

# **VM Labs Presentation for NUON-enhanced DVD**

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**Advertising Plan &  
Marketing Presentation  
August 18, 2000**

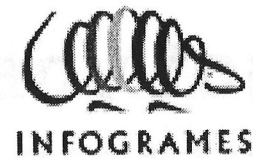
# **NUON Hybrid Movie & Internet Plan**

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- **NUON Hybrid Technology enables browsing of both DVD ROM content and exciting Hybrid Activities**
  - **Enhanced Directors Commentaries**
  - **Dynamic Zooms** – interesting scenes to explore
  - **Gamma Edit** – unveil secrets in dark scenes
  - **Video Themes** – theme-based dynamic bookmarking
  - **Gamelettes** – custom games based on movie content
- **VM Labs presented to key studios at VSDA with excellent follow up results...NUON-enhanced content is on the way**
  - **Q4 2000 Initial Hybrid Movies available (content on disc)**
  - **Early 2001 - NUON Hybrid Movie Titles to be ready to launch with NUON Internet Connectivity Kit**
    - **Both InterActual Content and Planet Web Enabled Content to access on-line**

# NUON Interactive Software Plan

## NUON DVD Key Announced Software Partners



- **Six Titles** available around launch
- DVD International initial Distributor
- **First Group of NUON Titles** includes Tempest 3000, Merlin Racing, Free Fall 3050 AD, Iron Soldier 3, Myst and aMaze
- 15-20 titles by end 2000/Q2 of 2001
  - Includes Monopoly, Game of Life and Riven

# **NUON DVD Player Brand Positioning**

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- **For Consumers ready for the next level of In-Home Entertainment, NUON DVD delivers the “Total” Interactive Entertainment Solution**
  - The Better DVD player!
    - Superior video & audio quality, user features, and Hollywood content integration
  - Interactive entertainment platform
    - Videogames, edutainment, reference, and more
  - Internet connectivity
    - Surf the Web, send/receive email

# Target for NUON-enhanced DVD Players

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## A Very Large Potential Audience

- **VCR owners (90+% of U.S. HHs)** ready to upgrade to “the new/better video entertainment system”
  - Movie Buffs ready for the next level of home entertainment
- **Mainstream or former gamers** who still play (or like to play) videogames
  - “Gamers” who play on either a home videogame console (30% of HHs) or on PCs (20+% of HHs)
- **Male heads of household** that fall into any or all of the categories noted above
  - Typically responsible for purchase decisions for bigger ticket consumer electronics products



# NUON DVD Advertising Target Audience

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- **Male...25+** Year Old Head of Household
  - **25-54 Target Age Group**
- Household **Income of \$40,000+**
- **College Educated**
- Ideally with **children present in the household** (under 18)
- **Not afraid of new technology** (may own computer, cellular phone, electronic organizer, etc.)

# Print Campaign will deliver the NUON Message to a Diverse Audience!

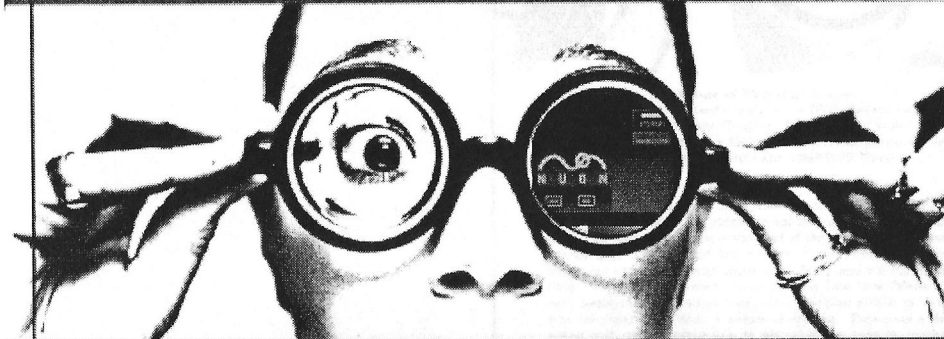
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- Overall print campaign will deliver over **100 Million target impressions** from Launch through December...
  - Trade Pubs like Twice, Audio Video International, Dealerscope, Games Business, Game Week, Video Business, Video Store (starting in August)
  - Special Interest Pubs like Home Theater Digital Home Entertainment, Stereo Review's Sound & Vision, Audio Video Interiors, Sound & Vision 2001 Buyers Guide (starting in September)
  - General Interest Magazines like Time, Time Digital, People, Sports Illustrated,, Fortune Technology Guide, Newsweek & Money(Starting in October)
- NUON Consumer Ads to include **Retailer Tags** to drive DVD purchasers to Retail Partners

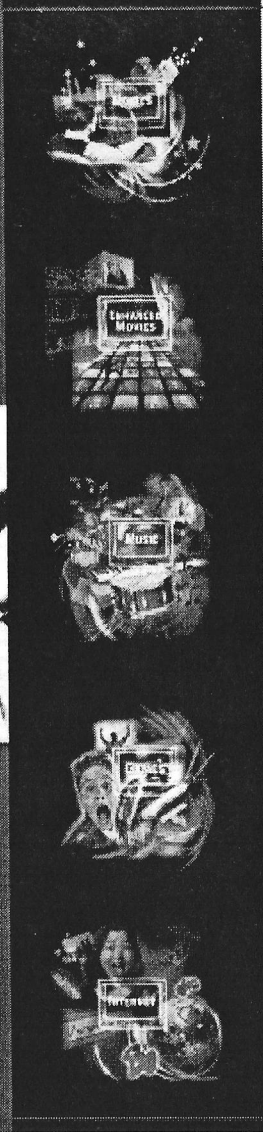
# NUON 2 Page Spread Ad Format

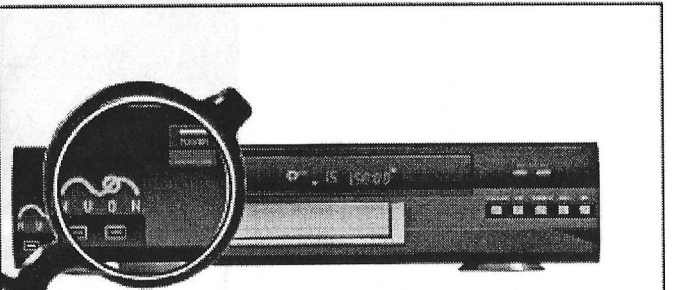
take a closer

# LOOK



AT THE FUTURE  
OF DVD





## THE FUTURE OF DVD IS HERE NOW

From now on, NUON technology turns DVD Players into Total Interactive Entertainment Centers. Play movies, video games and audio CDs, get access to the Web and experience many cool features that you just can't get on any other DVD Players.

### Closer...Closer...


With the new generation of NUON-enhanced DVD Players you can expect advanced yet simple to use movie playback and special features as the new standard. Ultra smooth scanning in both forward and reverse. Viewers controlled selective zoom (up to 20x) with incredible clarity and effortless panning to pinpoint the portion of the scene you really want to see. A unique, on-screen Graphic User Interface (Menu) allows easy navigation and adjustment without missing a moment of the movie. Capture best viewing angles with a multi-picture angle or select just the right angle from a series of different shots thumbnailed at the bottom of the screen - all as the movie plays on. On-line tune a clock movie with gamma correction to see what you miss on ordinary DVD Players.

### Coming Closer Still...

Check out the upcoming NUON-enhanced movies that Hollywood studios are working on. They'll bring you extra content and features only available through NUON enhanced DVD Players, either right on disc or accessible on the Web. With a NUON enhanced DVD Player you will soon be able to get to the Web directly with the NUON Internet Connectivity Kit, complete with an easy to use browser. Drop in your favorite audio CD and bring the music to life on your TV screen with magical patterns of color and light. Play classic and family games like Monopoly, Trivial Pursuit, Myx and Madin Racing right on your TV in your living room through a NUON-enhanced DVD Player.

**It all comes down to the amazing, must-have Nuon Technology  
- the closer you look the better it gets.**

Take a closer look at your nearest retailer, or find out more at  
**WWW.NUON.TV**

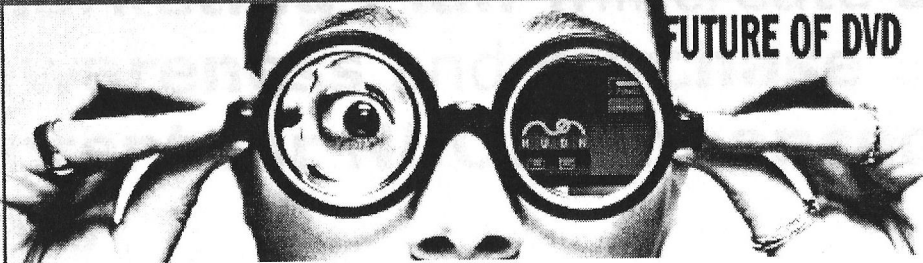


Available at Best Buy, The Life, Cambridge SoundWorks, good guys, Fry's and other quality electronics retailers.



# NUON Full Page Ad Format

take a closer  
**LOOK** AT THE  
FUTURE OF DVD



**The Future of DVD is here now!**  
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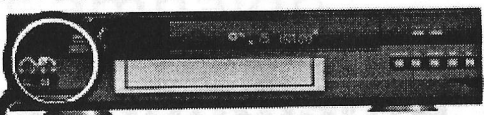

**Closer...Closer...**  
With the new generation of NUON-enhanced DVD Players you can expect advanced yet simple to use features as the new standard - all without missing a moment of the movie. Ultra-smooth scanning in both forward and reverse. Viewer controlled selective zoom (up to 16x) with incredible clarity and effortless panning. A unique, on-screen Graphic User Interface (Menu) for easy navigation and adjustment. Multi-picture strobe or select just the right angle from a series of options. Fine-tune a dark scene with gamma correction to see what you miss on ordinary DVD Players.

**Coming Closer Still...**  
Check out the upcoming NUON-enhanced movies. They'll bring you extra content and features only available through NUON-enhanced DVD Players, either right on disc or accessible on the Web. Get to the Web directly with the NUON Internet Connectivity Kit, complete with browser. Bring your audio CDs to life on your TV screen with magical patterns of color and light. Play classic and family games like Monopoly, Tempest 3000, Mvrs and Merlin Racing right in your living room.

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# How will NUON go to Market?

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- **VM Labs Marketing Plan** will create **strong baseline awareness** and **purchase interest/intent** for **NUON-enhanced/Branded DVD Players**
  - **NUON as "Must Have" DVD Player**
  - **Full Marketing Effort** includes
    - **Strong Advertising Effort**
    - **Public Relations Campaign**
    - **In-Store POS & Merchandising**
    - **Web Site Push** - **NUON.TV (Retailer Links)**

# Key Reasons to Sell NUON-enhanced DVD

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- **NUON-enhanced DVD Players** deliver the cutting edge, **true value-added features** that your customers want
  - The excellent value that the **"Total" Entertainment System** represents is very compelling to the consumer
- **VM Labs** extensive **Advertising & Marketing Program**
  - Building Awareness and Purchase Intent... all the way to Point of Sale