



## Veamcast Value Proposition

Consider streaming video. When a user wants to watch something, the streaming process begins. This includes resolution of the URL and media location, network handshakes and building a stream buffer before the user can even begin watching. This takes time while the user waits and then if the stream buffer is struggling, the video quality will be downgraded (progressive streaming). Users will often wait and the video quality end up less being than optimal. The problem is particularly bad when the video has not been viewed many times and is not globally cached.



Veamcast solves this problem by pre-caching messages and videos the user is likely to watch. Channel subscriptions, ads, promotions and alerts (photos with headlines) are also pre-cached (off-peak) so these can be shown between content and when the channel the user is watching does not have new available content available.



Veamcast is designed for a less interactive user than a typical web or phone users but it's more interactive than television. While it can be played on any Windows 10 PC, it's designed to be installed on a television device, an affordable Windows TV box like the PiPo X series or the units listed at Window Reports "Top 5 Windows 10 TV box units to connect your SmartTV" (<http://windowsreport.com/windows-10-tv-box/>). We should also establish partnerships with companies that do wireless video as listed in CNETs "Wireless HD video is here, so why do we still use HDMI cables?" (<https://www.cnet.com/news/wireless-hd-video-is-here-so-why-do-we-still-use-hdmi-cables/>). This type of technology is dropping in price at a speed which will make them ubiquitous. Since these devices can also replace aging PCs, this segment is likely to create a healthy market of Windows Smart TVs.



Veamcast turns these devices into touch screen communication devices that feature time shifted face to face communications. Veamcast caches content to ensure a pause-free playback with optimal resolution despite network issues and slower connections. The user can still have the ability to stream video on demand but pauses will be eliminated, replaced by other content we predict the user wants to watch, some sponsored. In specialized installations, Veamcast channels can be delivered on devices designed to be used as digital signage or library computers which eliminates the need to give users unrestricted internet access.



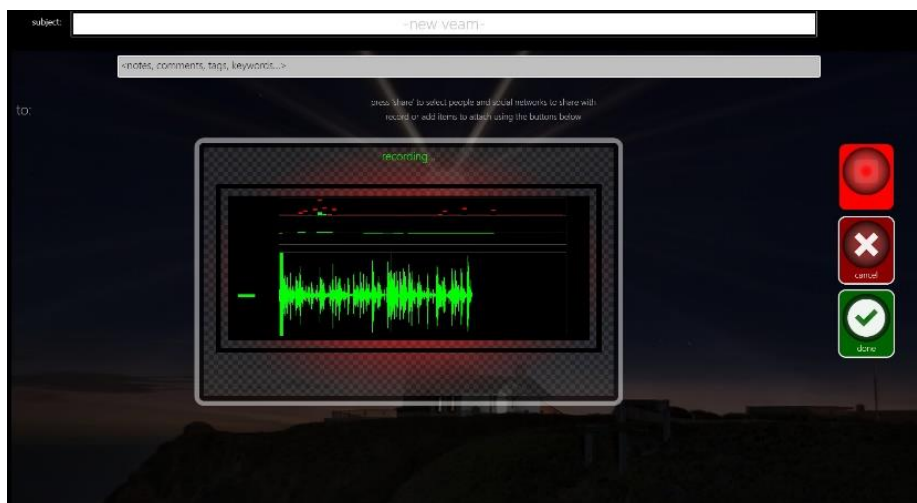
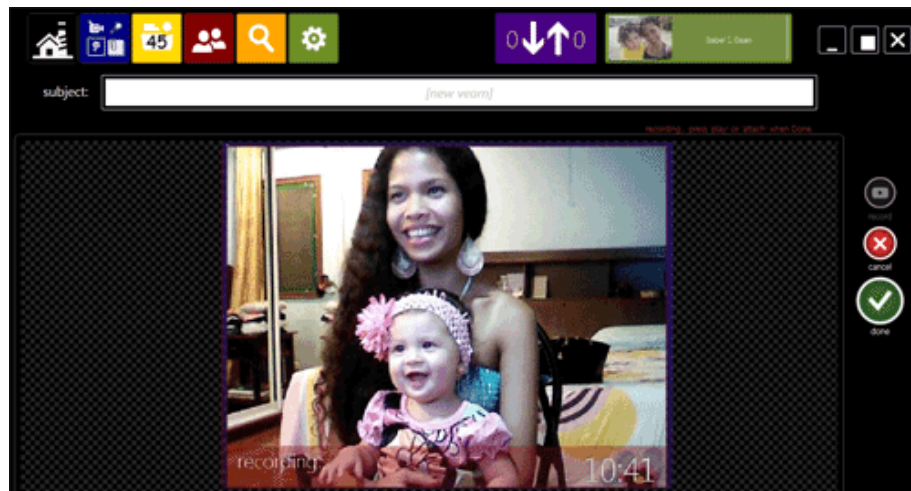
We're looking to create partnerships among a group of companies to create an image for a family of Windows TV devices that has preloaded software for gaming, DVR (TV and home surveillance), social networking apps (best apps for Facebook, Twitter, YouTube, etc), communications (Veamcast, Viber, Skype), network file sharing and other software that should be installed on a home hub computer. Other peripheral and IOT devices can be marketed via Veamcast. Trial accounts should be managed by Veamcast so upsells can be appropriate. Veamcast also has the ability to list and launch other apps and can be setup as the default interface driving users to the most appropriate functions (i.e. launching email when there are new messages, news and app alerts...)

Market timing is good as technology advanced enough so that the Windows devices that are small or mobile have developed and their prices are dropping. The Windows computer refresh cycle gives us an opportunity to replace aging PCs that have lost a lot of their usage to mobile devices with a Windows TV that also acts like a home hub.

When the price of the hardware drops low enough, we can partner with ISPs to sell the devices as part of a subscription plan.



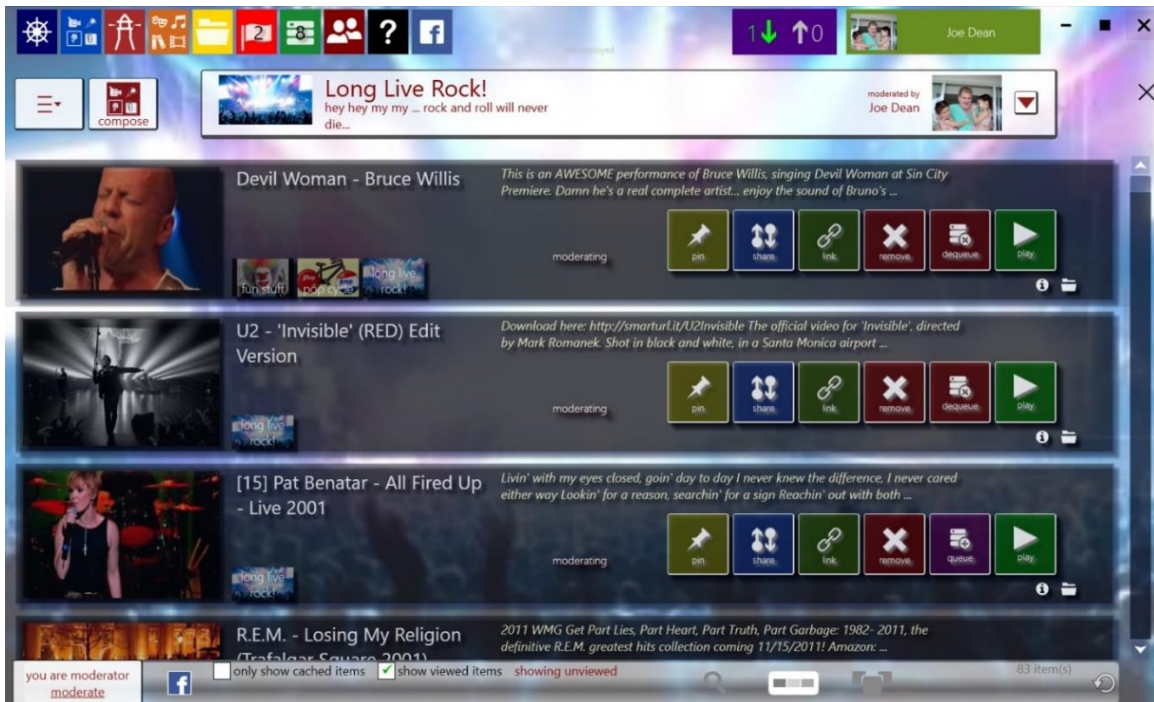
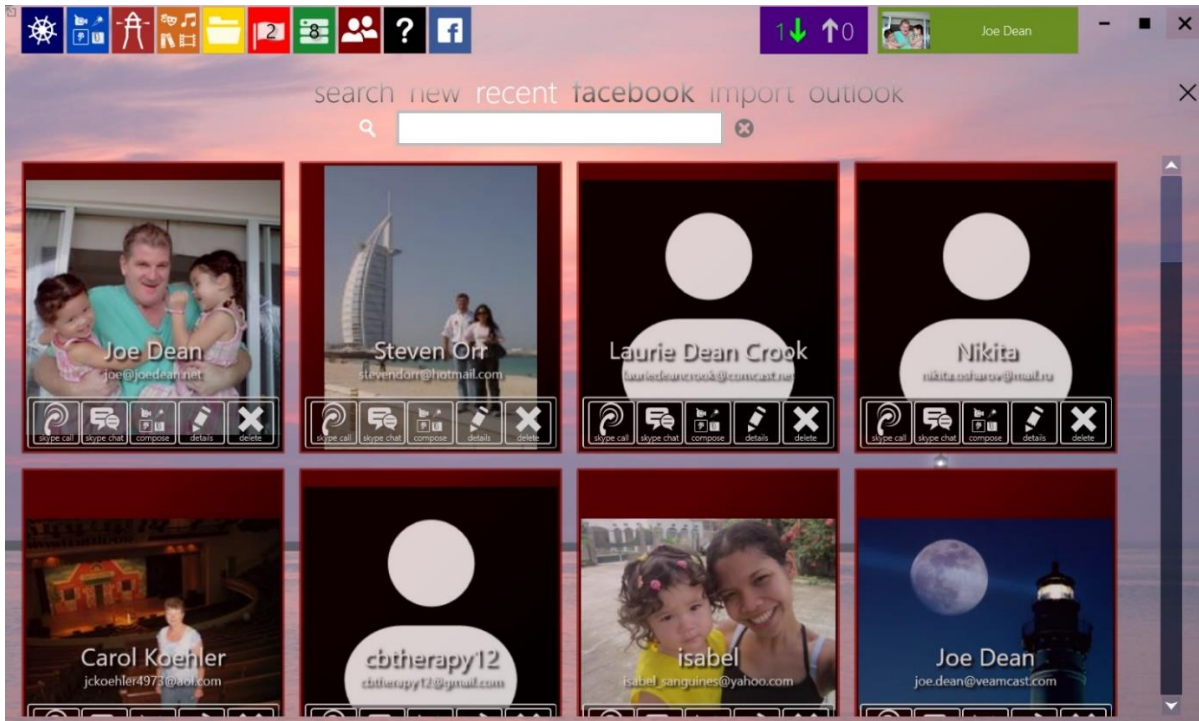
Veamcast is used to create VEAMs (playlists of video, audio and photos) which are shared directly (i.e. video or voice mail) or via channels (i.e. user programmed television).





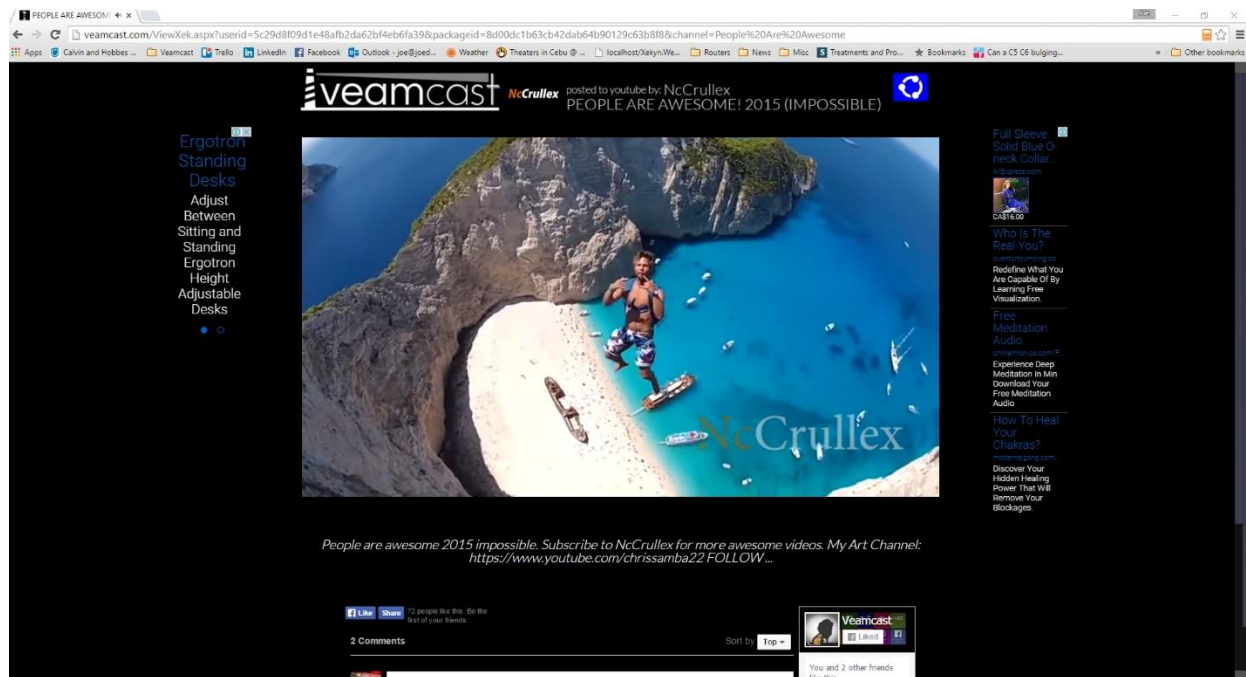
The user experience for this software will be Social Television at its best.





Channels can also be played on the web and can be integrated with Facebook pages or Twitter feeds.

Paid users can advertise on their pages using banners and links to web pages, affiliate programs, CPA or PPC programs that the user wants to generate revenue or interest from.



Other Veamcast premium services that might be offered:

- Sound transcription of messages.
- Metered bandwidth and storage fees.
- Custom email and web templates.
- Premium video services such as Animoto.
- Video clip libraries.
- Ability to charge for channel access.





Download it today at the Windows Store

<https://www.microsoft.com/en-us/store/p/veamcast/9nblggh5xmqx>.

Help us make Veamcast what we know it can be.

More info at <http://veamcast.com/corp>

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