

Presents...



## Sizzle Scan Interactions

Posters, packaging, promotional merchandise, ads and all printed materials trigger a full range of interactions.

**Scan it in Sizzle and you will be amazed at what happens!**



## Scanned products deliver AR holograms

Augmented reality holograms promote countless engagements:

- Transactional - one click purchases
- Interactive - download digital swag
- Promote - games, contests and sweepstakes
- Engage - polls, surveys, quizzes, tests
- Research - market research
- Cross Promote - leverage two brand's popularity to both brand's benefit





Capture or create emotional stimuli,  
converted into an impulse purchase

- Scan specialty merchandise of any kind and deliver regular updated customized Herbalife games, promotions, transactions and experiences
- All print, broadcast, satellite, streaming media and locations are instantly transactional
- Distribution of information in multiple languages is easily accessible
- Sizzle dramatically increases the ROI of advertising, by making it impulsively actionable
- Generates millions of dollars in new incremental affinity revenue
- Creates an urgency to tune in for broadcasts
- Adds substantial new monetization potential of all YouTube libraries
- Increases the value of consumer packaged goods by pairing them with celebrities or cross brand promotion and monetization
- Delivers significant data and analytics on customers' behaviors, engagements and interests

For illustrative purposes only

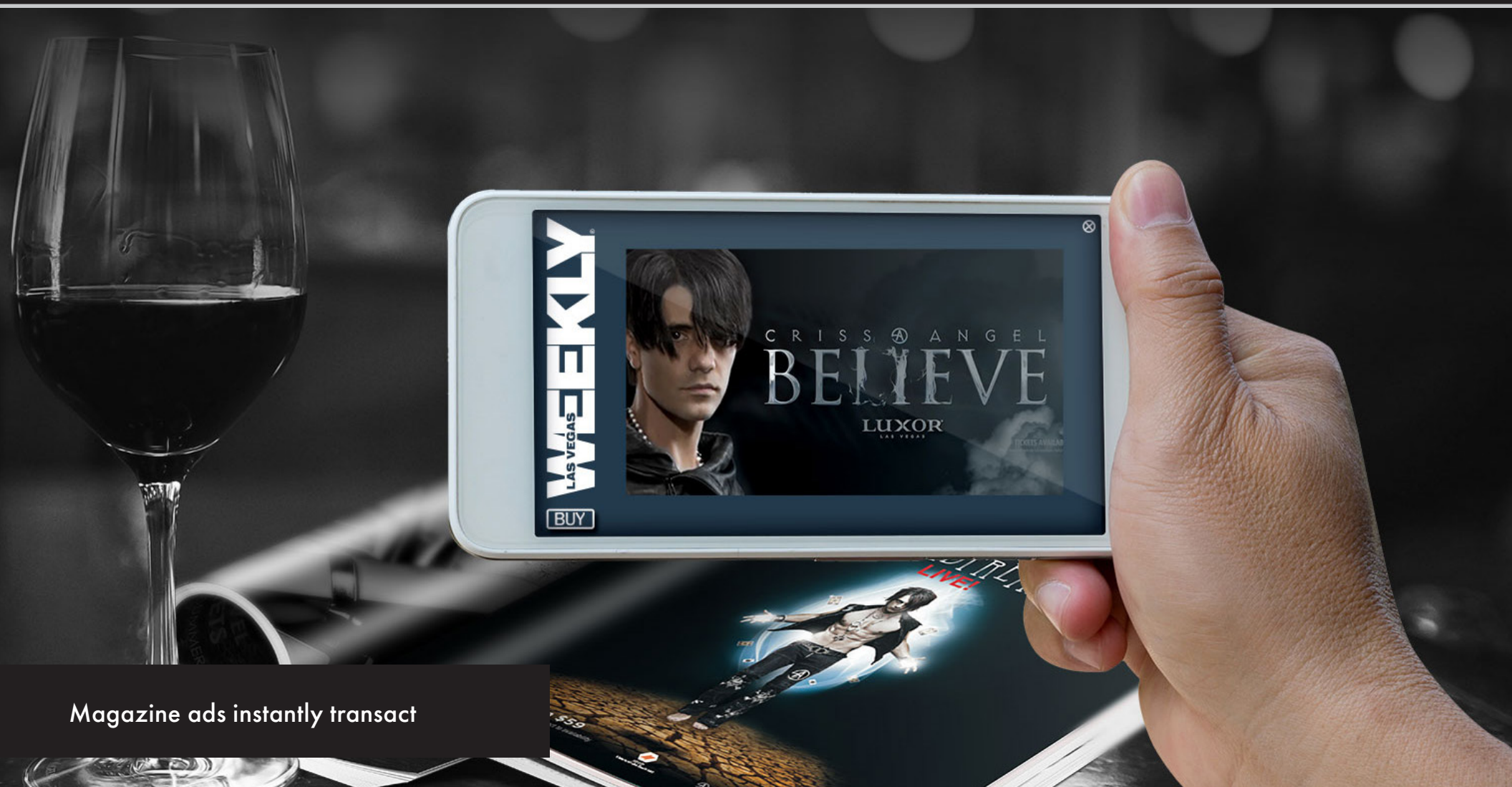




Posters are promotional/transactional

Point the phone at any Sizzle-enabled artwork to instantly access any form of content:

- Play a trailer, then sell tickets
- No unsightly QR code required
- Deliver digital swag
- Show progressive roll outs of bonus content
- Launch a virtual reality tour of the movie set
- Launch a 360° video



## Magazine ads instantly transact

The ROI of print advertising increases exponentially when coupled with Sizzle Scan.

- Play videos
- Make purchases
- Get directions
- Make reservations
- Make an appointment
- Launch augmented reality experiences
- Deliver interactive polling/voting AR experiences





## Deliver product information in video

Scan a product label to watch a video.

- Defeats the liability of giving medicine to an illiterate audience
- Solves multilingual issue considerations
- Converts a product label into a video portal for special interest weekly content
- Delivers unlimited instructional video content
- Creates one click pathway to continued refills or purchase of complimentary items



## Connect to virtual reality engagements

Visual triggers deliver unique augmented reality and virtual reality tours

- Perfect for tourism experiences
- Ultimate promotional tool for real estate and facilities
- Conduct self guided tour of showrooms
- Guided tour of manufacturing systems





## Business cards come to life

- Scanned business cards can deliver:
- A hologram presentation
- Hand/eye coordination games
- Product/service/experience sales
- Voting/polling
- Market research
- Add information to contacts in phone
- Make an appointment
- Call now
- Digital coupons
- Your business card is your first impression, use Sizzle to pull the viewer into engaging with you or your campaign
- Make your business card stand apart from the pack when trades show attendees pull out your card to show their colleagues your company presentation
- Business cards come to life with holograms, animation, models, purchase options and much more.

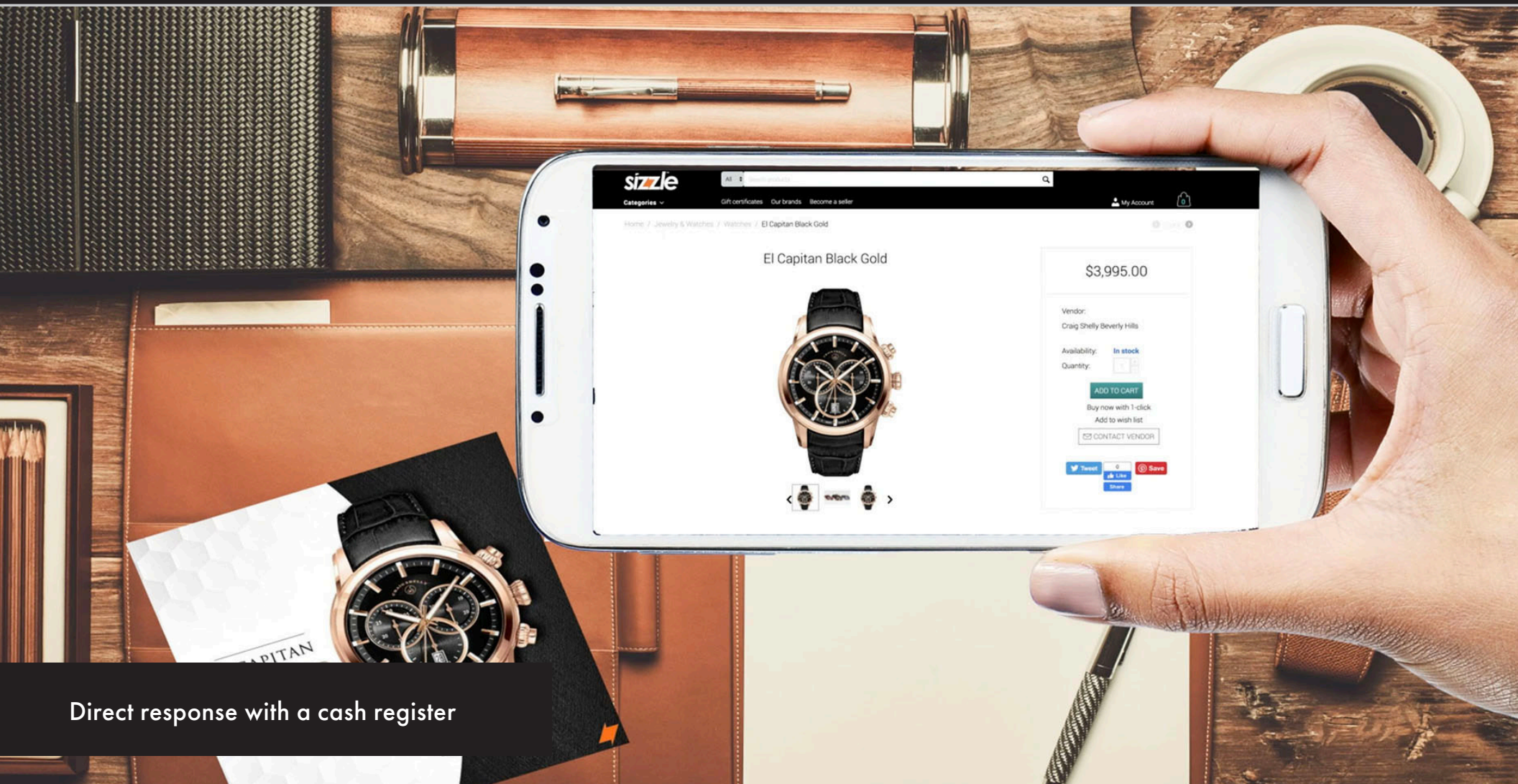


## Augmented reality product presentations

Using augmented reality, products of any size may be easily recreated inside Sizzle. Customers activate a 3D model of a product which may be viewed on its own or accompanied by an augmented spokesperson. Augmented models may be tabletop-sized or full-sized depending upon the size of the product. AR presentations enable customers to interact with your product, and to closely inspect any detail of your product, from the convenience of their own location. These experiences may be triggered by entering a search term, or by scanning a business card or other branded collateral.

- Business cards come to life with holograms, animation, 3D Models, purchase options
- Make your business card stand apart from the pack. Scan your card and a full hologram will appear.
- Table top-sized or life-sized
- Holographically project your expensive equipment into the presentation room for clients to more easily understand.
- All of the benefits of Augmented reality without the costs of producing any of the technology.





## Direct response with a cash register

- Direct response business cards, point of sale, signs, banners are all transactional
- Capture the impulse purchase when consumers scan direct response postcards and make the one click purchase
- Transaction may be made in your location, your website or in the Sizzle Marketplace
- Generates significant new ongoing revenue and data per consumer by turning your print content into a cash register

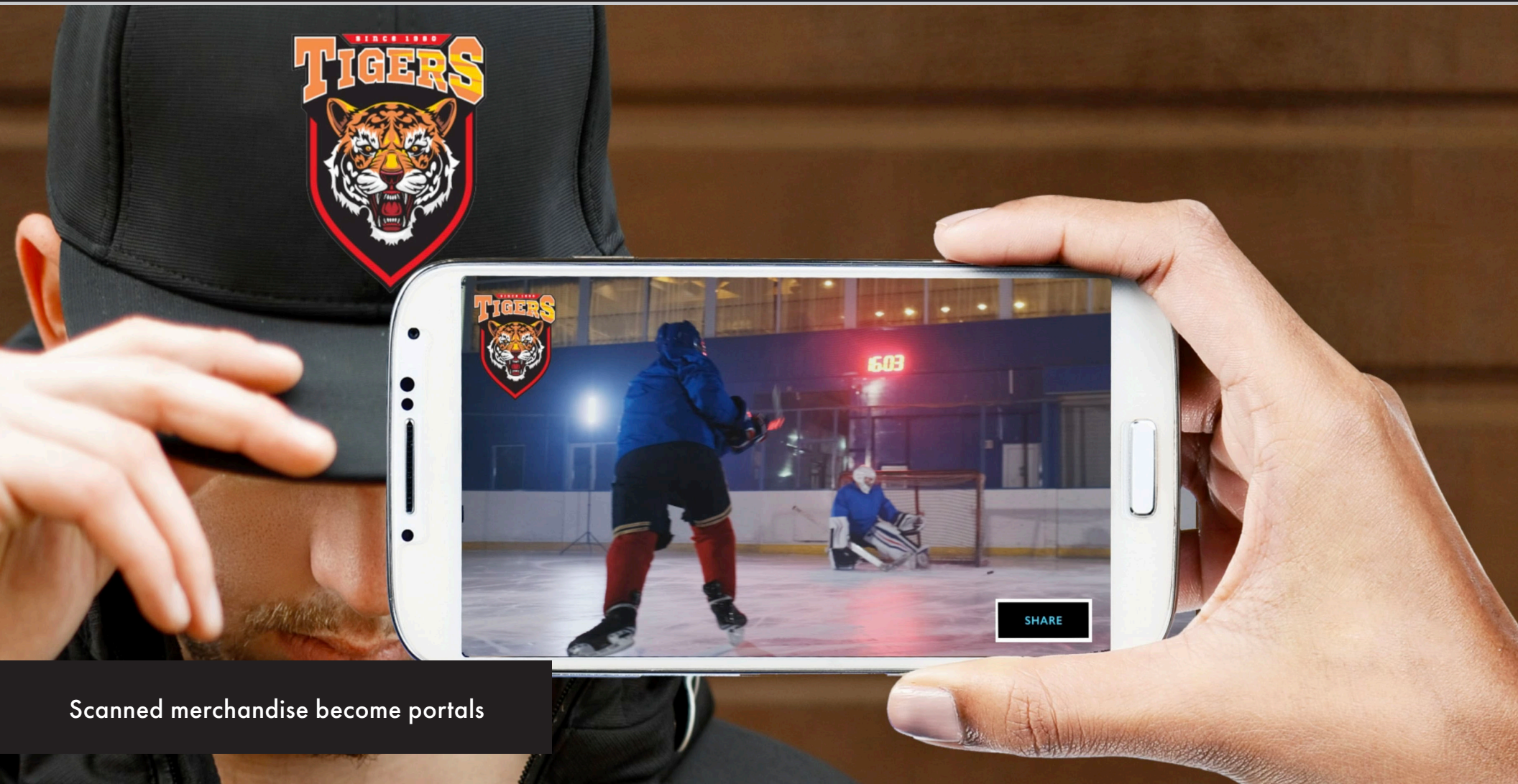




## Games increase ROI of direct response

- Scan a direct response card, ad, or a brochure and instantly launch a game
- Launch Sizzle Spin, Sizzle AR games, or a custom game of your choosing from Sizzle's library of games
- Generate significant new ongoing revenue and data per consumer while building customer appreciation/loyalty





## Scanned merchandise become portals

- Sizzle retail solutions create engagement using links between merchandise and experiences
  - Scanned merchandise deliver all of the Sizzle options
  - Turn brand logos into a scan portal that leads fans to a unique Sizzle experience that stimulates predictable return patterns
  - Scan branded merchandise and instantly launch the game, video, AR or
- portal options
  - Launch Sizzle Spin, Sizzle AR games, or a custom game of your choosing from Sizzle's library of games
  - Generates significant new ongoing revenue and data per consumer while building customer appreciation/loyalty





## Expand the keepsake experience

- Sizzle retail solutions create engagements using links between merchandise and experiences
- Scan a branded or customized item and instantly launch a video, game, website, AR hologram, VR set, contest, survey or experience portal





## Reward fans with digital swag

- Reward audiences with bonus digital content and swag
- Sizzle delivers bonus content from any source of media or location
- Leads to increased sales and consumer engagement
- Bonus content may be paired with any outcome your campaign requires



## Launch holograms from announcements

The invitation and greeting card experience expands exponentially with SizzleFX AR.

- Point Sizzle at a wedding announcement and the bride and groom appear and speak
- Themed invitations can include hosts of stylized animations and other AR improvements
- Wedding packages can include the announcement, followed by the actual invitation (which clicks through directly to their bridal registry of

- choice) and capped with a thank you final hologram in the series
- Great for birth announcements
- Countless uses in the world of corporate announcements for consumers or shareholders



**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

## 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. Marketing Platform.**

A Suite Of Marketing Tools That:

Are Available For Insertion Into Other Apps Using Sizzle SDK, Or Inserted In The Sizzle App, Or Both

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

Offers Subscription-Based And Success Fee-Based Revenue Models

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



Thank you!

Presented by:



...a member of The Illusion Factory family  
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Calabasas, CA 91302

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