



BoxCast LLC, 27-1498394
 1501 N Marginal Drive
 Burke Lakefront Airport #220
 Cleveland, OH 44114

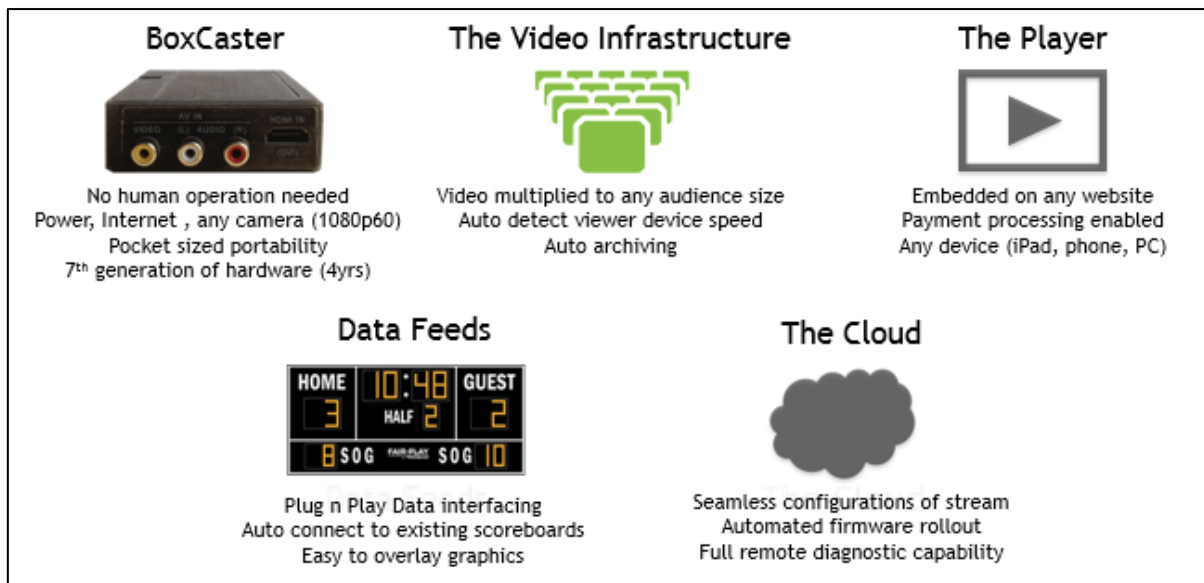
LIVE HD VIDEO STREAMING PROPOSAL SAMPLE FOR BRIDGEWATER COLLEGE

BOXCAST OVERVIEW

- **End-to-End Solution.** BoxCast offers an end-to-end live HD video streaming solution that doesn't require a computer.
- **Simple Setup.** All you need is a video source, internet connection and our BoxCaster. Simple – one camera setup: <https://www.boxcast.com/easy>
- **Compatible with Any Device.** Viewable from any computer, tablet or smartphone.
- **Adaptive Bitrate Streaming.** Our proprietary system detects the quality of your input video/audio source and maintains the quality all the way to your viewer. Our system also detects what your viewers are watching from and adjusts the bitrate so they get the best viewing experience.
- **Data Feeds.** Scoreboard integration available for automated time and score overlays (we have a manual scoreboard feature as well).
- **Revenue Opportunity.** Revenue generation opportunity with Ticketed or FLEX plan setup (more info below).
- **Customer Success.** 24/7 support for client and viewers.

THE 5 BOXCAST SPARKLES

Below are the 5 sparkles of the BoxCast technology.





SAMPLE LINKS

- You can see some general samples at www.boxcast.com/samples
- Full production NCAA Division I basketball game <https://www.boxcast.com/show/#/qu-men-s-basketball-vs-saint-peter-s-senior-day>
- HD snippets from NCAA Division III winter contests <https://boxcast.com/show/full-quality-sports-test>
- HD snippets from high school football game with automatic scoreboard overlay (one camera shoot with audio): <https://boxcast.com/show/football-hd-sample>
- Multi-camera HD for under \$1,000: <https://www.boxcast.com/public/press-releases/boxcast-multi-camera-hd-broadcastingfor-less-than-1000>

NETWORK DEPLOYMENT

BoxCast is designed to be a zero maintenance live video solution. Video streaming by its nature requires a reliable network connection (wired, wireless, cellular (4G LTE) options) that can sustain a high volume of traffic throughout the length of a video broadcast. Most Internet network connections offer far faster download speed than upload speed since most users consume far more information (download) than they produce (upload).

Most issues that BoxCast users face are rooted in network connectivity. Proper planning and product use is the most important factor. Our Customer Success team will work with you to make sure that your connectivity configuration is optimal to use our product.

PRICING AND REVENUE SHARE OPTIONS

Option 1: Ticketed Plan (Paid by Viewer)

- Unlimited High Definition (HD*) events / hours
- Each live and archived broadcast will be ticketed
- 50/50 revenue split between Client and BoxCast (suggested \$6.95 event price)
- \$300 p/BoxCaster

Option 2: FLEX Plan (HD Upgrades are Ticketed and Paid by Viewer)

- Unlimited events / hours for \$990 p/year (billed up front)
- Each live and archived broadcast will have an HD* upgrade for a fee
- 50/50 revenue split between Client and BoxCast on HD upgrade (suggested \$6.95 upgrade price)
- 1st BoxCaster included, additional BoxCasters priced at \$300 p/BoxCaster

Option 3: Unlimited HD Streaming (Paid by Client)

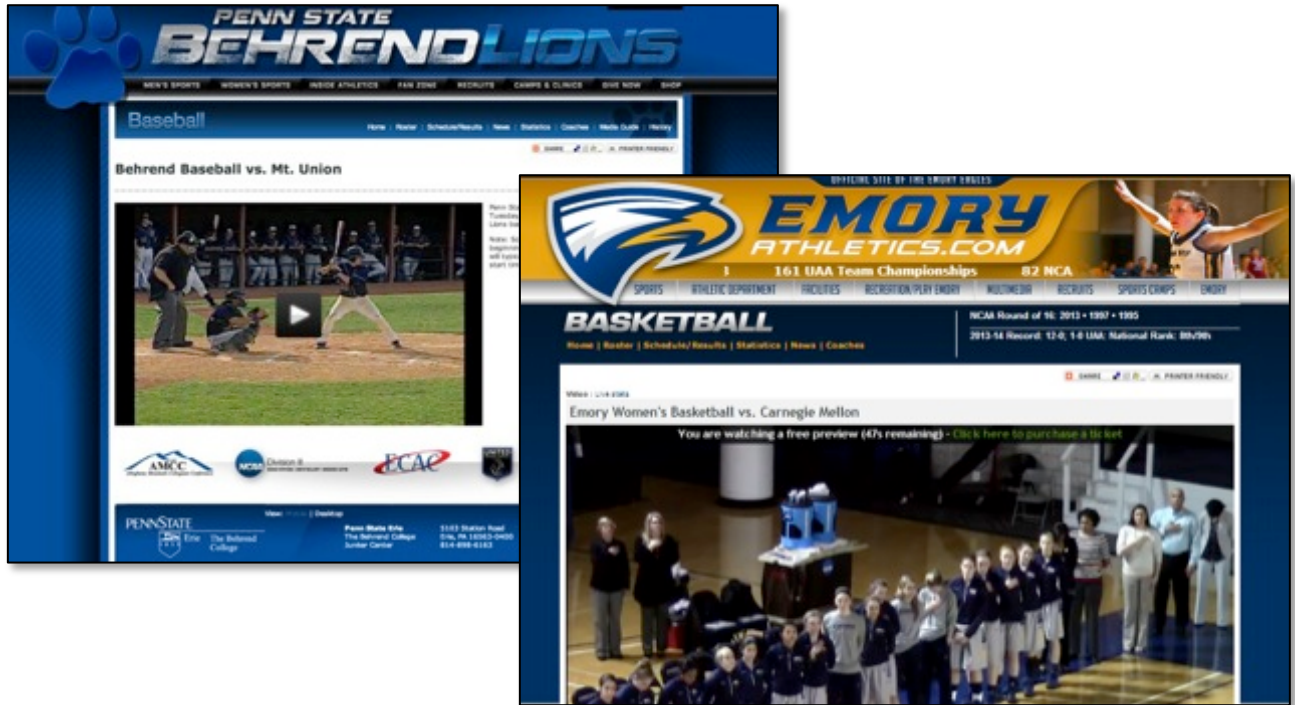
- Unlimited High Definition (HD*) events / hours
- Each live and archived broadcast will be offered for free to viewers
- \$3,400/year (1.5Mbps) or \$4,900/year (true-life 3.0Mbps)
- 1st BoxCaster included, additional BoxCasters priced at \$300 p/BoxCaster

**BoxCast streams are adjusted for the end user. Connection quality and device capability are checked for best available streaming experience.*

PRICING AS OF FEBRUARY 26, 2014 – SUBJECT TO CHANGE

SCREEN SHOTS OF EMBEDDED PLAYER AND VIDEO QUALITY

EXAMPLE 1: BoxCast player embedded on client's website



EXAMPLE 2: Fans love the full screen mode with scoreboard overlay, especially in HD!

