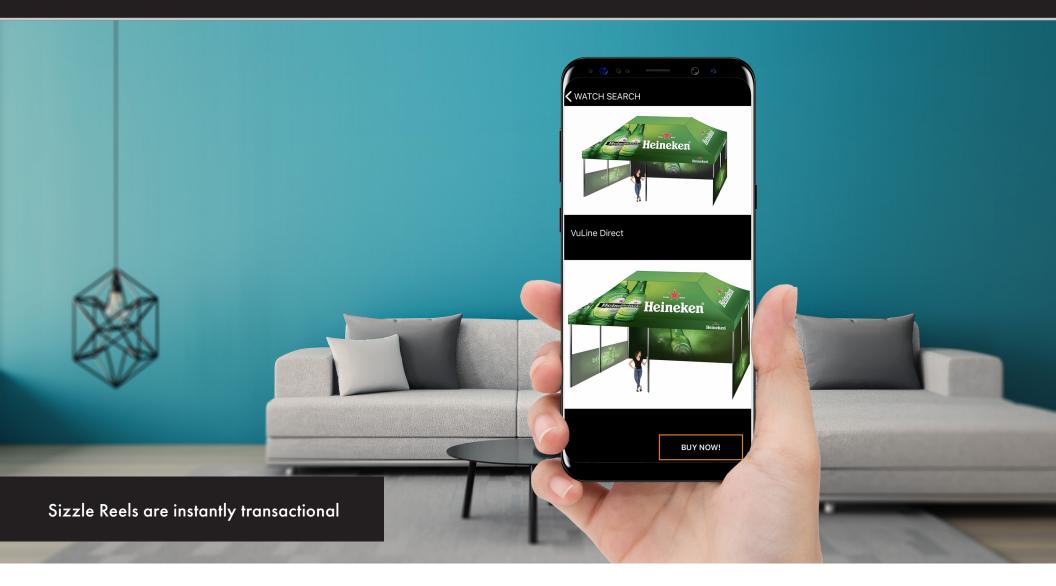




Exponentially expand your video and streaming media experiences.

Forging deeper consumer/brand relationships



Company videos have countless engagements:

- Transactional one click purchases
- Interactive download presentation decks after recorded webinars
- Promote games, contests and sweepstakes
- Engage polls, surveys, quizzes, tests

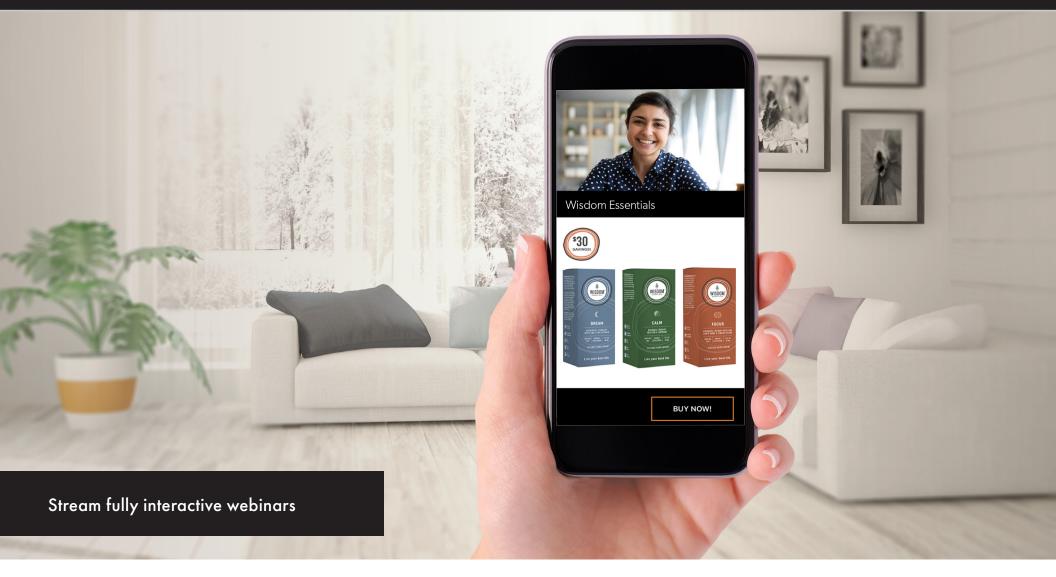
- Research market research
- Innovate launch augmented experiences



- 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

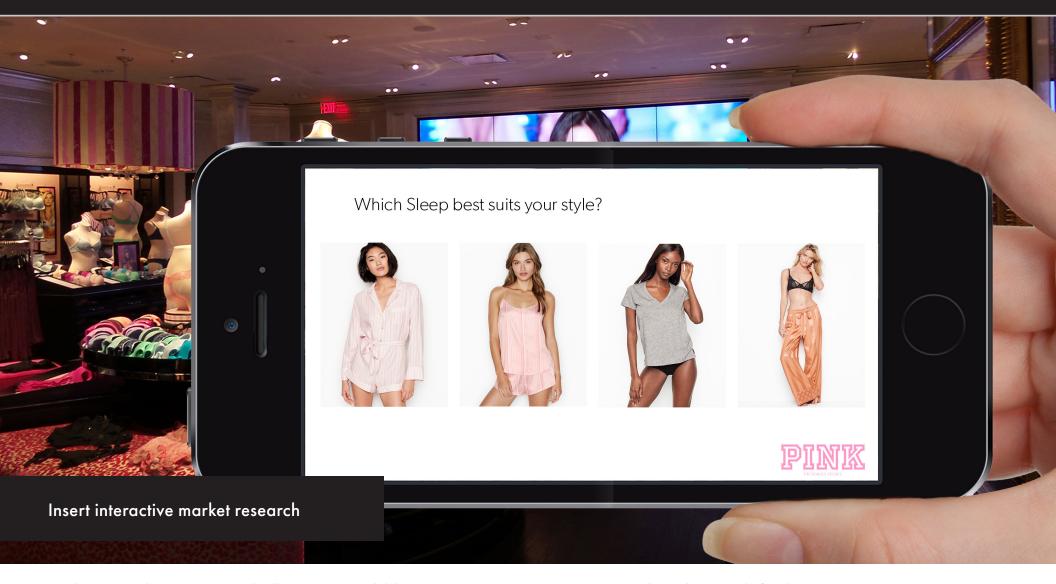
For illustrative purposes only



Conference Seminars dramatically increase attendee activations and engagement:

- Transactional One click purchases
- Interactive Download presentation decks after webinars
- Promote Games, contests and sweepstakes

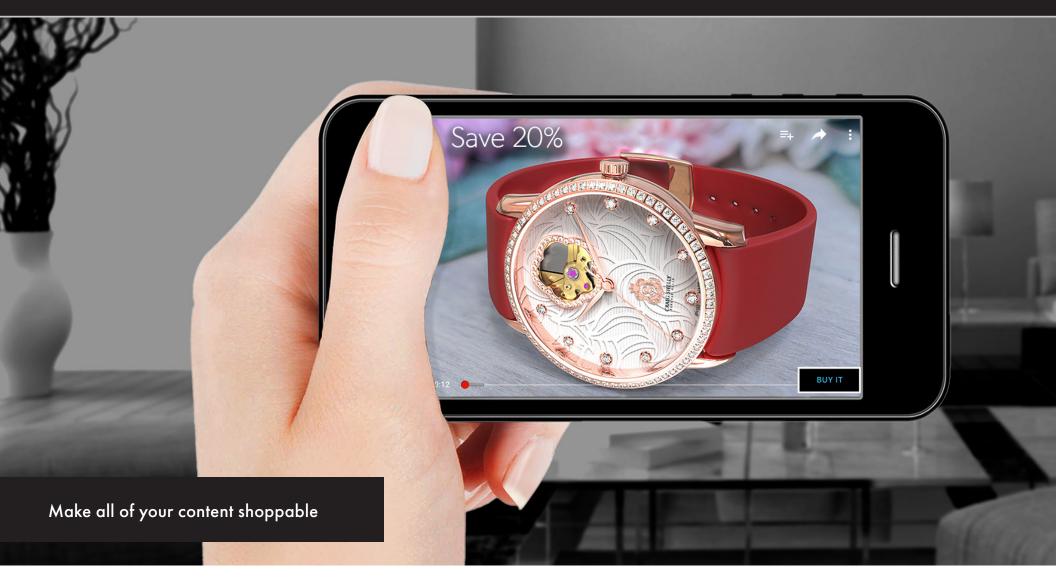
- Engage Polls, surveys, quizzes, tests
- Research Market research
- Innovate Launch augmented experiences



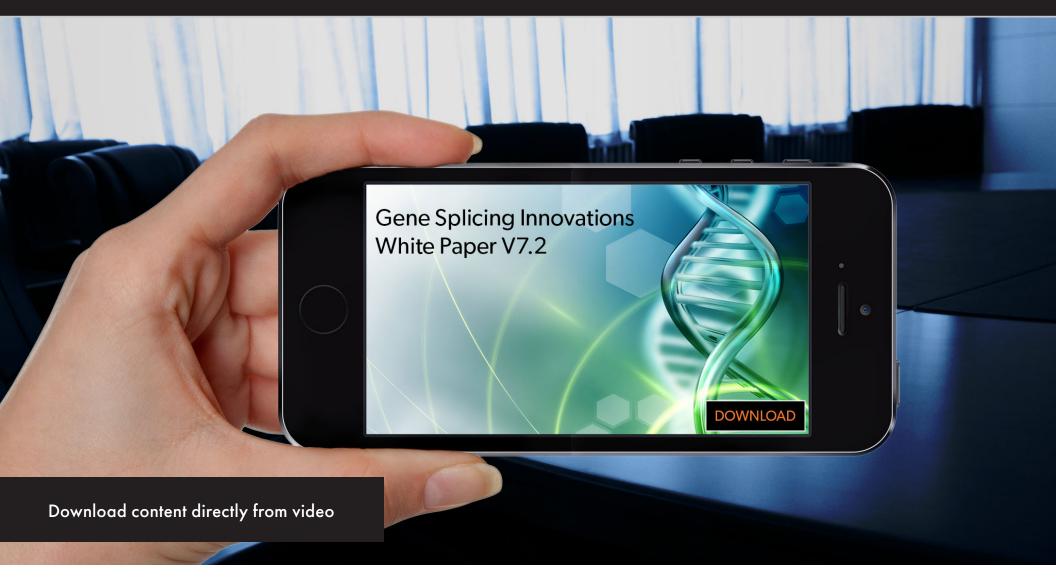
Market Research Interactions and Full Programs Available

- 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

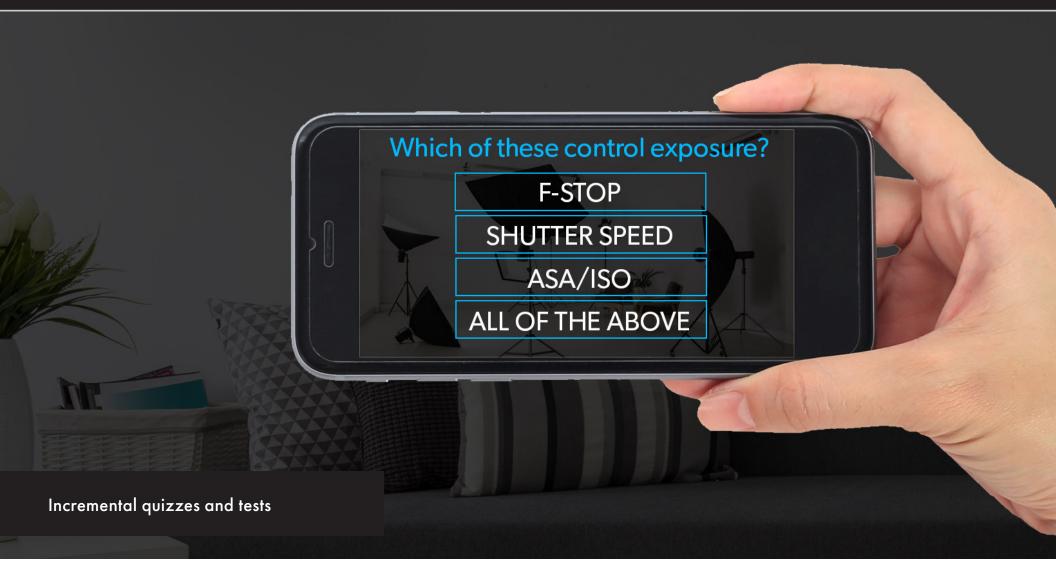
- Insert into Sizzle Reels on Sizzle for direct consumer interaction, activation and engagement
- Leverages key moments of editorial content for brief consumer market research
- Deepens the discussion with the customer
- Test new products on a regional basis, before going national



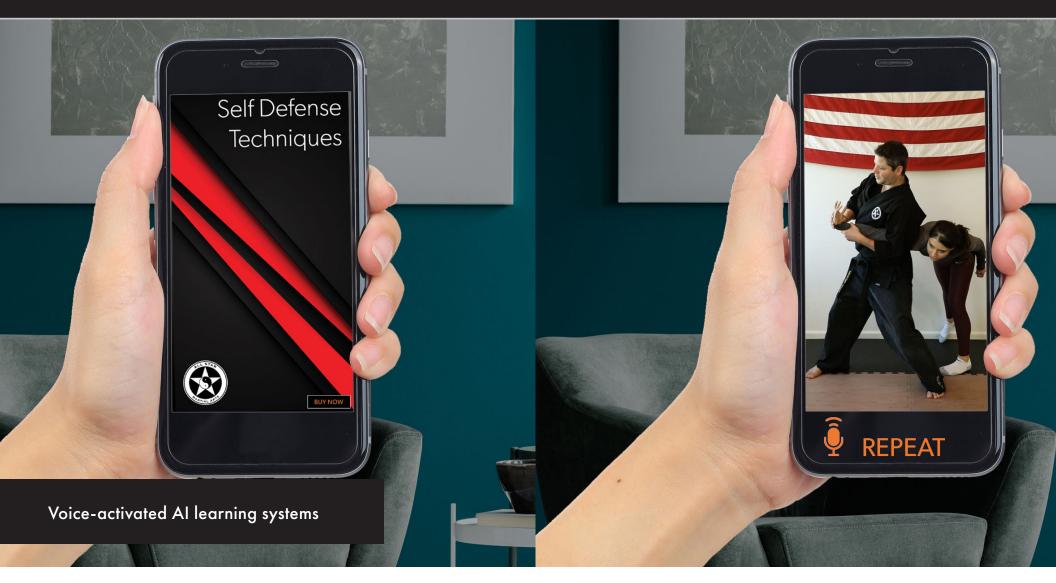
- Deepen the user engagement
- Convert views into easy buy/sell experiences
- Sales transact at your location, your website, Amazon, Shopify or the SIzzle Marketplace
- The path of least friction between viewing videos and transacting



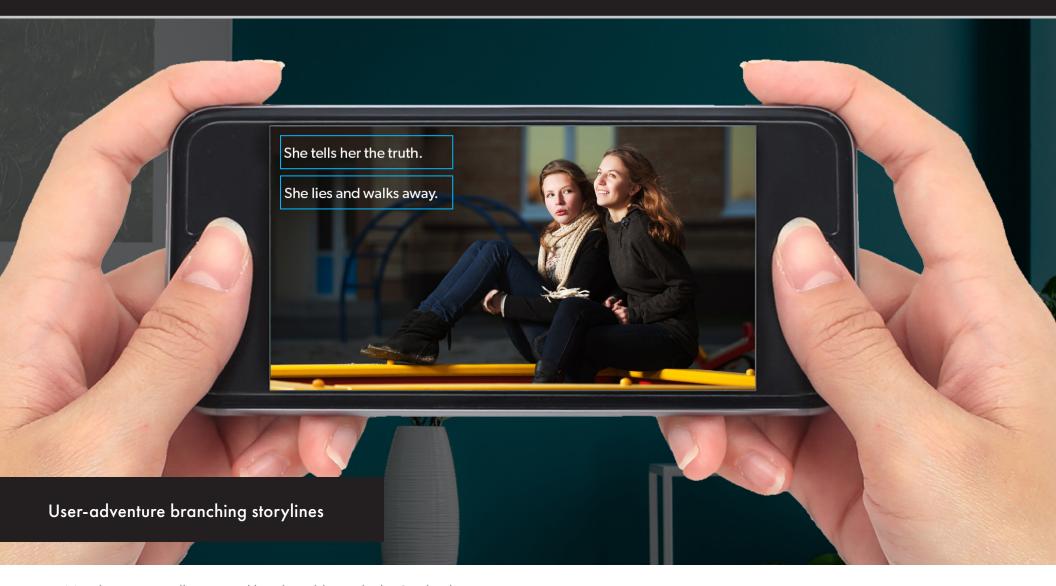
- Download the white paper, presentation, application, sales form, digital swag, app, game, augmented reality interaction, recipe, purchase list, instructions and more
- Supplement trade show and seminar experiences by making companion documents easily linked to each segment of your presentation
- All offers are instantly modifiable from the Sizzle backend to increase flexibility without ever modifying the video content



- Insert tests or quizzes at the end of chapters in your content library
- Tiered instruction materials open only as a student correctly answers the tests at the end of the previous instructions
- Tests can lead to accreditation

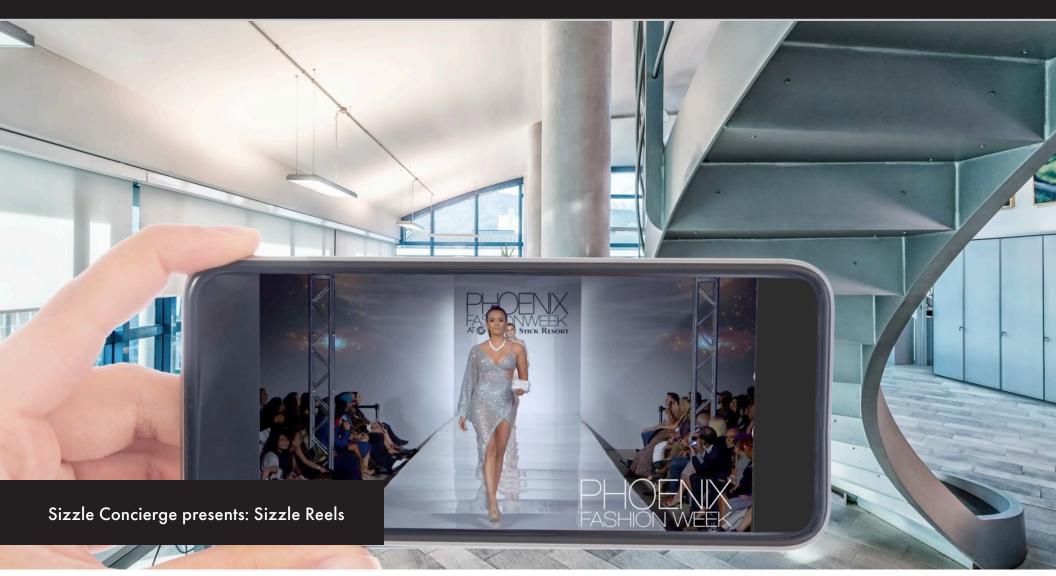


- Sizzle's artificial intelligence-driven voice-activation system facilitates learning from videos without holding the phone in hand while training
- Subscription video content transacts, teaches, sells and trains
- Content may contain products or services for sale which are easily purchased directly from the video in Sizzle



- Non-linear storytelling is readily adaptable inside the Sizzle player
- Create your own adventures as interactive plot lines
- Connect games, contests, sweepstakes, and augmented reality experiences

sizzle

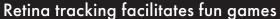


- Sizzle Concierge is continually adding transactional Sizzling content for our audience
- Almost all of the substantial tourism experiences, US/Canada are found in Sizzle using keyword search
- Numerous additional categories are being added: New Products, Innovations, Travel, Fashion, Films





You must not look at our logo for 120 seconds.
You must stare only at the green triangle.
Ready? Set? Go!

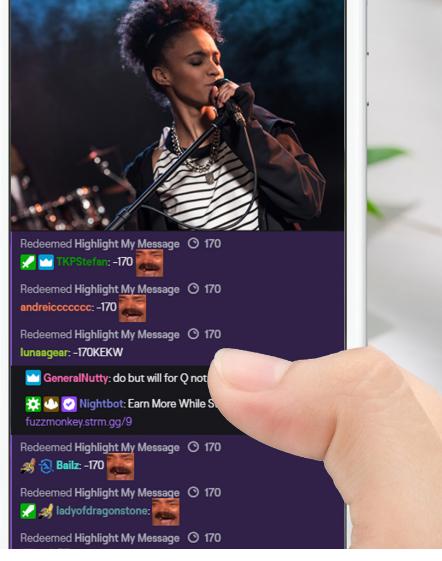




- Humor is one of the most effective means of converting a consumer into fans of a brand.
- Sizzle retina scan creates humorous interactions with the consumer to deepen consumer loyalty and brand association







- Free access to basic streaming package with video and static ads served throughout stream
- General text thread for all audience participation
- Pay per view access to ad free, VIP content package
- VIP elite text thread

- VIP polling/voting for interactive feedback to impact the outcomes during the streaming
- Transactional advertising
- Transactional product placement
- Launch augmented experiences

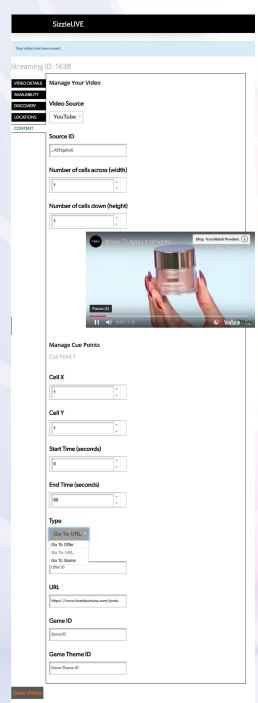




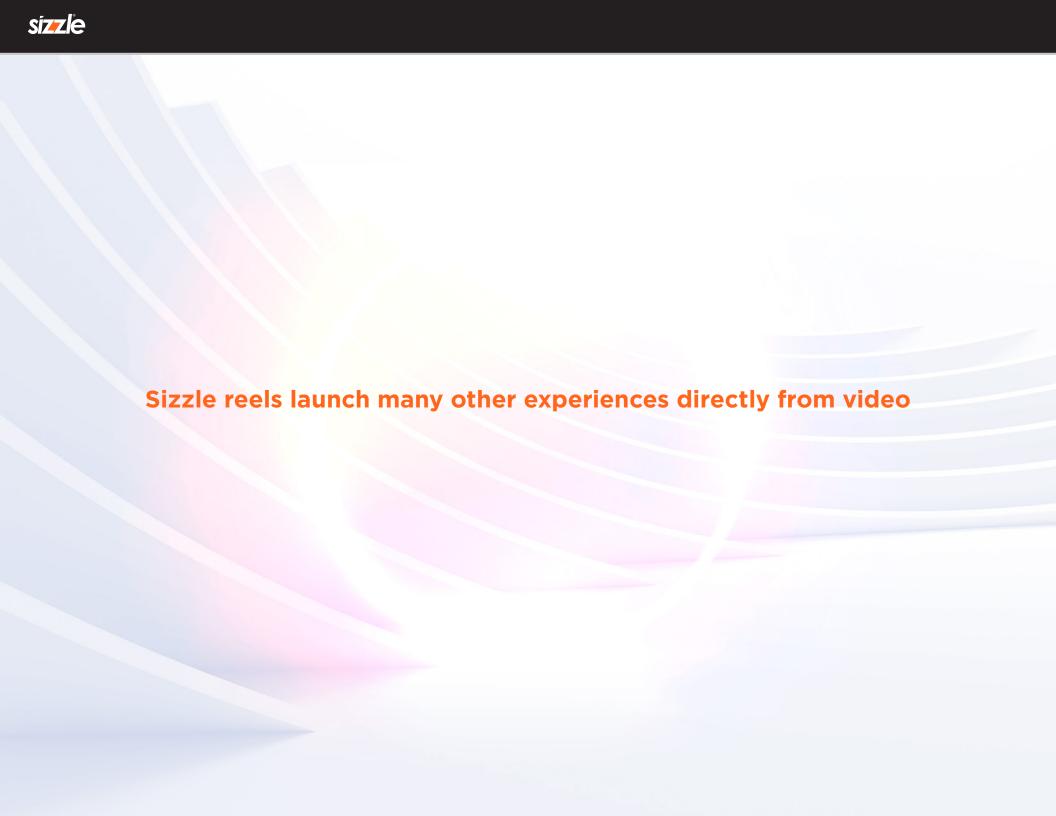
- Sizzle software development kits insert Sizzle systems into your apps
- Sizzle tools are available in part or in whole to add more functionality to your system
- Increase your customer base and sales by programming offers that appear in your app
- Repurpose promotional content from your apps to also appear in the Sizzle app

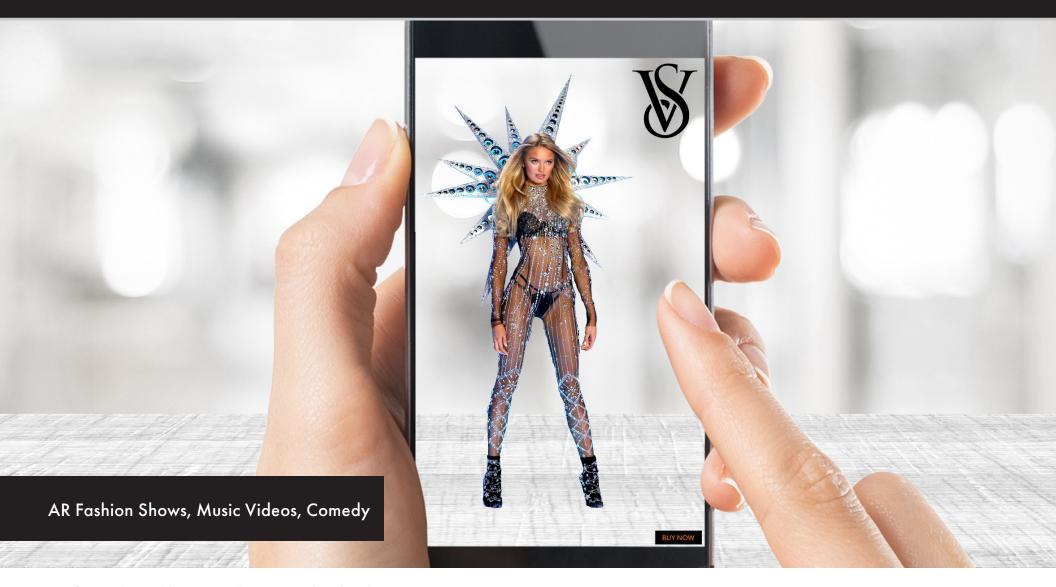


Sizzle Offer Engine easily programs these opportunities



- Campaigns are created inside the Sizzle Offer EngineTM
- Up to 24 programmable cells/hotspots on the screen
- Hotspots are programmable
- Trigger purchases in any store, Sizzle Store, or website
- Create games, buttons, Easter eggs
- Delivers viewer to URL, game or offer
- Hotspots are programmed on timeline
- Progressive hotspots lead to new offers



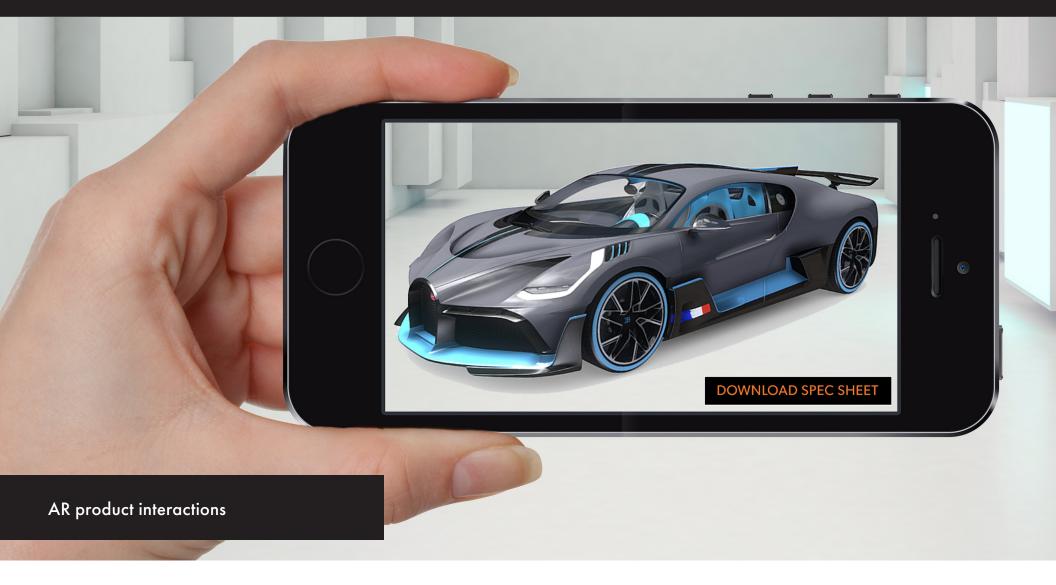


- Life-sized, or table top-sized augmented reality shows
- Transactional fashion shows deliver all of the additional Sizzle interactions
- Music videos sell merchandise, tickets, experiences, avatars and more



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.

sizzle



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

- Exploded view experiences
- Cross section views
- Animated interactions
- Product interactions

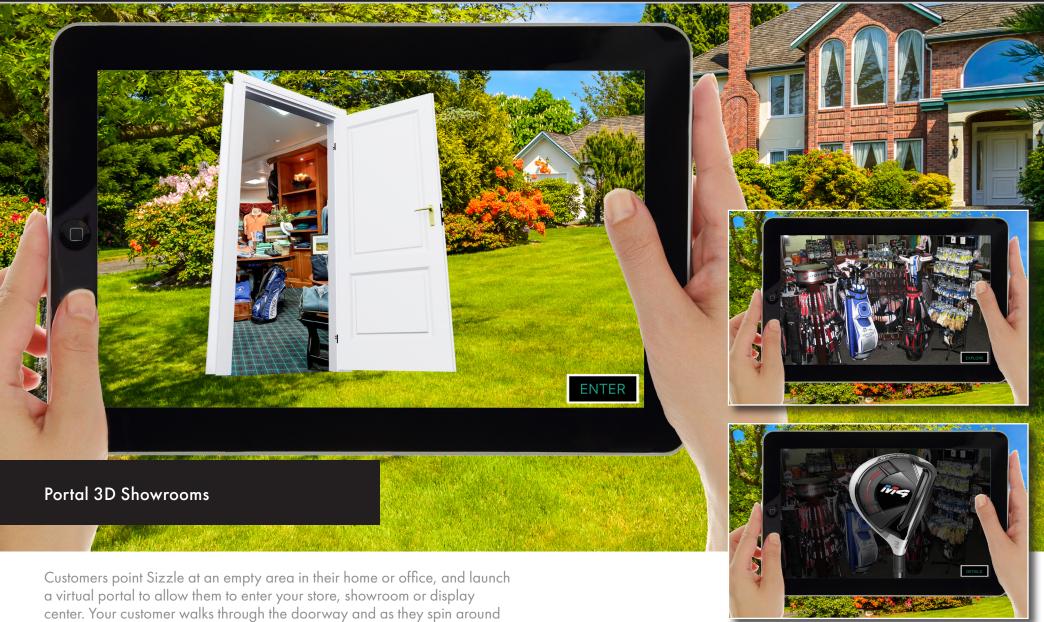
- Large equipment and machinery easily viewed
- Transcends traditional tradeshows by transporting your products to the customer
- Deepens customer interest, loyalty, engagement and peer sharing
- Provides social media sharing experiences in isolated, or selfie options



Sizzle connects your customers with a virtual reality 3D tour of your showroom.

- Easily navigable for your customers to walk through your facility
- Transactional for every item in the showroom
- Interactivity: data sheet links, video links, AR models

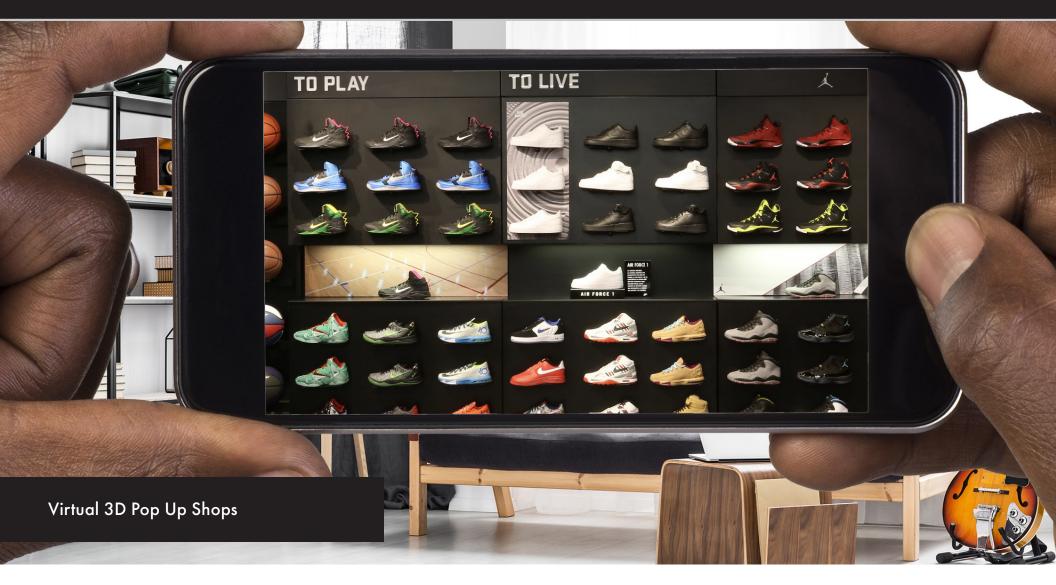
- Virtual sales staff
- Add your company info to the consumer's contacts
- Link to live sales staff



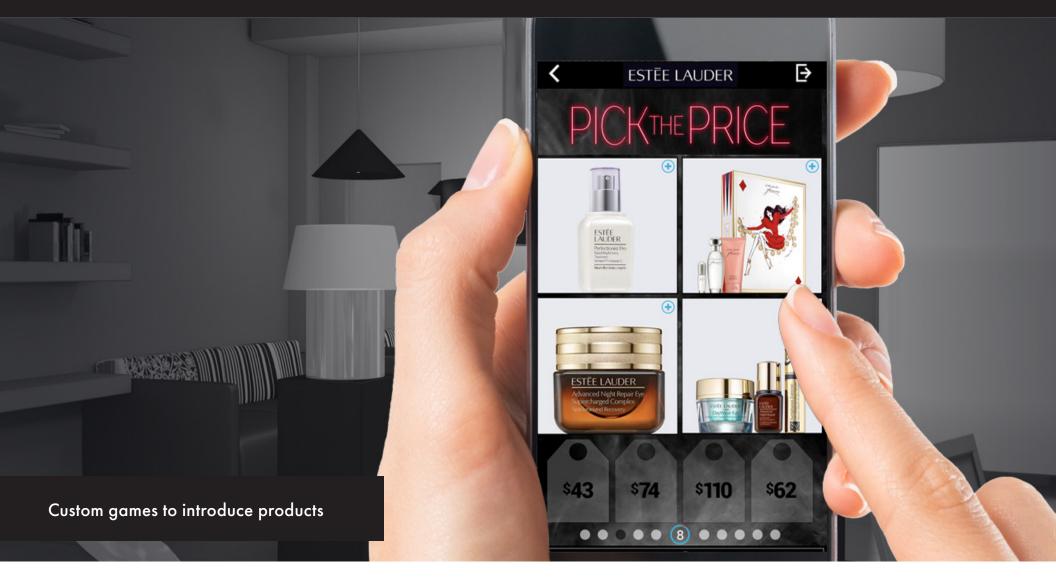
customers point Sizzle at an empty area in their home or office, and launch a virtual portal to allow them to enter your store, showroom or display center. Your customer walks through the doorway and as they spin around and point their phone or tablet, they are inside your virtual store. Once there, they can select items which launch 3D augmented reality models of your products for your customers to review and select from.

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

If your customers cannot come to you during this pandemic, you can bring your showroom to them with ease and efficiency.

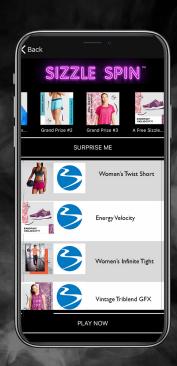


The augmented reality platform in Sizzle facilitates the creation of popup shops, virtual showrooms and deeper interactivity to facilitate customer engagments on many levels.

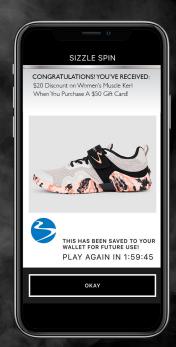


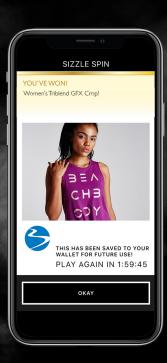
All of the games in Sizzle are designed as pull advertising. Use your products, services and experiences as the playing pieces in a Sizzle game and allow potential customers to discover some of your products by playing a game and choosing between them as both prizes and discounted offers. Sizzle has 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.









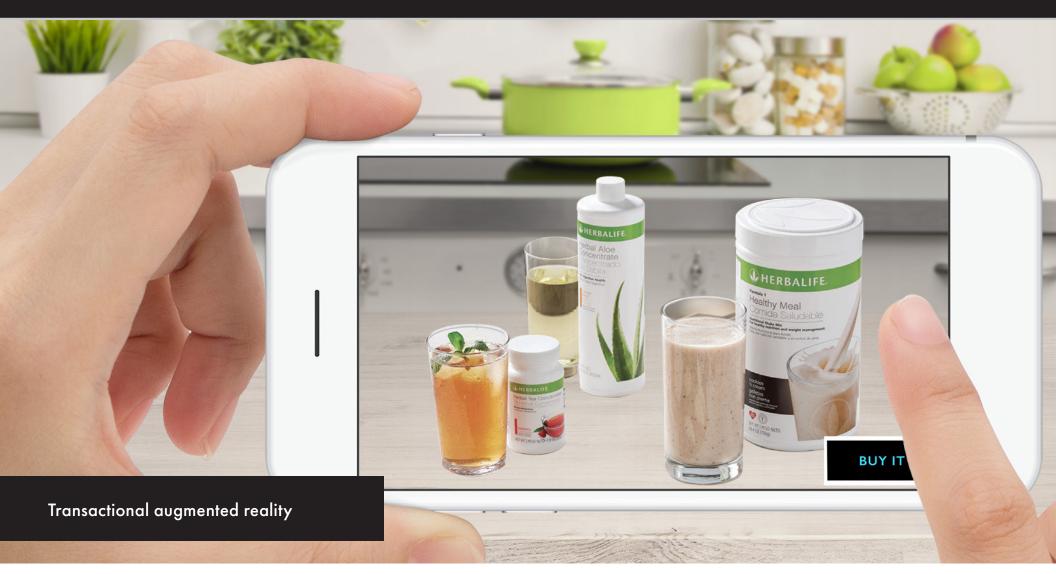


Sizzle Spin promotes your brand

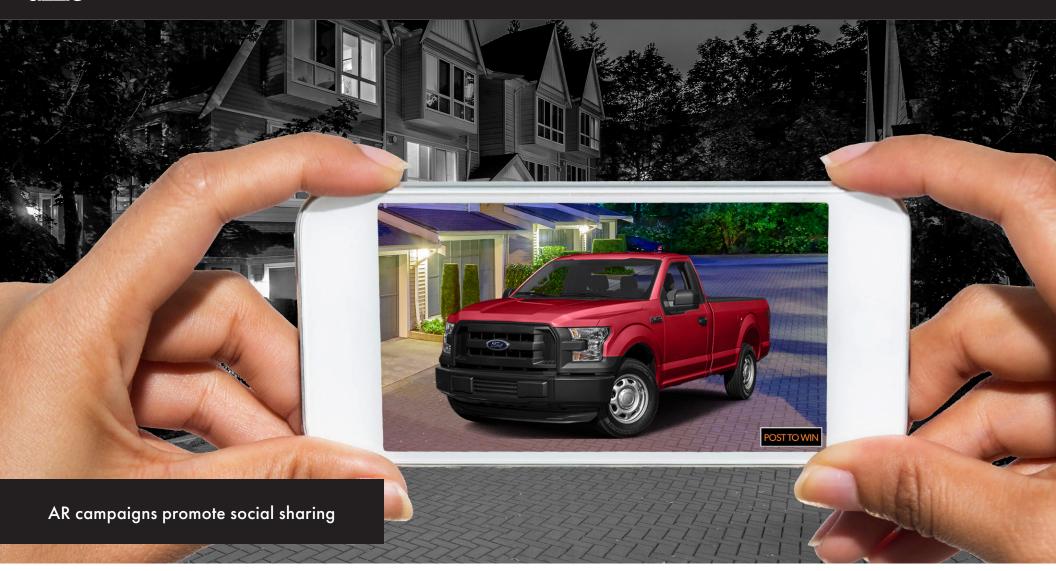
Sizzle Spin drives leads and revenue via:

- 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



Scan any Herbalife specialty promo item to unlock the augmented reality sales kit. In this kit, team members will be able to present Herbalife product assortments for their customers to experience in the middle of a sales meeting. Unlike a traditional video, Sizzle's augmented reality may either be a motion experience, like a delicious healthy meal pouring from a blender, or 3 dimensional products that may be reviewed and purchased from. Leverage Sizzle's holograms to make new and interesting sales aids.



Convert your virtual attendees into 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.

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, Al, 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

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- 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 Entertainment 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 23679 Calabasas Road, Suite 785 Calabasas, CA 91302