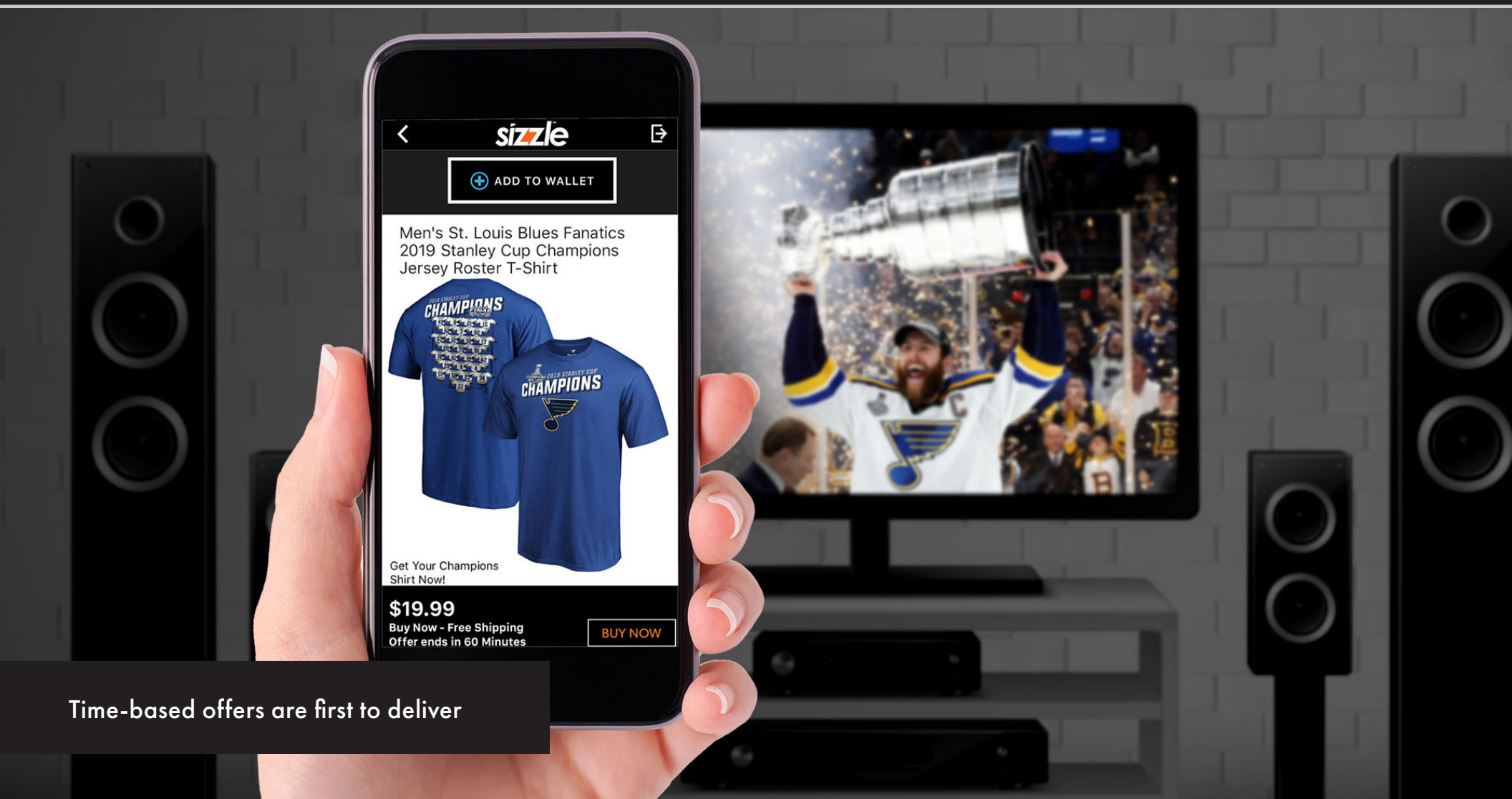
Offers Comprehensive Data, Analytics, Financial Technologies

Appendix



Sizzle digitized assets connect to all media interactions

- Augmented Reality - AR art, games, experiences, engagements
- Media - video, 360° video, audio, VR experiences, URLs
- Promotions - games, contests, sweepstakes, digital swag
- Engagements - polls, surveys, market research
- Privileged Purchases - access to deals for token holders only
- Cross Promotion - leverage two brand's popularity to both brand's benefit



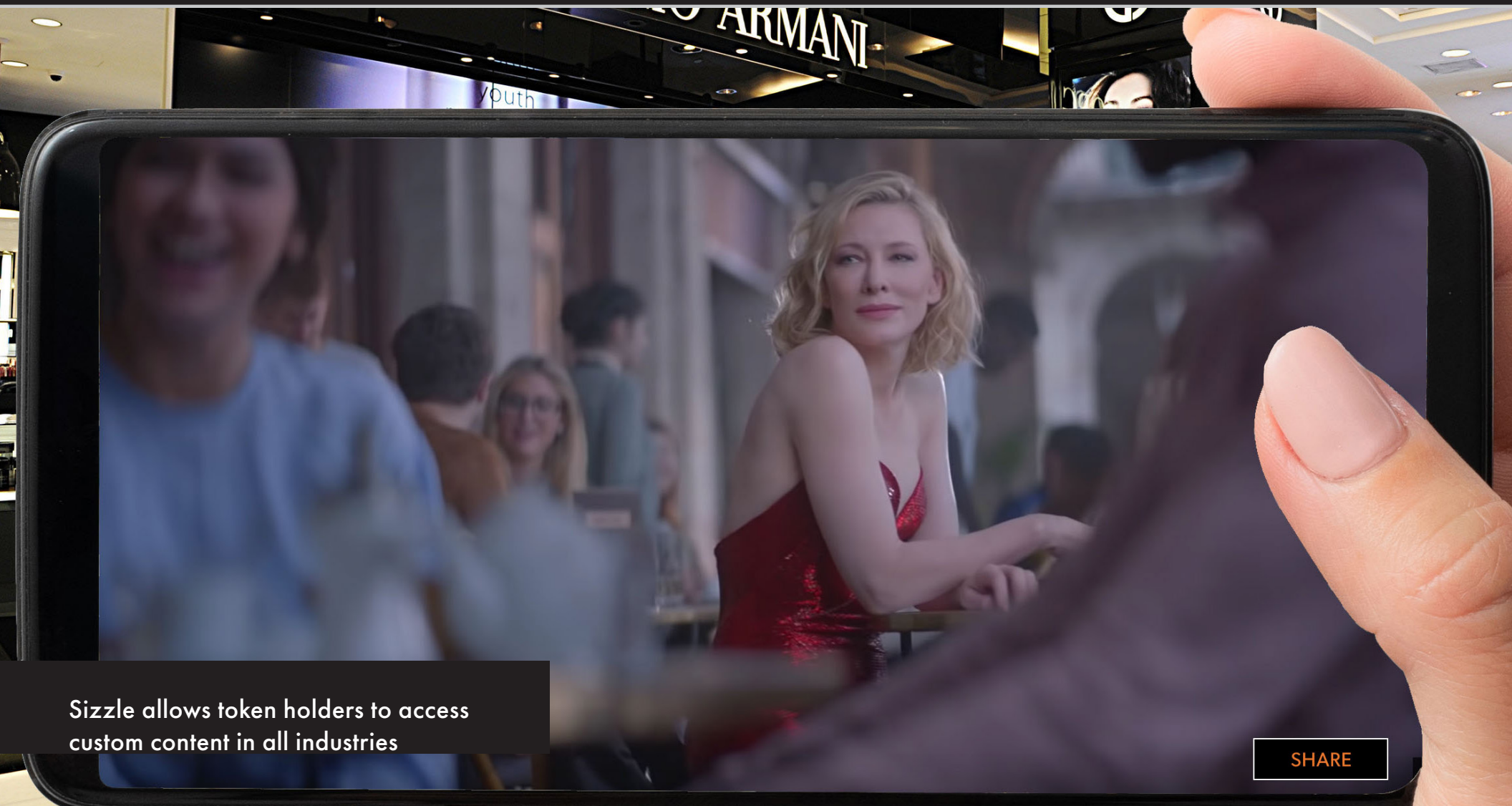
Time-based offers are first to deliver

- Time-based offers are first to deliver when emotions are the strongest
- Seconds after a championship has been determined, Sizzle delivers the offer to purchase souvenir merchandise at a discount to token holders
- Sizzle Offer Engine creates instantaneous global access to new offers
- Capture emotion and convert it into impulse purchasing
- Timed offers create a sense of urgency



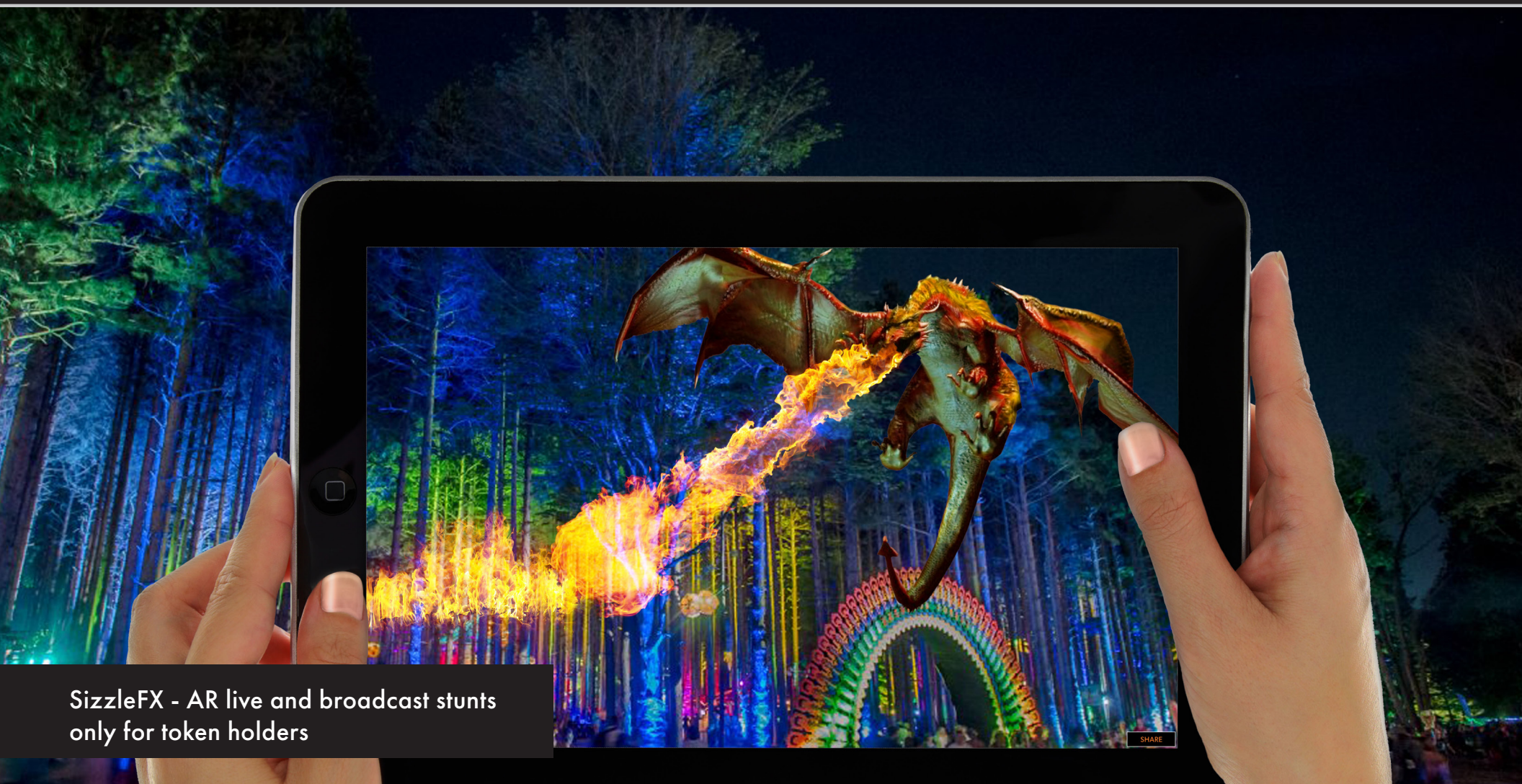
Audio triggers increase advertising ROI

- Audio triggers create customized radio and television shopping experiences specific for token holders
- Significantly improve the ROI of podcast, radio, TV advertising, by making spots transactional
- Radio and television shows deliver sales of products, wardrobe, merchandise, and sponsored products
- Facilitates creative interactions, delivery of digital swag
- Offers opportunity for play at home games with broadcast
- Programming of an entire season of a program, allows unique Sizzle offers to deliver in each regional territory



Sizzle allows token holders to access custom content in all industries

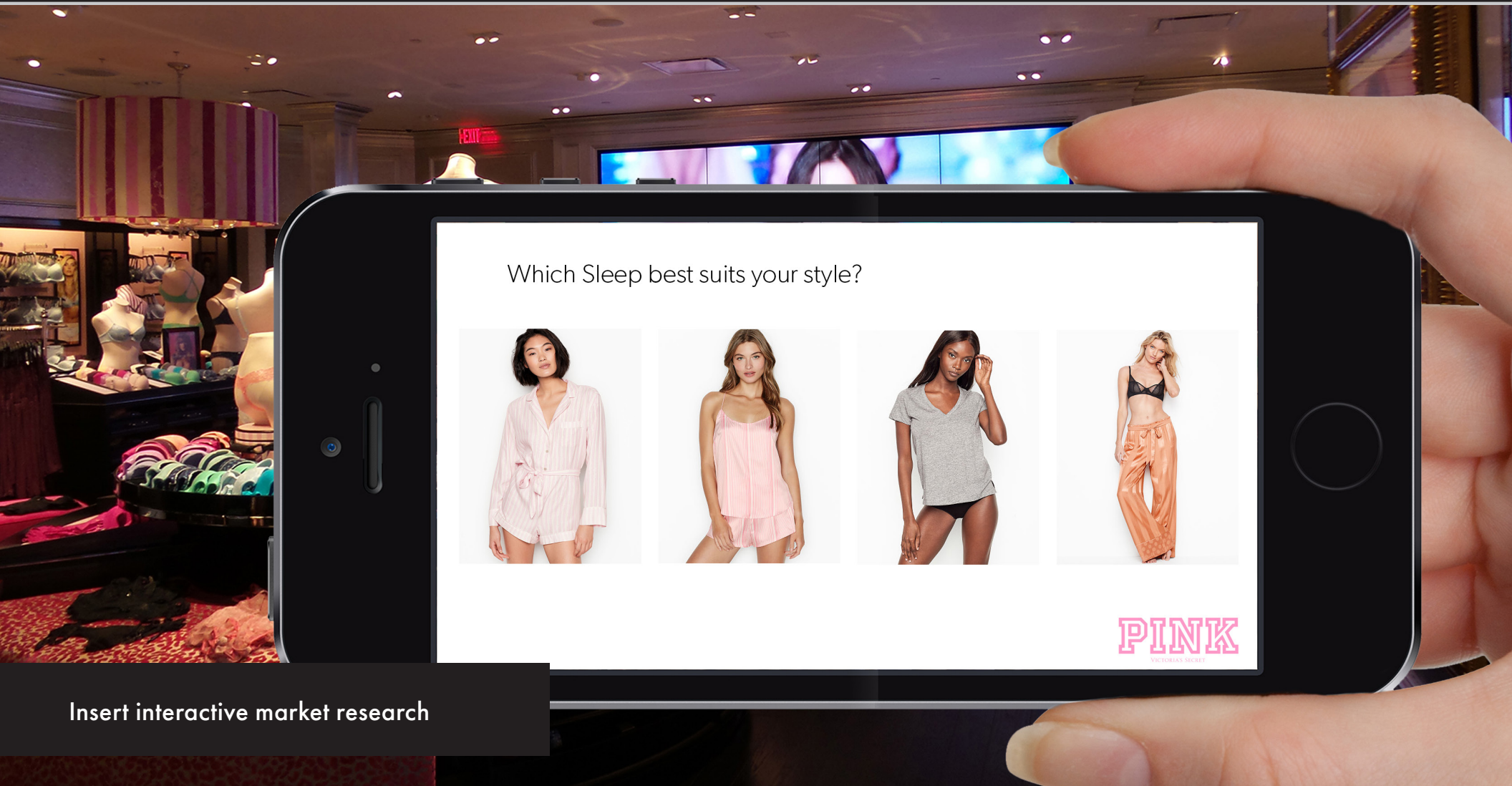
- Make greater use of proprietary content, driving users to purchase tokens
- Sets the tone for the brand's content in the mind of the consumer
- Makes brand's content available at the point of sale
- Videos become informative and transactional, taking customers to an another action, game, augmented reality or specific online location



**SizzleFX - AR live and broadcast stunts
only for token holders**

Augmented reality stunts leave a vivid impression on the token holders

- Large group shared, or individual experienced
- Records the experience for viral sharing
- Can be collected and distributed in digital swag promotions
- Can be unlocked as a give away promotion by visiting a retail location, or purchasing a product online
- Can be gamified in numerous Sizzle AR Game experiences
- Use as a treasure hunt to drive specific traffic around locations
- Create teaser campaigns to promote upcoming events
- SizzleFX is the single most powerful AR platform for brand promotion worldwide



Insert interactive market research

Market Research Interactions and Full Programs Available To Token Holders

- Leverage retina tracking as well as expression recognition to clearly identify customer reaction.
- Track sequential positioning of eye movement
- Monitor microexpressions to determine like and dislike of items
- Measure market research in print, digital and motion media formats

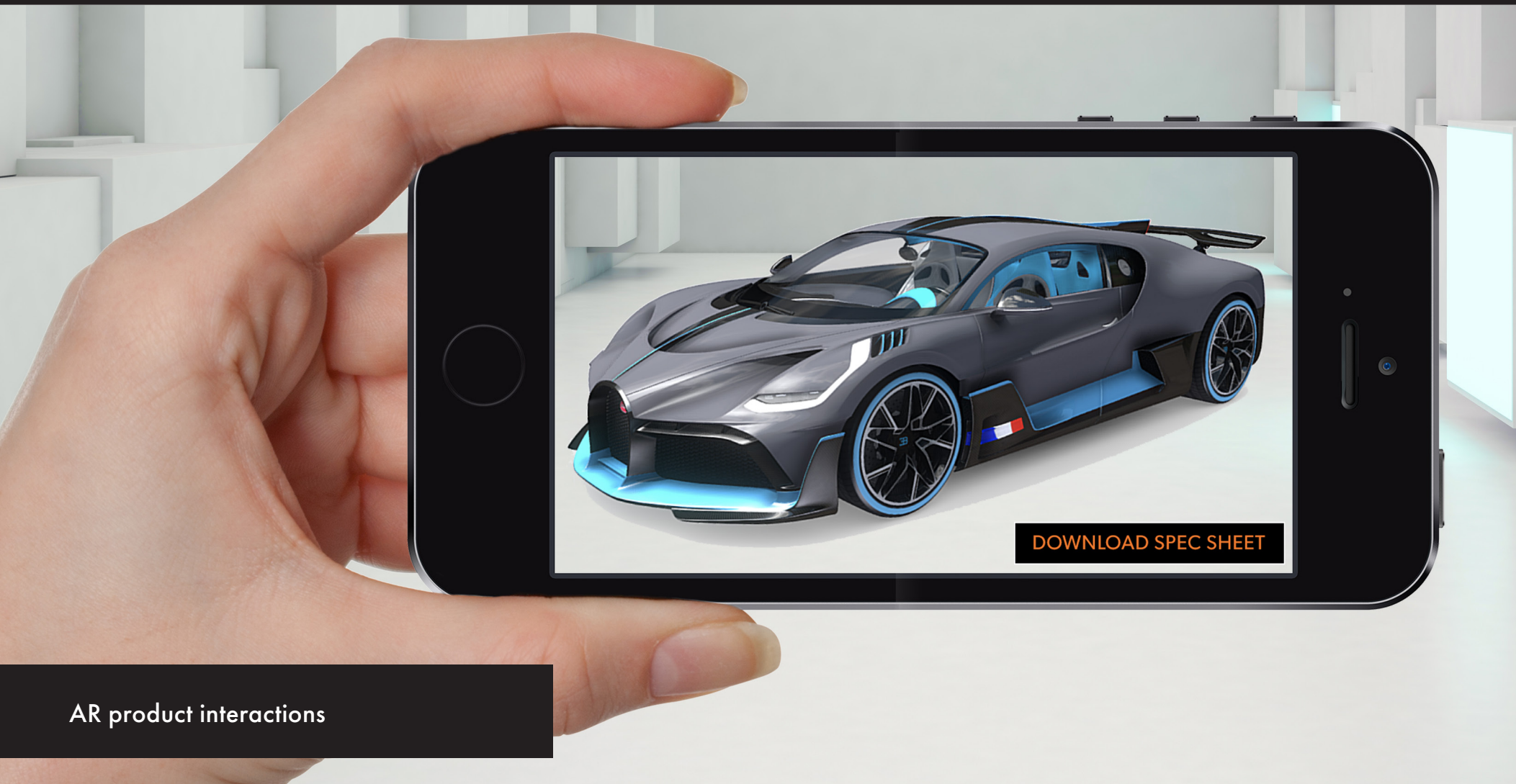
- Insert into Sizzle Reels on Sizzle for direct consumer interaction, activation and engagement
- Leverages key moments of editorial content for brief consumer market research
- Deepens the discussion with the customer
- Test new products on a regional basis, before going national



Encode your video with Sizzle Hot Spots games for token holders

- Encodes YouTube content with hot spots to facilitate instant interactive engagement
- Create hand/eye coordination games
- Product/service/experience sales
- Easter eggs for gamification of video
- Voting/polling
- Quizzes and tests
- Market research
- Increase total number of views and dwell time by adding games atop your videos
- Offering prizes that money can't buy like meet and greet opportunities
- Contests to win concert, sports and other tickets by gamifying the promotional trailer

For illustrative purposes only



AR product interactions

Products of any size are instantly viewed in 3D augmented reality by custom token holders for intricate detail inspection and product interactive experiences including:

- Exploded view experiences
- Cross section views
- Animated interactions

- Product interactions
- Large equipment and machinery easily viewed
- Transcends traditional tradeshows by transporting your products to the customer
- Deepens customer interest, loyalty, engagement and peer sharing
- Provides social media sharing experiences in isolated, or selfie options

For illustrative purposes only



Portal 3D AR Experiences

Token holders point Sizzle at an empty area in their home or office, and launch a virtual portal to allow them to enter unique AR experiences, performances and privileged shopping experiences in your store, showroom or display center. The token holder walks through the doorway and as they spin around and point their phone or tablet, they are inside a virtual store. Once there, they can select items which launch 3D augmented reality models of products for them to review and select from.

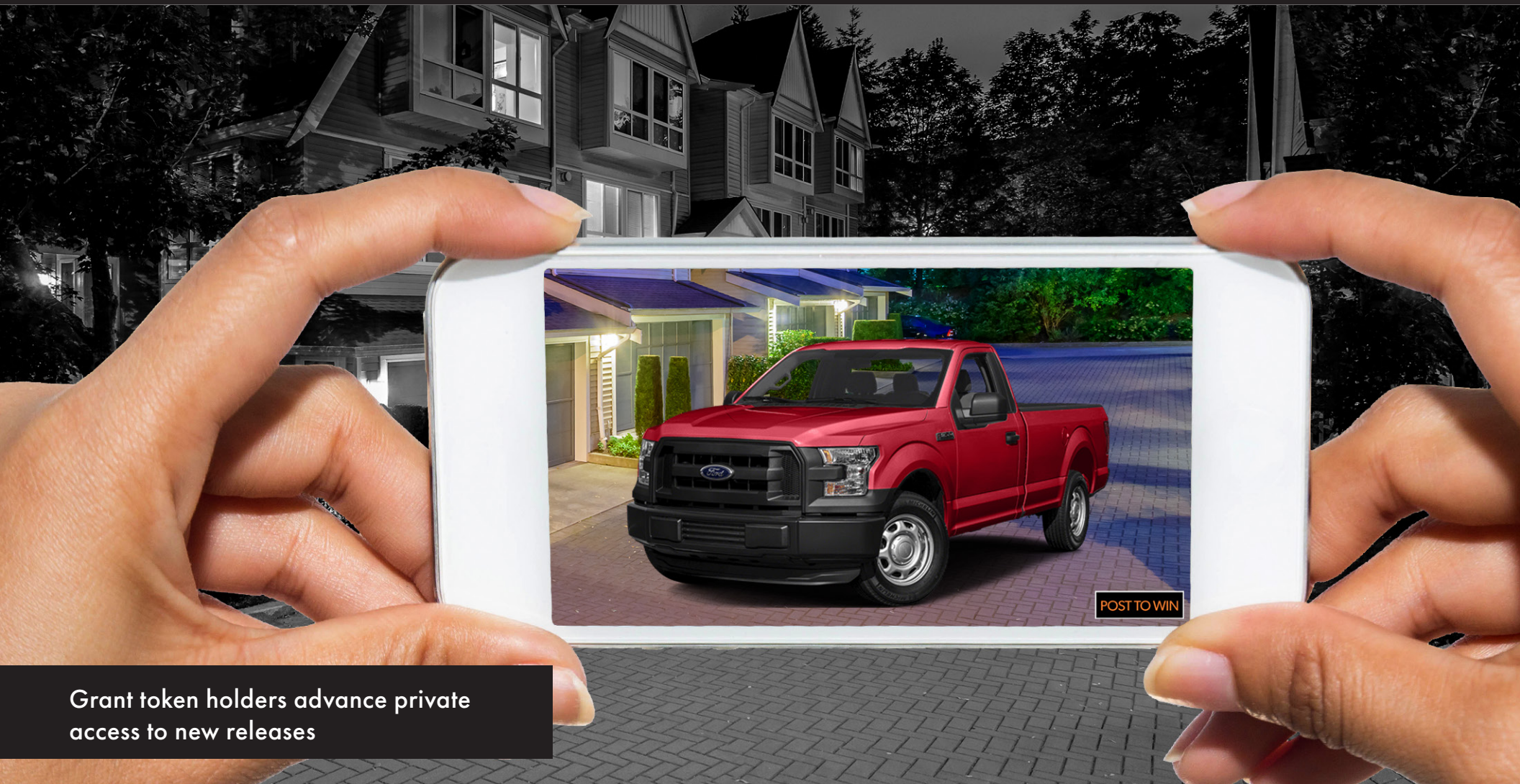
This showroom is fully transactional, interactive, dynamic and engaging.

Create very privileged shopping experiences only available to the token holders.



Custom games to introduce products -
only for token holders

All of the games in Sizzle are designed as pull advertising. Use your products, services and experiences as the playing pieces in a Sizzle game and allow your token holders to discover some of your products by playing a game and choosing between them as both prizes and discounted offers. Sizzle has several stock games, as well as the potential of hosting your existing game or collaborating with your company to create a new game of your choosing.



Grant token holders advance private access to new releases

Convert your token holders into virtual attendees / product evangelists by using augmented reality in fun and unique ways. Promote sharing to social media, peer to peer sharing and augmented reality treasure hunts and games that promote your products in imaginative new ways.

Thank you!

Presented by:



...a member of The Illusion Factory family
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