



# UNIVERSE 3D

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A JOURNEY TO THE EDGE OF  
YOUR IMAGINATION

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WGAW REGISTRATION #1470114

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UNIVERSE 3D

# LOGLINE

THE REAL "STAR TOURS". TAKE A 3D VOYAGE OF DISCOVERY TO THE FARTHEST REACHES OF THE UNIVERSE, FROM A SPACE TRAVELER'S POINT-OF-VIEW.

WHEN YOU PURCHASE YOUR CINEMATIC TICKET, BE PREPARED TO JOIN COMMANDER JACK STARR AND CAPTAIN SCOTT NEWMANN'S CREW. CLIMB ABOARD A FUTURISTIC SPACECRAFT, AND BECOME IMMERSED IN YOUR OWN MISSION TO THE STARS!

SEE THE BEAUTY AND VASTNESS OF SPACE AS YOU HAVE NEVER SEEN IT BEFORE, THROUGH THE EYES OF THE WORLD'S MOST POWERFUL SPACE TELESCOPES. TRAVEL THROUGH 14 BILLION YEARS OF COSMIC HISTORY IN TWO HOURS IT'S A THRILL RIDE FROM BEGINNING TO END THAT WILL ASTOUND YOU!



# UNIVERSE 3D

# SYNOPSIS

THE FILM UNIVERSE 3D WILL GIVE THE AUDIENCE A STUNNING VISUAL LOOK INTO THE BEAUTY AND MAGNIFICENCE OF SPACE WHILE AT THE SAME TIME PROVIDING THEM WITH AN APPRECIATION FOR THE VASTNESS OF THE UNIVERSE, AND HOW IT WAS FORMED. YOU (THE AUDIENCE) WILL BE PERSONALLY NAVIGATED BY COMMANDER JACK AND HIS CREW THROUGH THE FARTHEST REACHES OF THE UNIVERSE. ESTIMATES OF THE SIZE AND SCOPE OF THE VISIBLE UNIVERSE ARE ALMOST BEYOND COMPREHENSION; 10 BILLION TRILLION STARS; SCATTERED THROUGHOUT 100 BILLION GALAXIES; SPANNING 94 BILLION LIGHT-YEARS ACROSS. A COMMON THEORY AMONG SCIENTISTS IS THAT THE UNIVERSE IS EXPANDING, AND WHAT CAN BE SEEN WITH TELESCOPES MAY ONLY BE A PART OF WHAT ACTUALLY EXISTS. THIS FILM WILL TAKE THE VIEWER ON A SPECTACULAR JOURNEY OF EXPLORATION THROUGH THE COSMOS THAT IS ONLY POSSIBLE BY UTILIZING THE ACTUAL IMAGES TAKEN BY THE WORLD'S LARGEST AND MOST POWERFUL SPACE-BASED TELESCOPE.

THE CONVERSION OF THESE 2D IMAGES INTO 3D WILL MAKE THE FILM A MORE REALISTIC AND INTERACTIVE VIEWING EXPERIENCE; AS IF YOU ARE AN ASTRONAUT TRAVELING THROUGH SPACE IN A FUTURISTIC SPACECRAFT AT SPEEDS THAT DEFY THE CURRENT LAWS OF PHYSICS. THIS IS THE ONLY WAY THAT A PRESENT DAY AUDIENCE CAN SIMULATE CROSSING THE SPACE/TIME CONTINUUM OF THE UNIVERSE IN THEIR LIFETIME.

AS WE DEPART FROM PLANET EARTH, THE MOVIE-GOER WILL TOUR OUR OWN SUN AND SOLAR SYSTEM (AND ITS EVOLUTION), BEFORE VOYAGING INTO DEEP SPACE. THEY WILL ENCOUNTER COMETS AND ASTEROIDS, AND THE IMPACT THEY HAVE HAD ON OUR SOLAR SYSTEM. THEY WILL TRAVEL TO DISTANT STARS AND GALAXIES, AND WITNESS THE BIRTH AND FORMATION OF NEW STARS AND GALAXIES. THE MYSTERY OF BLACK HOLES AND SUPERNOVAS, (AND THEIR EFFECT ON THE UNIVERSE) WILL BE OBSERVED AND EXPLORED. NEW PLANETS ORBITING AROUND OTHER STARS WILL BE REVEALED, ALONG WITH THE POSSIBILITIES FOR LIFE EXISTING ON THESE PLANETS. THIS 3D MOVIE WILL SHOW THE AWESOME POWER AND BRILLIANCE OF OUR INCREDIBLE UNIVERSE IN STUNNING DETAIL, AS NATURE CONTINUES TO CREATE ITS ARTISTIC MASTERPIECE ACROSS AN EVER-EXPANDING CANVAS.

# UNIVERSE 3D



# ARTISTIC VISION

THE GOAL OF THIS FILM IS TO CREATE A VISUAL THRILL RIDE THAT WILL ENTERTAIN, EDUCATE AND INSPIRE ALL WHO SEE IT. ALONG WITH ITS CREW OF INTERESTING PERSONALITIES, UNIVERSE 3D WILL LEAVE YOUR HEART-POUNDBING WITH BREATHTAKING VIEWS. EMBARK ON A GALACTIC ROLLER-COASTER, AND SEE THE BEAUTY AND ELEGANCE OF SPACE AS YOU HAVE NEVER SEEN IT BEFORE. THE MOVIE WILL CONTAIN THE EDUCATIONAL VALUE OF A DOCUMENTARY, THE CUTTING TEMPERAMENT OF A COMEDY, AND THE EXCITEMENT AND ENTERTAINMENT OF A BLOCKBUSTER ADVENTURE.

THE KEY IS TO FOCUS ON THE VISUAL EXPERIENCE OF THE MOVIE-GOER WHILE INFORMING THEM ABOUT WHAT THEY ARE SEEING WITH A CAPTIVATING, BUT EASY-TO-UNDERSTAND NARRATION BY THE FLIGHT CREW. THE FILM WILL BE SHOT AS A TOUR OF THE UNIVERSE, BASED ON THE POV OF THE SPACE-TRAVELER.

AFTER SEEING THE FILM, THE AUDIENCE WILL LEAVE THE THEATER WITH A NEW-FOUND UNDERSTANDING AND APPRECIATION OF THE BEAUTIFUL AND AWESOME FORCES OF NATURE AT WORK IN THE UNIVERSE, WHILE AT THE SAME TIME FALLING IN LOVE WITH A CHARMING CREW OF CHARACTERS.



# UNIVERSE 3D

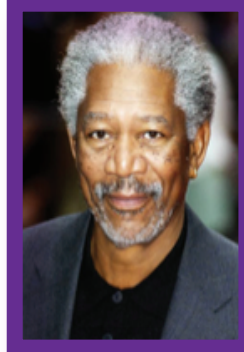
# WISH LIST

## DIRECTOR

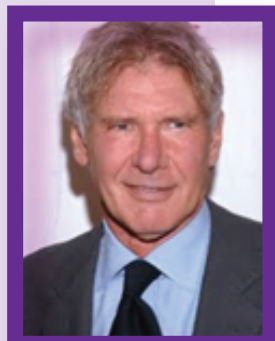


STEVEN SPIELBERG RON HOWARD

## VOICE OVER



MORGAN FREEMAN JAMES EARL JONES



HARRISON FORD

COMMANDER JACK STARR IS OUR VERY TOUGH, RUGGEDLY HANDSOME, YET CHARMING LEADER. HE HAS EXPERIENCED ALL SPACE HAS TO OFFER, AND HAS A WEALTH OF KNOWLEDGE TO SHARE. HE WANTS THINGS DONE ONE WAY, AND THAT IS HIS WAY. HE IS IMPATIENT, QUICK WITTED, AND EASY TO LOVE.

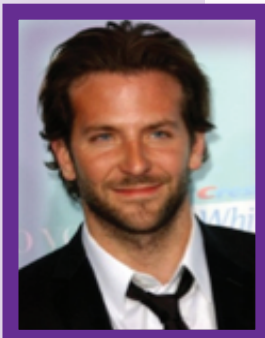
## OTHER CHARACTERS

**ROBY** - NASA ENGINEERED ROBOT

**BOBBY DIXON** - 8 YR OLD BOY

**SARA DIXON** - 12 YR OLD GIRL

**BARBARA & JIM DIXON** - PARENTS OF BOBBY & SARA



BRADLEY COOPER

PILOT SCOTT NEWMANN IS COMMANDER JACK'S OFTEN SARCASTIC PILOT. LIKE THE COMMANDER HE TOO IS RUGGEDLY HANDSOME AND CHARMING. HE IS RELUCTANTLY MENTORED AND CONSTRUCTIVELY CRITICIZED BY COMMANDER JACK, CAUSING THE TWO TO OFTEN BUTT HEADS.



SIGOURNEY WEAVER

SOPHIA, OUR ON-BOARD COMPUTER VOICE MAKES NAVIGATIONAL AND HAZARD AVOIDANCE SUGGESTIONS TO OUR ALL-MALE FLIGHT CREW. JANE'S TENDENCY TO ALWAYS BE CORRECT CAUSES SOMEWHAT OF A CONSTANT BATTLE OF EGOTISTICAL HIERARCHY.

# UNIVERSE

# 3D

# COMPARABLES

## IMAX HUBBLE 3D

RELEASE DATE: MARCH, 2010

RUNTIME: 45 MIN.

SUMMARY: AN IMAX 3D CAMERA CHRONICLES THE EFFORT OF 7 ASTRO-NAUTS ABOARD THE SPACE SHUTTLE ATLANTIS TO REPAIR THE HUBBLE SPACE TELESCOPE. INCLUDES 3D IMAGES FROM SPACE.

\$20.2M GROSS (USA)



## IMAX SPACE STATION 3D

RELEASE DATE: APRIL, RUNTIME: 47 MIN.

SUMMARY: AN IMAX 3D CAMERA CHRONICLES LIFE ABOARD THE INTERNATIONAL SPACE STATION

\$82M GROSS (USA)



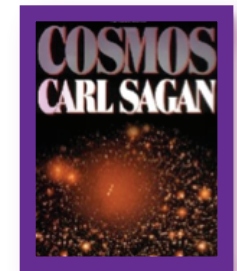
## COSMOS (PBS TELEVISION SERIES)

RELEASE DATE: 1980

RUNTIME: 45 MIN. PER EPISODE

SUMMARY: CARL SAGAN HOSTED SERIES ABOUT SPACE AND THE UNIVERSE

500 MILLION VIEWERS WORLD-WIDE



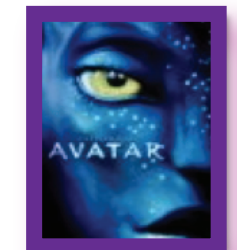
## AVATAR

RELEASE DATE: DECEMBER, 2009

RUNTIME: 162 MIN.

SUMMARY: RECORD BREAKING 3D SPACE EPIC

\$2.8B (WORLD-WIDE)



## STAR WARS

RELEASE DATE: MAY, 1977

RUNTIME: 121 MIN.

SUMMARY: A STAR TOUR FEATURING THE STORY OF A YOUNG MAN THAT LEAVES HIS HOME PLANET TO DEFEAT AN EVIL EMPIRE.

\$460M GROSS (USA) \$797M (WORLD-WIDE)



# UNIVERSE

# 3D

# PROPOSED SCENES

1. BIG BANG RE-ENACTMENT
2. SPACE FROM EARTH  
THE NIGHT SKY, STARS, TIME, AGE, DISTANCE, VISIBLE OBJECTS
3. TOUR OF SOLAR SYSTEM
4. VENUS
5. MERCURY
6. THE SUN
7. MARS  
ROVING ON THE SURFACE OF MARS  
POTENTIAL FOR HUMAN INHABITATION?
8. MAIN ASTEROID BELT
9. JUPITER  
SHOEMAKER-LEVY COMET IMPACT  
OCEAN ON EUROPA MOON
10. SATURN  
RINGS  
TITAN (CASSINI HUYGENS PROBE, SURFACE IMAGES)
11. URANUS
12. NEPTUNE
13. PLUTO (A PLANET OR NOT?)
14. COMETS, AND THEIR ROLE IN THE SOLAR SYSTEM
15. MILKY WAY GALAXY (HOME GALAXY TO OUR SOLAR SYSTEM)
16. ALPHA CENTAURI (CLOSEST STAR TO EARTH OUTSIDE OF THE SUN)
17. EXOPLANETS  
NEBULAE
18. HELIX NEBULA
19. ORION NEBULA
20. THE RING NEBULA
21. THE ANT NEBULA
22. THE CAT'S EYE NEBULA
23. CARINA NEBULA  
STARS
24. SUPER GIANT STAR V838 MONOCEROTIS
25. STAR GROUPING R136
26. SMALL MAGELLANIC CLOUD
27. LH95 IN LARGE MAGELLANIC CLOUD
28. SUPERNOVA 1987
29. DOUBLE STAR CLUSTER NGC 1850
30. HUBBLE V NEBULA FROM GALAXY NGC 6822  
GALAXIES
31. ANDROMEDA GALAXY
32. SOMBRERO GALAXY
33. THE ANTENNAE GALAXIES
34. BACKWARDS SPIRAL GALAXY NGC 4622
35. SPIRAL GALAXY MESSIER 101
36. BLACK EYE GALAXY
37. BLUE RING NUCLEUS OF GALAXY AM 0644-741
38. THE MICE
39. TADPOLE GALAXY
40. COLLIDING GALAXIES (NGC 6050 AND IC1179)
41. INTERACTING GALAXIES GROUP ARP 194
42. GALAXY CLUSTER MACS J0717
43. HUBBLE ULTRA DEEP FIELD
44. THE BRIDGE BETWEEN TIME AND SPACE



# SCIENTIFIC CONCEPTS

- BIG BANG THEORY
- AGE OF THE UNIVERSE
- TIME AND DISTANCE ACROSS THE UNIVERSE
- HOW STARS, GALAXIES AND PLANETS FORM
- WHAT ARE NEBULA?
- WHAT ARE BLACK HOLES
- QUASARS
- WHAT IS A SUPERNOVA, AND WHAT CAUSES THESE EVENTS?
- DARK MATTER AND DARK ENERGY
- EXOPLANETS (PLANETS ORBITING AROUND OTHER STARS OUTSIDE OF OUR SOLAR SYSTEM)





# BUSINESS OUTLOOK & ASSESSMENT

A FEATURE LENGTH 3D THEATRICAL RELEASE ON THE UNIVERSE HAS HIGH POTENTIAL FOR SUCCESS.

IN ADDITION TO BEING A SPECTACULAR VISUAL SPECTACLE, THE FILM WILL ALSO ADDRESS MANKIND'S MOST FUNDAMENTAL QUESTIONS:

HOW DID WE GET HERE?

WHAT ARE THE CHANCES OF LIFE ELSEWHERE?

A RELEASE IN 3D TO THEATRES NATIONWIDE WOULD ALLOW THE FILM TO BE SHOWN ON MANY MORE SCREENS THAN EITHER IMAX HUBBLE 3D, OR IMAX SPACE STATION 3D, WHICH WERE LIMITED TO ONLY IMAX SCREENS BECAUSE OF THEIR FORMAT. THE PUBLIC'S APPETITE FOR SPACE RELATED CONTENT HAS BEEN ENORMOUS OVER THE YEARS, AS EVIDENCED BY THE 500 MILLION VIEWERS FOR THE PBS SERIES COSMOS, AND THE NUMEROUS SUCCESSFUL DOCUMENTARY AND SCIENCE FICTION MOVIES WITH SPACE EXPLORATION OR SPACE-RELATED THEMES.

IN ADDITION TO REVENUE STREAMS GENERATED FROM BOX OFFICE RECEIPTS AND BLU-RAY/DVD SALES AND RENTALS, THERE WOULD ALSO BE A BUSINESS OPPORTUNITY FOR CREATING A 3D THEME PARK ATTRACTION BASED ON THE MOVIE. THIS WOULD BE PARTICULARLY SYNERGISTIC IF THE FILM WERE RELEASED BY A STUDIO WHICH ALSO OWNED THEME PARKS.

UNIVERSE 3D

# PRODUCER'S MEMO

UNIVERSE 3D, IS NOT ONLY AN EXCELLENT FRANCHISE WITH UNLIMITED INCOME POTENTIAL, BUT IT IS THE CATALYST TO THE CREATION OF A PRODUCTION ELEMENT THAT YOU CAN TRUST AND LOOK TO FOR A CONSISTENT, SELLABLE PRODUCT.

WHETHER WE CREATE A COMPANY OR A SHINGLE AND BUILD A PROFITABLE RELATIONSHIP OVER NUMEROUS PROPERTIES, OR SIMPLY FOCUS ON THE UNIVERSE 3D, PROPERTY AS THE SOLE VENTURE, YOUR INVESTMENT OF CAPITAL AND TIME WILL BE METICULOUSLY APPLIED AND BRING TO THE SCREEN WHAT HAS BEEN CALLED...

“A COMPELLING ROLLERCOASTER RIDE INTO THE UNKNOWN, THE ONLY CHANCE WE WILL EVER TRAVEL THROUGH THE SPACE/TIME CONTINUUM!”

## **“WE CAN'T WAIT TO GO SEE THIS FILM!”**

UNIVERSE 3D IS SURE TO DELIVER BIG RETURNS WHILE TAKING ITS AUDIENCE INTO THE UNKNOWN ON THIS THRILL RIDE. THIS INNOVATIVE ADVENTURE WILL TURN THE FILM INTO A BANKABLE FRANCHISE FOR THE FUTURE IN THE PROCESS.

## **EQUITY PARTICIPATION**

IN THE INITIAL PROPERTY UNIVERSE 3D [NOT THE ENTIRE FRANCHISE]. THERE ARE A FEW DIFFERENT OPTIONS AVAILABLE HERE, DEPENDENT UPON THE GOALS OF THE INVESTOR(S). AN INVESTOR'S RETURN IS BASED ON EQUITY, OR OWNERSHIP IN THE INITIAL PROPERTY UNIVERSE 3D AND THE PRODUCERS OF THIS PROPERTY ARE WILLING TO OFFER THE INVESTOR(S), A 45% STAKE IN THE AGREED-TO NET PROFITS OF THE INITIAL PRODUCTION OF UNIVERSE 3D FOR 100% FINANCING (REFER TO “BUDGET”), THIS MAY OR MAY NOT BE FOR THE ENTIRE LIFE OF THE INITIAL PROPERTY DEPENDING ON IF THERE IS A BUY-OUT OPTION INCLUDED.

IF PARTICIPATION IS BASED ON A STRAIGHT-FORWARD RETURN ON INVESTMENT PLUS, WE WOULD NEED TO KNOW YOUR TERMS AND SCHEDULE. RETURNS CAN BE IN CASH, EQUITY OR RE-INVESTMENT AND ARE FROM AGREED-TO-NET PROFITS OVER A 2 TO 4 YEAR PERIOD, ALSO DEPENDENT UPON THE INVESTOR(S), TERMS AND ULTIMATELY DISTRIBUTION.

REGARDING RE-INVESTMENT; A FRANCHISE IS THE ULTIMATE GOAL FOR THE UNIVERSE 3D PROPERTY. AS A RELATIONSHIP BUILDS AND THE INVESTOR FEELS AT HOME AND IS CONFIDENT WITH US AS PRODUCERS, RE-INVESTMENT AND CONTINUED PARTICIPATION IS ALWAYS A DESIRED OPTION FOR OUR FIRST MONIES.

WE WISH TO BUILD A RELATIONSHIP WITH OUR FINANCIERS THAT WE MAY HOPE TRANSLATES INTO FURTHER PROJECTS BEING PRODUCED OVER TIME. WE RESPECT YOUR KNOWLEDGE AND APPRECIATE YOUR ADVICE AND INPUT.

# UNIVERSE 3D

IO

# PRODUCER'S MEMO

## INVESTMENT SECURITY

INVESTING IN THE FILM INDUSTRY IS NOT A RISK-FREE SITUATION. BUT WE PUT IN PLACE SEVERAL ELEMENTS WHICH PROVIDE BOTH INVESTOR(S) AND PRODUCER(S) A PIECE OF MIND THEIR FILM WILL BE COMPLETED AND DISTRIBUTED.

### 1.) PRODUCTION INSURANCE:

AS WITH ANY PROJECT, OUR PRODUCTION WILL CARRY ALL INSURANCES REQUIRED, TO INCLUDE THE ENTIRE PRODUCTION, FILM PRINT-INSURANCE, ERRORS AND OMISSIONS INSURANCES, ETC. ALL INSURANCE COSTS HAVE BEEN INCLUDED IN THE PROPOSED PRODUCTION BUDGET.

### 2.) COMPLETION BOND:

BECAUSE OF THE ENORMOUS COST ASSOCIATED WITH PRODUCING A MAJOR-MOTION PICTURE, A COMPLETION BOND HELPS INVESTORS TO BE ASSURED THAT EVEN IN THE EVENT OF SOME UNFORESEEN CIRCUMSTANCES, THERE WILL BE RESOURCES AVAILABLE TO COMPLETE ALL ASPECTS OF THE FILM, (POST) AND THE EVENTUAL RELEASE OF THE PRODUCTION. THIS IS A STRAIGHT FOREWORD FEE, (AROUND 2% OF THE BUDGET) AND ALREADY PART OF THE PROPOSED PRODUCTION BUDGET.

### 3.) CONTINGENCIES:

AS WITH ANYTHING YOU BUILD OR CREATE, THE UNFORESEEN IS ALWAYS A FACTOR. A CONTINGENCY AMOUNT WHICH IS A FACTORED-IN PERCENTAGE OF THE BUDGET, IS PUT ASIDE LIKE A "SLUSH FUND", TRADITIONALLY AVAILABLE IN CASE OF AN EMERGENCY OR OVERAGES, WITHOUT NEEDING TO ACTIVATE THE COMPLETION BOND OR ASKING FOR ADDITIONAL FUNDING. THE CONTINGENCY IS ALREADY FACTORED INTO THE PROPOSED PRODUCTION BUDGET.

THANK YOU FOR YOUR INTEREST IN UNIVERSE 3D!

WITH RECORD BREAKING, BOX-OFFICE SMASHES SUCH AS: AVATAR, THE STAR WARS FRANCHISE, AND STAR-TREK , THE SCI-FI/SPACE ADVENTURE MARKET IS ALIVE AND WELL.



# UNIVERSE 3D

National Aeronautics and Space Administration  
Headquarters  
Washington DC 20546 - 0001



Reply to Attn of: Office of Communications

Craig Sholes  
26123 Sabado Court  
Valencia, CA 91355

February 21, 2011

Dear Craig:

Thank you for sharing your Universe 3D project with us, it sounds very intriguing. As you know, NASA works on nearly 100 documentaries annually and so we have to prioritize our projects which are beyond spec stage. Once you get to this point of production, we would love to assist in your project.

Upon the progression of Universe 3D, you will have our full participation, as well as access to Goddard Space Flight Center. In the meantime, you have access to all NASA footage which is public domain.

We look forward to hearing about the progression of your project.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bert Ulrich".

Bert Ulrich  
Liaison, Film and TV Collaborations  
NASA Headquarters Office of Communications  
Tel: 202-358-1713  
bert.ulrich@nasa.gov

# BUDGET

## "UNIVERSE 3D" Feature Film Proposed budget

Acct#	Category Title	Page	Total
1100	Development	1	\$546,755
1300	Writers	1	\$86,750
1400	Producers Unit	2	\$1,300,000
1500	Directors Unit	2	\$1,000,000
1600	Talent	2	\$13,000,000
1700	A-T-L Travel/Living	2	\$265,709
<b>TOTAL ABOVE-THE-LINE</b>			<b>\$16,199,214</b>
2100	Production Staff	3	\$305,150
2200	Art Direction	3	\$248,465
2300	Set Construction	4	\$608,913
2400	Set Decoration	4	\$432,824
2500	Property Department	5	\$330,153
2600	Camera Operations	5	\$565,367
2700	Electric Operations	5	\$326,246
2800	Grip Operations	6	\$243,870
2900	Production Sound	6	\$125,060
3000	Mechanical Effects	6	\$164,435
3100	Special Visual Effects	7	\$13,019,000
3200	Set Operations	7	\$276,246
3300	Wardrobe Department	7	\$228,870
3400	Makeup & Hair Department	8	\$128,880
3500	Location Department	8	\$234,548
3600	Transportation Department	9	\$300,149
3700	Video Department	9	\$227,000
3800	Studio Facilities	9	\$259,707
3900	Behind The Scenes Prod.	9	\$100,199
4000	Production Film & Lab	10	\$248,295
4100	Tests	10	\$47,000
4200	Second Unit	10	\$150,000
<b>TOTAL PRODUCTION</b>			<b>\$18,570,377</b>
5100	Editing	10	\$873,952
5200	Post-Production Film/Lab	11	\$277,052
5300	Post-Production Sound	11	\$476,000
5400	Composing	11	\$1,000,000
5500	Titles	11	\$145,000
5600	Opticals	11	\$77,000
5700	Post-Production Video	11	\$145,000
5800	Facilities	11	\$95,000
5900	Post-Prod Travel/Living	11	\$65,000
<b>TOTAL POST PRODUCTION</b>			<b>\$3,154,004</b>
6100	Insurance	11	\$0
6200	Legal Costs	11	\$350,000
6300	Publicity	11	\$200,000
6400	Miscellaneous	11	\$426,405
<b>TOTAL OTHER</b>			<b>\$1,076,405</b>
Completion Bond: 5.00% (0 Excluded)			\$1,950,200
Contingency: 10.0% (0 Excluded)			\$3,900,400
Acct#	Category Title	Page	Total
	Overhead: 1.00% (0 Excluded)		\$390,040
	Insurance: 2.00% (0 Excluded)		\$780,080
<b>TOTAL ABOVE-THE-LINE</b>			<b>\$16,199,214</b>
<b>TOTAL BELOW-THE-LINE</b>			<b>\$18,570,377</b>
<b>TOTAL ABOVE &amp; BELOW-THE-LINE</b>			<b>\$34,769,591</b>
<b>TOTAL OTHER</b>			<b>\$4,234,409</b>
<b>GRAND TOTAL</b>			<b>\$39,004,000</b>

# UNIVERSE 3D

# I3



# MOVIE MARKET

BASED ON THE CURRENT MOVIE MARKET, NOW IS THE PERFECT TIME TO EDUCATE AND CAPITALIZE IN A WAY NEVER DONE BEFORE. IF YOU WERE TO ASK ANOTHER AMERICAN, NAME A GALAXY OUTSIDE OF THE MILKY WAY, WHAT PERCENTAGE COULD NAME ONE? THE ANSWER TO THIS IS LESS THAN 50%. THIS IS OUR OPPORTUNITY TO REACH OUT TO NOT ONLY THIS GROUP, BUT MARKETS OF ALL AGES, RACES, AND GENDERS. EVERYONE SEEMS TO BE AMAZED BY THE COSMOS, BUT HOW MANY ARE EDUCATED ON IT? WE NOW HAVE THE CAPABILITIES TO EDUCATE AND ENTERTAIN AT THE SAME TIME. WE WANT YOU TO EMBARK ON A 90-MINUTE THRILL RIDE THAT KEEPS YOU AT THE EDGE OF YOUR SEAT AS YOU TRAVEL THROUGH THE SPACE/TIME CONTINUUM, AND EDUCATES IN THE SIMPLEST OF WAYS.

DISNEY DISTRIBUTED AND PRODUCED DISNEY NATURE FEATURES EARTH, OCEANS, AFRICAN CATS AND CHIMPANZEES. WHY NOT OUTER SPACE? STUDIES HAVE SHOWN THAT YOUR MOST BANKABLE THEATRICAL PRODUCTIONS ARE SPACE RELATED. UNIVERSE 3D WILL ENTERTAIN AND EDUCATE A TARGET MARKET FROM AGES 6-60, AS WELL AS PRODUCE MULTIPLE REVENUE STREAMS. THIS IS A PROJECT THAT PARENTS AND CHILDREN WILL BOTH BE EXCITED TO EXPERIENCE, BECAUSE THAT IS WHAT IT IS, AN EXPERIENCE. HALF OF THE MARKET CURRENTLY INVOLVES ALIENS, SPACE, OR SOME SCI-FI ELEMENT, IT'S TIME TO CAPITALIZE ON OUR "ADVENTUMENTARY."

THE MARKET IS THERE FOR THIS TO BE A SUCCESS, 5 OF THE TOP 25 DOCUMENTARIES OF ALL TIME INVOLVE SPACE TRAVEL. 8 OF THE TOP 20 GROSSING FILMS OF ALL TIME INVOLVE OUTER SPACE. IF YOU WANT THE BEST BANG FOR YOUR BUCK, THE ODDS ARE ON OUTER SPACE.

## TOP GROSSING DOCUMENTARIES OF ALL TIME

	Movie	Distributor	Release Date	Total Gross	Inflation-Adjusted Gross
1	The Dream is Alive	IMAX Films	12/31/1985	\$125,900,000	\$278,398,594
6	Space Station	IMAX Films	4/19/2002	\$82,517,448	\$103,866,239
13	Magnificent Desolation	IMAX Films	9/23/2005	\$34,057,953	\$45,435,133
14	Earth	Walt Disney Pictures	4/22/2009	\$32,011,576	\$33,505,449
25	Hubble 3D	Warner Bros	3/14/2010	\$20,149,870	\$23,975,274

## TOP GROSSING FILMS OF ALL TIME

	Release	Movie	Inflation-Adjusted Gross
1	1977	Star Wars Ep. IV: A New Hope	\$1,278,087,914
2	1982	ET: The Extra-Terrestrial	\$1,054,781,091
4	2009	Avatar	\$776,939,651
5	1980	Star Wars Ep. V: The Empire Strikes Back	\$757,972,874
6	1983	Star Wars Ep. VI: Return of the Jedi	\$729,867,095
7	1999	Star Wars Ep. I: The Phantom Menace	\$666,059,618
12	1977	Close Encounters of the Third Kind	\$584,349,777
17	1996	Independence Day	\$543,681,870

# UNIVERSE 3D

# HOME THEATRE MARKET

THE AMERICAN PUBLIC HAS A SINCERE INTEREST IN DIFFERENT FILMS WHEN IT COMES TO THE CURRENT MOVIE MARKET. FILMS THAT CATER TO THE YOUNGER CROWD, CHILDREN AROUND THE AGE OF FIVE AND SIX, ARE BEING MARKETED AND SOLD AT A HIGH RATE.

## TARGET MARKET

WE DO NOT HAVE A SINGLE MARKET WE INTEND ON TARGETING, RATHER MULTIPLE NICHE MARKETS, GIVEN THE NATURE OF THE PROJECT:

- CHILDREN AGES 6-11, (THE DREAMERS) THESE ARE THE YEARS WHERE CHILDREN ARE NOT ONLY TAUGHT ABOUT OUTER SPACE, BUT IMAGINATIONS RUN RAMPANT WITH UNLIMITED POSSIBILITIES
- YOUNG TEENS AGES 12-16, (THE THEME PARK YEARS) THESE YOUNG THRILL SEEKERS WILL FLOCK TO THEATRES IN SEARCH OF EXCITEMENT AND ADRENALINE RUSHES
- YOUNG ADULTS AGES 18-23, (THE COLLEGE YEARS AND 70% OF THE FILM MARKET) A NEW SEARCH FOR KNOWLEDGE, QUESTIONING ALL ASPECTS OF LIFE AND SEEING IT FROM A DIFFERENT ANGLE. THIS AGE GROUP, LIKE YOUNG TEENS, IS THRILL-SEEKING AND ADVENTUROUS.
- AGES 24-55, NOT ONLY DO WE WANT TO APPEAL TO CHILDREN, BUT ALSO THEIR PARENTS. THIS WORKING GENERATION WILL BE TEMPORARILY OFFERED AN ESCAPE FROM REALITY. FOR 120 MINUTES THIS GROUP WILL BE ABLE TO DROP THEIR DAY JOBS AND DREAM AGAIN.
- SCI-FI FANATICS
- EDUCATORS AND SCHOLARS, ALWAYS INTERESTED IN LEARNING.
- UNIVERSITIES AND SCHOOLS (RETENTION AND COMPREHENSION IS STATISTICALLY SUCCESSFUL WHEN WORKING WITH 3D AND TECHNOLOGY INNOVATION, I.E. CREATING AN ENTERTAINING LEARNING ENVIRONMENT)

UNIVERSE 3D

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# UNIVERSE 3D THE VIDEO GAME

UNIVERSE 3D, A PLATFORM GAME, TAKES PLACE IN OUTER SPACE AND GIVES PLAYERS THE ABILITY TO CONTROL, BUILD, OUTFIT, MANIPULATE AND CUSTOMIZE THE UNIVERSE, MAKING IT YOUR UNIVERSE. TARGETED AT AGES 8-24, UNIVERSE 3D WILL FOLLOW IN THE FOOTSTEPS OF THE SIMS. WE WILL TAKE CREATION TO THE NEXT LEVEL, CREATING OUR OWN BIG BANG. PLAYERS WILL BUILD THEIR WAY THROUGH THE COSMOS EXPERIENCING GOD LIKE POWERS, CREATING ALIEN WORLDS, WHILE ALSO EDUCATING THE GAMER.

## Comparable games based on similarities, film/television, potential developers

Game	10 week units sold	Total units sold
Super Mario Galaxy - Wii	4,868,343	9,258,123
The Sims 3 - Wii	608,00	636,257
Toy Story Mania	308,210	1,318,931
Hannah Montana: Spotlight World Tour - Wii	214,603	1,362,049

## Controversial Video Games

Game	10 week units sold	Total units sold
Call of Duty: Modern Warfare 2 - XB360	9,180,720	12,129,934
Grand Theft Auto: San Andreas - PS2	10,735,993	18,876,123
Pokemon: Red/Green/Blue Version - GB	634,318	23,640,000

## Our projections based on intended market, media outcry, and publicity

Game	10 week projections	Total units projections, year 1
Universe 3-D The Game	1,425,000	5,000,000



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# UNIVERSE 3D

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# UNIVERSE 3D TOYS

- UNIVERSE 3D JUNIOR TELESCOPE W/SKY MAP
- UNIVERSE 3D ACTION FIGURES (COMMANDER JACK STARR, PILOT SCOTT NEWMANN)
- UNIVERSE 3D SPACE SHIP, AS SEEN IN MOVIE

\*ALSO RIGHTS OWNED ON LUNCH BOXES, CEILING/WALL STICKERS, MAPS/POSTERS, PICTURE BOOK, PROJECTILES

## COMPARABLE TOYS, ACCORDING TO MARKET

Toys	Sales price	Gross Sales
Cars -Lightning McQueen	20.99	(as a franchise) 2,500,000,000
Toy Story - Buzz Lightyear	44.99	1,300,000,000

## MANUFACTURING & DISTRIBUTION

Toy/Manufacturer	Manufacturing Cost	Unit Sales Price- 1500% Mark-up	Projected Unit Sales	Projected Gross Sales
Chinese Manufacturer (Specifics at request)- Toy Rocket	1.55	23.25	5,000,000	116,250,000
Chinese Manufacturer (Specifics at request)- Toy Telescope	0.88	13.20	5,000,000	66,000,000
Chinese Manufacturer (Specifics at request)- Toy Universe 3D figures (Commander Jack Starr, Pilot Scott Newmann)	1.29	19.35	9,500,000	183,825,000





# SOARIN' THROUGH THE UNIVERSE 3D

## THEME PARK/ATTRACTION

1. EPCOT CENTER – WALT DISNEY WORLD ORLANDO
2. THE MAGIC KINGDOM – TOMORROW LAND, WALT DISNEY WORLD ORLANDO
3. DISNEYLAND - CALIFORNIA ADVENTURE, LOS ANGELES
3. UNIVERSAL STUDIOS – ORLANDO
4. UNIVERSAL STUDIOS – LOS ANGELES

- LIKE WALT DISNEY FILM CARS 2, DISNEY COULD LAUNCH UNIVERSE 3D ALONG WITH SOARIN' THROUGH THE UNIVERSE IN A SIMILAR MATTER AS CALIFORNIA ADVENTURE'S CAR LAND IN 2012

- THIS COULD ALSO BE ADAPTED FOR THE LIKES OF UNIVERSAL OR SIX FLAGS.



- THE ATTRACTION, WHICH LASTS ABOUT FOUR MINUTES AND 40 SECONDS, TAKES 87 GUESTS AT A TIME ON A SIMULATED TOUR OF THE UNIVERSE, FLYING THROUGH OUR SOLAR SYSTEM, CARINA NEBULA, NGC2818 PLANETARY NEBULA, THE ANTENNAE GALAXIES, AND BACK ITSELF, MUCH LIKE THE 120 MINUTE FEATURE. THE EXPERIENCE WOULD FEATURE EXPLORING THE UNIVERSE AND ALL ITS MYSTERIES, CULMINATING IN DISNEYLAND'S FIREWORKS SURROUNDING THE RIDERS IN THE NIGHTTIME SKY LIKE ITS PREDECESSOR.

IN ADDITION TO UNIVERSE'S BREATHTAKING IMAGERY, THE RIDE ALSO HIGHLIGHTS THIS AMAZING STAR TOUR WITH COMETS, ASTEROIDS, DARK MATTER, AND BLACK HOLES. COMPOSED MUSIC FROM THE SOUNDTRACK (PG. 18) WILL ACCOMPANY THE IMAGERY, AND APPROPRIATE SCENTS, AND TEMPERATURE CHANGES FILL THE AIR AS THE RIDE VEHICLES THEMSELVES MOVE GENTLY TO SIMULATE THE SENSATIONS OF FLIGHT.

# UNIVERSE 3D



# 3D TV EXPANSION

1. THIS YEAR'S 3D-CAPABLE TV SHIPMENTS WILL TOTAL ABOUT 4 MILLION UNITS, OR ABOUT ONE FOR EVERY 20 FLAT-SCREEN TV'S SOLD. NEXT YEAR THAT NUMBER IS EXPECTED TO MORE THAN DOUBLE, ACCORDING TO RECENT SEPARATE REPORTS BY NPD GROUP UNIT, DISPLAY SEARCH, AND BY ISUPLI. BY 2014, MANUFACTURERS WILL SHIP BETWEEN 40 AND 60 MILLION 3D-CAPABLE SETS, ACCORDING TO DISPLAY SEARCH, ISUPLI AND DISPLAY-INDUSTRY RESEARCH FIRM INSIGHT MEDIA. BY THEN, 3D SETS WILL ACCOUNT FOR ALMOST 40% OF FLAT-SCREEN TV SHIPMENTS, DISPLAY SEARCH SAYS. THESE NUMBERS CAN EVEN INCREASE DUE TO THE DROPPING COST IN 3D SET MANUFACTURING.

2. 5 OF THE TOP 11 DVD SALES OF 2010 HAD A THEATRICAL 3D RELEASE.

Rank	DVD Name	Units Sold	Release Date
1	Avatar	10,156,458	4/22/2010
2	Toy Story 3	9,035,368	11/2/2010
6	How to Train Your Dragon	5,344,798	10/15/2010
7	Despicable Me	5,167,066	12/14/2010

3. WITH THE TRANSITION INTO A 3D WORLD, NOW IS THE TIME TO CAPITALIZE ON THIS TECHNOLOGY. IF YOU WAIT YOU RUN THE RISK OF THE 3D BUBBLE POPPING AS NEW TECHNOLOGY HITTING THE MARKET. STRIKE WHILE THE IRON IS HOT.



# UNIVERSE 3D

# IS

# PHONE & TABLET

1. OUR DEVELOPER IS AVAILABLE TO DEVELOP 2 APPS FOR UNIVERSE 3D AT A RATE OF \$100/HR, AND AN ESTIMATION OF POTENTIALLY 120 HRS OF WORK, EQUALING \$12,000.

2. UNIVERSE 3D APP IS COMPARABLE TO GOOGLE'S SKY MAP, ONLY MORE ADVANCED AND RELEVANT TO THE UNIVERSE 3D PRODUCTION. WHEN YOU POINT THE SMART-PHONE LOADED WITH UNIVERSE 3D AT THE HEAVENS, THE APP REVEALS THE POSITION OF THE STARS, PLANETS AND CONSTELLATIONS TO HELP YOU IDENTIFY WHAT YOU ARE SEEING. UNIVERSE 3D WILL HAVE THE ADDED FEATURE THAT GIVES ITS USER THE OPPORTUNITY TO TRAVEL AT REPLICATED LIGHT SPEEDS FROM SELECTED POINT A TO B. THE APP WILL ALSO BE CONVERTED TO 3D, CONVERTED BY OUR DEVELOPER. OUR DEVELOPER HAS A PORTFOLIO OF SUCCESS, INCLUDING WORK WITH BOTH APPLE AND ANDROID.

•THIS APPLICATION IS INTENDED BE A FREE TO THE PUBLIC, SERVING AS A MAJOR MARKETING TOOL FOR THE FILM. FOR MARKETING PURPOSES I THINK WE SHOULD LAUNCH 2 MONTHS PRIOR TO UNIVERSE 3D PREMIERE, WE CAN OFFER THE 1 MILLIONTH INSTALLER AN ALL-EXPENSES PAID TRIP TO THE RED CARPET PREMIERE, EVEN WALKING THE RED CARPET THEMSELVES. THE WINNER WILL BE ANNOUNCED 2 WEEKS PRIOR TO THE PREMIERE.

3. WE WILL HAVE AN ADDITIONAL PAID UNIVERSE 3D APPLICATION THAT WILL LAUNCH WITH THE RELEASE OF THE FILM. FOR \$1.99 YOU WILL BE ABLE TO DOWNLOAD THE APP THAT FEATURES AN ADDITIONAL 30 MINUTES OF BREATHTAKING FOOTAGE NOT SHOWN IN THEATRES, ALSO CONVERTED TO 3D BY OUR DEVELOPER. THE REVENUE AND MARKETING POTENTIAL ALONE CAN BE WORTH MILLIONS OF DOLLARS, AS COMPARED TO OTHER APPS. TO DEMONSTRATE THIS, WE STUDIED A PUZZLE GAME THAT WAS RELEASED WITH BOTH FREE AND PAID VERSIONS. BOTH VERSIONS MADE THE TOP 25, IN THEIR RESPECTIVE CATEGORIES. WITHIN THREE WEEKS, THE GAME HAD OVER TWO MILLION INSTALLS AND GENERATED AN ESTIMATED \$750,000 USD IN REVENUE. NOT BAD FOR A PUZZLE GAME. IMAGINE THE POTENTIAL WHEN WE PROMOTE AND LAUNCH ALONGSIDE A FEATURE FILM. WE CAN EVEN OFFER SOME SORT OF INCENTIVE OR PRIZE, PERHAPS A \$10,000 CASH PRIZE FOR THE TWO MILLIONTH DOWNLOAD. A HUGE INCENTIVE FOR ITS INSTALLER.



# UNIVERSE 3D

# APPAREL & MERCH

CHILDREN'S APPAREL WILL BE A GREAT SOURCE OF REVENUE FOR UNIVERSE 3D. IMAGES FROM THE FILM CAN BE HEAT TRANSFERRED ONTO T-SHIRTS, SLEEVELESS SHIRTS, SWEATSHIRTS, SWEATPANTS, AND PAJAMAS. KIDS WILL LOVE TO WEAR THESE COLORFUL AND SPACE-RELATED CLOTHES, ESPECIALLY AFTER SEEING THE FILM.

## DISNEY LICENSED MERCHANDISE

Film/TV show	Retail Sales	Year
Hannah Montana/ High School Musical	\$2.7 billion	2008
Disney Princess/ Disney Fairies	\$27 billion	2007
Disney Princess/ Disney Fairies	\$30 billion	2008
Cars	\$2.5 billion	2008

AT THE 2008 INTERNATIONAL LICENSING EXPO IN NEW YORK, DISNEY ANNOUNCED THAT ITS GLOBAL RETAIL SALES OF LICENSED MERCHANDISE WOULD HIT MORE THAN \$30 BILLION THAT YEAR. IN 2007, IT PULLED IN \$27 BILLION.



# UNIVERSE 3D

# APPAREL & MERCH

BELOW ARE TWO SPEC/COST SHEETS FOR BOYS T-SHIRTS AND SLEEVELESS TEES.

DATE:				STYLE # 1000			
DESCRIPTION: COTTON T-SHIRT WITH MILKY WAY IMAGE				SEASON:   SUMMER 2012			
SIZE RANGE: 4-7				COLORS: BLACK, RED, BLUE			
MARKERS							
MARKER YARDAGE: 56"				ALLOWANCE			
<b>1. MATERIAL</b>			YARDS	PRICE	AMOUNT	Front	
					\$0.00		
COTTON JERSEY KNIT			0.88	0.99	\$0.87		
			0	0.00	\$0.00		
LINING				0.00	\$0.00		
INTERFACING			0	0.00	\$0.00		
<b>TOTAL MATERIAL COST</b>						\$0.87	
<b>2. TRIMMINGS</b>			QUANT.	PRICE	AMOUNT		
BUTTONS			0	0.00	\$0.00		
PADS			0	0.00	\$0.00		
ZIPPERS			0	0.00	\$0.00		
APPLIQUES (heat transfer image)			1	0.85	\$0.85		
SNAPS			0	0.00	\$0.00		
LABELS, POLY BAGS, HANGTAGS			1	0.50	\$0.50		
HANGERS, SIZE TICKETS			1	0.30	\$0.30		
RIBBON TRIM			0	0.00	\$0.00		
NECK LABEL (SMALL-MED)			1	0.04	\$0.04		
SATIN PRINTED LABEL			1	0.05	\$0.05		
OUTSIDE SERVICES			0	0.00	\$0.00		
EMBROIDERY			0	0.00	\$0.00		
			0	0.00	\$0.00		
			0	0.00	\$0.00		
<b>TOTAL TRIMMINGS COST</b>						1.74	
<b>3. LABOR</b>							
CUTTING					0.35		
SEWING					0.35		
GRADING					0.10		
MARKING					0.05		
<b>TOTAL LABOR COST</b>						0.85	
<b>4. TOTAL COST</b>						<b>3.46</b>	
<b>5. MARK-UP</b>			200%				
<b>6. RETAIL PRICE</b>						<b>6.99</b>	



# APPAREL & MERCH

DATE:				STYLE # 2000	
DESCRIPTION: COTTON SLEEVELESS SHIRT				SEASON:   SUMMER 2012	
SIZE RANGE: 4-7		COLORS: BLACK, YELLOW, ORANGE			
MARKERS					
MARKER YARDAGE: 56"			ALLOWANCE		
<b>1. MATERIAL</b>		YARDS	PRICE	AMOUNT	Front
				\$0.00	
COTTON JERSEY KNIT		0.75	0.99	\$0.74	
		0	0.00	\$0.00	
LINING			0.00	\$0.00	
INTERFACING		0	0.00	\$0.00	
<b>TOTAL MATERIAL COST</b>				\$0.74	
<b>2. TRIMMINGS</b>		QUANT.	PRICE	AMOUNT	
BUTTONS		0	0.00	\$0.00	
PADS		0	0.00	\$0.00	
ZIPPERS		0	0.00	\$0.00	
APPLIQUES (heat transfer image)		1	0.85	\$0.85	
SNAPS		0	0.00	\$0.00	
LABELS, POLY BAGS, HANGTAGS		1	0.50	\$0.50	
HANGERS, SIZE TICKETS		1	0.30	\$0.30	
RIBBON TRIM		0	0.00	\$0.00	
NECK LABEL (SMALL-MED)		1	0.04	\$0.04	
SATIN PRINTED LABEL		1	0.05	\$0.05	
<b>OUTSIDE SERVICES</b>		0	0.00	\$0.00	
EMBROIDERY		0	0.00	\$0.00	
		0	0.00	\$0.00	
		0	0.00	\$0.00	
<b>TOTAL TRIMMINGS COST</b>				1.74	
<b>3. LABOR</b>					
CUTTING				0.35	
SEWING				0.35	
GRADING				0.10	
MARKING				0.05	
<b>TOTAL LABOR COST</b>				0.85	
<b>4. TOTAL COST</b>				3.33	
<b>5. MARK-UP</b>		200%			
<b>6. RETAIL PRICE</b>				6.49	



# THE SOUNDTRACK

OUR CHOICE, AND WHOM WE FEEL WOULD BE MOST COMPELLING FOR A PROJECT SUCH AS UNIVERSE 3D, JOHN WILLIAMS HAS COMPOSED SOME OF THE MOST RECOGNIZABLE FILM SCORES IN THE HISTORY OF MOTION PICTURES. HIS COMPOSITIONS INCLUDE THOSE FOR JAWS, STAR WARS, SUPERMAN, THE INDIANA JONES FILMS, E.T. THE EXTRA-TERRESTRIAL, HOOK, JURASSIC PARK, SCHINDLER'S LIST, HOME ALONE, AND THREE HARRY POTTER FILMS. HE HAS COMPOSED THE MUSIC FOR ALL BUT TWO OF DIRECTOR STEVEN SPIELBERG'S FEATURE FILMS. JOHN WILLIAMS.

WITH THE DECLINE OF TOTAL REVENUE FROM U.S. MUSIC SALES AND LICENSING PLUNGING FROM \$14.6 BILLION TO \$6.3 BILLION IN 2009, ACCORDING TO FORRESTER RESEARCH, WE FEEL A PRESTIGIOUS COMPOSER SUCH AS JOHN WILLIAMS WILL BRING MUCH MARKETING POTENTIAL TO THIS PROJECT. WHILE WE DO NOT EXPECT TO GENERATE COMPARABLE SALES TO THAT OF THE 80'S AND 90'S, WE DO EXPECT TO GENERATE VERY RESPECTABLE SOUNDTRACK NUMBERS BASED OFF OF MASS FILM PROMOTION AND COMPELLING SCORES FROM AN ICONIC LEADER IN THE INDUSTRY.

MUCH LIKE THE STAR WARS SOUNDTRACK, WE SEEK TO GENERATE REVENUE THROUGH INNOVATIVE MEANS AND THE ICONIC NATURE OF THE FILM. WE WILL ALSO TARGET MORE OF A DIGITAL MARKET THAT FOCUSES ON DOWNLOADING, I.E. RINGTONES, SOUNDBOARDS, ITUNES, RELAXATION SOUNDS, ETC...

WE FEEL THAT THE CACHE PROMOTION OF THE SOUNDTRACK AND IT'S PICTURESQUE NATURE WILL ADD TO THE OVERALL SUCCESS OF THE THEATRICAL RELEASE OF UNIVERSE 3D.

Soundtrack	Units sold
Star Wars Ep. III: Revenge of the Sith	372,000
Aladdin	3,000,000
The Lion King	10,000,000
Chariots of Fire	3,000,000
Tron: Legacy	(Released in December 2010) 230,000

**\*This chart is merely speculative, we have based our projections on cd's being priced at \$12.99. We also did not factor in digital sales.**

Soundtrack	Units sold projections	Total sales projections
Universe 3D The Soundtrack	1,000,000	13,000,000

# UNIVERSE 3D

# OTHER AREAS OF INTEREST

## SCHOOL AND EDUCATION:

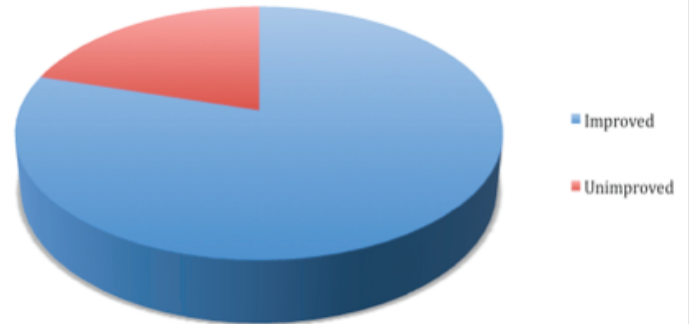
UNIVERSE 3D HAS THE POTENTIAL TO BE THE ONLY FILM TO EARN OVER \$100,000,000 USD BEFORE IT EVEN HITS THEATRES. HOW? UNIVERSE 3D'S EDUCATIONAL OUTREACH IS TO IMPROVE THE COMPREHENSION AND RETENTION OF INFORMATION. UNIVERSE 3D WILL IMPROVE THE ABILITY TO REMEMBER AND USE INFORMATION AS IT PERTAINS TO DAILY EDUCATIONAL NEEDS OF THE STUDENT. INNOVATION AND ENTERTAINMENT IN THE CLASSROOM HAS RECENTLY MADE HEADLINES WITH THE CURRENT PRESIDENTIAL ADMINISTRATION. WHAT BETTER WAY TO DO THIS THAN BY INCORPORATING AN ENTERTAINING, YET EDUCATIONAL APPROACH TO LEARNING?

PUBLIC SPENDING ON EDUCATION AMOUNTS TO NEARLY \$1 TRILLION PER YEAR, AND IS THE FOURTH LARGEST CATEGORY OF GOVERNMENT SPENDING. MOST PUBLIC EDUCATION SPENDING TAKES PLACE AT THE STATE AND LOCAL LEVEL RATHER THAN FEDERAL. ACCORDING TO THE LATEST CENSUS FIGURES, THE STUDENT POPULATION IS 70 MILLION PEOPLE IN THE UNITED STATES, OR 28% OF THE COUNTRY'S POPULATION. APPROXIMATELY HALF THE POPULATION IS AT THE VERY IMPRESSIONABLE K-12 GRADE LEVEL.

THE USE OF 3D INCORPORATED INTO LEARNING PROGRAMS HAS BEEN SHOWN TO DRAMATICALLY IMPROVE COMPREHENSION AND RETENTION OF INFORMATION. THIS OCCURS AS VISUAL INFORMATION IS APPROPRIATELY SEQUENCED TO STIMULATE NEURAL PATHWAYS FOR MAXIMUM ABSORPTION.

CLASSROOM USE WOULD ALSO HAVE DRAMATIC VALUE ADDED, ESPECIALLY AS A SPECIAL EDUCATION TOOL WITH STUDENTS WHO NEED ADDITIONAL TOOLS. THE FASTEST GROWING DEMOGRAPHIC IS THE K-12 AGE RANGE WHERE 3D WOULD BE PARTICULARLY VALUABLE DURING YEARS WHERE LEARNING HABITS ARE FORMED AND INGRAINED. SINCE EDUCATION IS A CUMULATIVE PROCESS, THE VALUE OF STARTING STUDENTS AT A YOUNG AGE WILL BE ESPECIALLY EFFECTIVE, AS IT WILL CARRY BENEFITS FOR YEARS AHEAD.

**Learning retainment due to entertainment**



**Percentage of test score improvement due to entertainment developed curriculum**



# OTHER AREAS OF INTEREST

1. WE INTEND ON WORKING WITH NASA IN REGARDS TO A “UNIVERSE 3D CONTINUING EDUCATION” PROGRAM. OUR OBJECTIVE, PRIOR TO THE RELEASE OF THE FILM, IS TO EDUCATE OUR CHILDREN ON SOME OF THE KEY POINTS THAT WILL BE COVERED WITHIN THE FEATURE FILM UNIVERSE 3D.
2. WE INTEND ON LAUNCHING AN INTERACTIVE WEBSITE PROMOTING THE FILM, AS WELL AS EDUCATION. MUCH LIKE THE PHONE AND TABLET APPLICATIONS, WE WILL HAVE AN INTERACTIVE SKY-MAP. MORE THAN ANYTHING, WE WANT TO BE ABLE TO TEACH OUR YOUTH ABOUT THE COSMOS AND ALL OF ITS POTENTIAL. ALL INFORMATION WILL BE BACKED UP BY LINKS TO NASA DATA. WE WOULD ALSO LIKE TO PROMOTE THE EDUCATION OPPORTUNITIES PROVIDED BY NASA.
3. STARGAZER - WE PLAN ON WORKING WITH STATE AND COUNTY GOVERNMENTS ON MAKING UNIVERSE 3D’S STARGAZER PROGRAM PART OF UNITED STATES SCHOOL CURRICULUM FOR EDUCATION. IN RETURN FOR GOVERNMENT PARTICIPATION, WE WILL BE OFFERING A STATE OF THE ART ASTRONOMY CURRICULUM SPONSORED BY THE FLAGSHIP UNIVERSE 3D NAME. OUR CURRICULUM WILL BE DESIGNED TO TARGET EACH SPECIFIC GRADE LEVEL K-12. HOW WILL WE DO THIS?

## UNIVERSE 3D

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## STARGAZERS

- OUR CURRICULUM WILL BE PACKAGED AND APPROVED THROUGH A STATE COURSE ACCREDITING BODY FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS. IN CALIFORNIA, THIS WOULD BE THE UC-DOORWAYS SYSTEM.
- UNIVERSE 3D WOULD DEVELOP A CURRICULUM ALIGNED WITH PHYSICAL SCIENCE STATE STANDARDS THAT WOULD BE OFFERED THROUGH THE UC SYSTEM AVAILABLE FOR ADOPTION FOR SCHOOLS AND SCHOOL SYSTEMS.
- THROUGH VIRAL MARKETING AND USING THIS MULTI-MILLION DOLLAR MOTION PICTURE AS ITS CATALYST WE WILL BRANCH OUT FROM CALIFORNIA THROUGHOUT THE UNITED STATES
- THE STARGAZER PROGRAM WILL COST SCHOOLS \$10,000 FOR COURSE MATERIALS (TEXT, INTERACTIVE PROGRAMS, ETC...) FOR 50 STUDENTS (THAT WOULD COVER TWO CLASSES OF STUDENTS). UNIVERSE 3D THE FILM WOULD OF COURSE BE PART OF THE CURRICULUM, SHOWN IN A PRE-SCREENING.
- THERE ARE OVER 200,000 PUBLIC SCHOOLS IN THE US; PRIVATE AND CHARTER SCHOOLS HAVE NOT BEEN FACTORED IN AS OF YET.
- IF 10,000 SCHOOLS, (5% OF US SCHOOLS) WERE TO ADOPT THE PROGRAMS THAT WOULD GENERATE \$100,000,000 IN REVENUE. THIS IS NOT EVEN CONSIDERING THE COURSE IN MULTIPLE GRADE LEVELS, IF YOU CONSIDER THIS IT COULD POTENTIALLY MEAN A BILLION IN REVENUE
- WE ARE IN NEGOTIATIONS WITH MULTIPLE TELESCOPE AND TEXTBOOK COMPANIES, (I.E. HOUGHTON-MIFFLIN) THAT WILL BE SPONSORING THE PROGRAM WITH MATERIALS. CONCEIVABLY 100% OF MONEY EARNED WILL BE FOR PROFIT.
- IF THERE IS A LATE-MAY OPENING DATE THEN THERE WOULD BE A SPRING CURRICULUM FOR THE STARGAZERS PROGRAM WITH THE STUDENTS AND TEACHERS WHO PARTICIPATE BEING ABLE TO ATTEND EARLY SCREENINGS. THE PR FROM THIS ALONE WOULD GENERATE MILLIONS OF MORE IN MARKETING OPPORTUNITIES, WHILE AT THE SAME TIME UNIVERSE 3D WOULD INDIRECTLY BE LIGHTING UP THE BOX OFFICE.

# UNIVERSE 3D

## FRANCHISING, EXPANSION, AND SEQUELS:

1. THE SUCCESS OF UNIVERSE 3D WILL OPEN THE DOOR TO MULTIPLE ENTERTAINMENT EXPANSION OPPORTUNITIES. WITH SUCH A VAST AND EXPANDING UNIVERSE, THERE IS NO WAY TO COVER AND EXPERIENCE THE IMMEASURABLE AREA THAT IS THE COSMOS. THE MARKETING POTENTIAL IS ENDLESS; CABLE & TELEVISION SERIES, MINI-SERIES, SEQUELS, ETC...

- UNIVERSE 3-D: THE MILKY WAY GALAXY
- UNIVERSE 3-D: MARS
- UNIVERSE 3-D: TITAN
- UNIVERSE 3-D: THE MOON
- UNIVERSE 3-D: ANDROMEDA
- UNIVERSE 3-D: EXOPLANETS
- UNIVERSE 3-D: COMETS
- UNIVERSE 3-D: BLACK HOLES

## PRODUCT PLACEMENT WITH BRANDS AND FRANCHISES:

1. THIS WILL PRIMARILY BE FACTORED INTO P&A, HOWEVER THERE ARE SEVERAL BUSINESS VENTURES WE FEEL WOULD CREATE GREAT MARKETING OPPORTUNITIES:

- ADVERTISERS SPEND UPWARDS OF 5 BILLION DOLLARS EVERY YEAR ON PRODUCT PLACEMENT
  - FAST-FOOD, BEVERAGE, SNACK FRANCHISES, EX. MCDONALD'S, BURGER KING, PEPSI, ETC...
  - GLASSWARE COLLECTIBLES, FEATURING GALAXIES AND IMAGERY THROUGHOUT THE UNIVERSE
  - MINIATURE ROCKETS IN KID-MEALS
  - CONSTELLATION GUIDES IN KID-MEALS
  - VIRGIN GALACTIC, AUDI, BOEING, ETC... SPONSORED STARSHIP IN UNIVERSE 3D
  - APPLE INC., MICROSOFT, DELL, ANDROID, GE, ETC...
  - NFL, THE MOST WATCHED SPORT IN THE COUNTRY. WE WOULD LIKE TO TEAM WITH THE NFL TO PROMOTE THE FILM AND EDUCATION. WE HAVE AN OPPORTUNITY TO REACH OUT AND INFLUENCE MILLIONS WITH THIS JOINT VENTURE



**ANTI-MATTER SPACECRAFT:** OUR CRAFT THAT TRANSPORTS PASSENGERS TO THE FURTHEST REACHES OF THE UNIVERSE IS THE PERFECT PRODUCT PLACEMENT OPPORTUNITY FOR COMPANIES ASSOCIATED WITH SPACE TRAVEL TECHNOLOGY AS WELL AS OTHER TRANSPORTATION MANUFACTURERS. THE USE OF PRODUCT PLACEMENT FOR FUTURISTIC TRANSPORTATION HAS BEEN UTILIZED IN SUCH FILMS AS BACK TO THE FUTURE, I, ROBOT, MINORITY REPORT, ETC...

# UNIVERSE 3D





**ON-BOARD HOLOGRAM NAVIGATIONAL TECHNOLOGY:** FOLLOWING IN THE FOOTSTEPS AS ITS BLOCKBUSTER PREDECESSORS, SUCH AS AVATAR, MINORITY REPORT, AND IRON MAN, THE USE OF HOLOGRAM TECHNOLOGY IS NOT ONLY A FUTURISTIC ELEMENT APPLIED TO FILM, BUT IT IS ALSO A REAL LIFE TECHNOLOGY THAT WILL SOON BE AVAILABLE FOR MARKET. WHAT BETTER WAY TO PROMOTE A FUTURISTIC CONCEPT SUCH AS APPLE'S: BLACK HOLE. WE CAN ALSO APPROACH SIMILAR TECH COMPANIES SUCH AS MICROSOFT, ANDROID, GE, OR DELL, ALL OF WHICH HAVE SPENT MILLIONS OF ADVERTISING DOLLARS ON PRODUCT PLACEMENT.



THE ISLAND, 2005



APPLE'S BLACK HOLE



AVATAR, 2009

**SPACE-FOOD & BEVERAGE:** AS OPPOSED TO OTHER SPACE BASED FILM'S, WHAT REALLY SEPARATES UNIVERSE 3D IS ITS FOCUS OF PROMOTION OF REAL LIFE. IF YOU WERE A SPACE TRAVELER, WHAT WOULD IT BE LIKE TO REALLY CONSUME FOOD OR DRINK, HOW WOULD IT BE POSSIBLE? WITH THE LACK OF GRAVITY, THIS COULD PRESENT A MAJOR AND MESSY PROBLEM. IN OUR OPINION, THIS PLACEMENT OPPORTUNITY COULD POTENTIALLY LAUNCH A REVOLUTION IN THE FOOD & BEVERAGE MARKET. IMAGINE UNIVERSE 3D SERVING AS THE CATALYST FOR THE FOOD & BEVERAGE RETORT PACKAGING REVOLUTION. FOR COCA-COLA OR PEPSI TO THROW THEIR LOGO ON NOT JUST A SPACE TRAVELER PACKAGE, BUT ALSO ECO-FRIENDLY PACKAGING, AND WAY OF THE FUTURE, COULD POSITION THEM LIGHT-YEARS AHEAD OF THEIR COMPETITORS.



UNIVERSE 3D



**BIO-SUIT:** STICKING WITH OUR THEME OF AUTHENTICITY AND BIO-TECHNOLOGY ,COMES THE BIO-SUIT. WITHOUT ALL APPROPRIATE AND EFFICIENT APPAREL, ONE WOULD NOT BE ABLE TO SURVIVE IN OUTER SPACE ELEMENTS. UNFORTUNATELY FOR OUR STAR WARS ENTHUSIASTS, ONE WOULD NOT BE ABLE TO SURVIVE IN THE GEAR OF A LUKE SKYWALKER OF HAN SOLO. WITH THE FULLY FUNCTIONAL BIO-SUIT, WHY NOT THROW ON A NIKE, ADIDAS, CONVERSE, ETC, LOGO?

