

IF FACTORY



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IF FACTORY PRODUCTION BROADCASTING & VENUES

WHAT IF YOUR NEXT EVENT WAS
BROADCAST WORLDWIDE?

IF FACTORY



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THE INTERNET FACTOTUM PRESENTS ANOTHER
IF FACTORY ACCESSIBLE PRODUCT LINE

Event Production, Broadcasting & World Class Venues

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PRODUCTION SERVICES



Companies spent the 20th Century managing efficiencies. They must spend the 21st Century managing experiences.

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MOBILE PHONE MARKET

IF FACTORY

PRODUCTION BROADCASTING & VENUES

EXPERIENCE THE EXPERIENTIAL

The Internet Factotum (IF) provides event marketing, design, and production with full-service event venues in Chicago, New York, and Los Angeles



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WHO IS USING OUR SOLUTIONS?

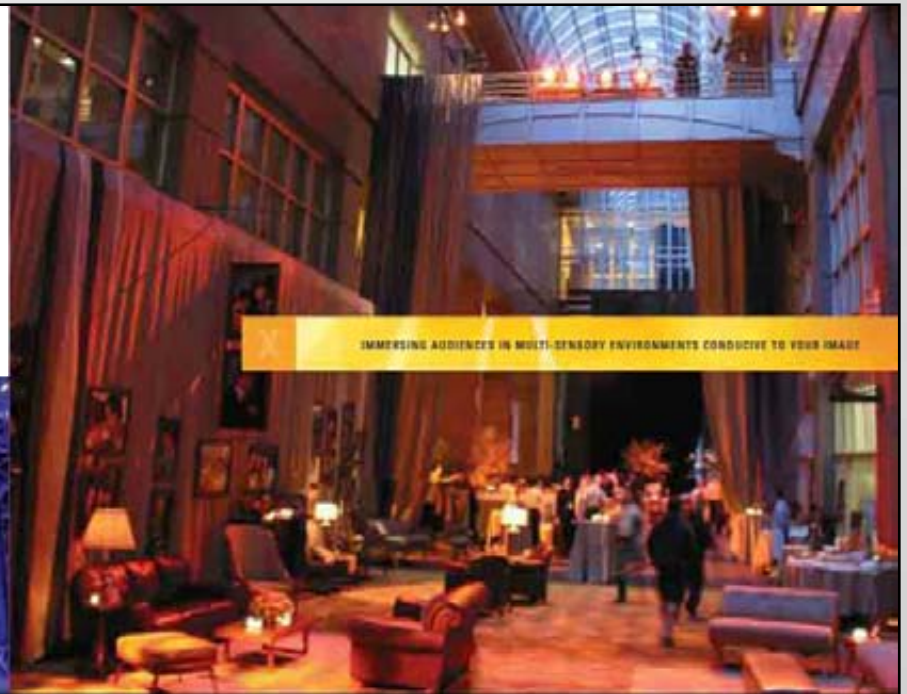
Complete Video & Audio Production Services

Live & On Demand A/V

Event Production

Industry Only Accessible Player

International Internet Broadcasting





WHAT IS THE OPPORTUNITY?



OUR CAPABILITIES

COMMUNICATING YOUR MESSAGE THROUGH THE POWER OF STRATEGIC EVENTS

Event Marketing

Whether it is writing strategic plans, procuring sponsors, designing the programs, playing ROI or helping the media and public relations, we know how to create tactics ranging from media tours to the screening of trailers and even the unveiling of new products.

Design & Production

When it comes to designing aesthetics and creating experiential environments, nobody does it quite like XA. We design, build and install our work, with an eye for total theme and on-budget, and later successfully transform spaces as diverse as tennis courts and working steel mills into gas event venues.

Meeting, Conferences & Trade Shows

Most of our clients are those receptive to planning meetings and events within the infrastructure of a corporation. They turn to us daily to support their endeavors wherever business may take them. From ongoing annual meetings and group conferences to road shows and tours, we do it all.

Entertainment & Show Production

We have developed solid relationships with artist management and the artists themselves to bring you accessibility and affordability when producing entertainment concepts. So whether it's a "mobile artist, a gig, a TV, a live DJ, a comedian, a magician, a psychic, or a pack of acrobats, we've got you covered.

Business Theater & General Sessions

We are pros at creating a forum to communicate. We stage and integrate a live environment with graphics, video, sets, scripting, speaker support and even entertainment to meet your communication needs. Moreover, we have the ability to execute, whether broadcast or video-conference your program throughout the world.

Audio/Visual Production

We have the newest and most comprehensive inventory of multimedia, presentation and exhibit equipment. From plasma and LCD displays, Web Cams and teleconferencing to graphics support and giant indoor and outdoor screens, we have it all. Whether you need a custom stage set or just general address, our team will work with you to produce your shows turn smoothly from start to finish.

Premier Destination Management Excellence

From creating and managing executive level meetings to professional and seamless airport "meet and greet" we have set the standard for providing some of the most sophisticated DMC work in the country. And we provide this turn-of-key service in any city at any given time.

Mobile Marketing

From design to execution, XA delivers turnkey event management, mobile marketing and four solutions to today's most demanding events: engaging products and brand messages with compelling and interactive experiential environments in our core focus. Whether it's the identification and implementation of cutting-edge technology, or the creation of the experience itself, XA has the know-how and creativity to bring brands to life in mobile, m-commerce and otherwise ways unimagined by the competition and never seen before by the public.

XA Interactive

XA Interactive offers a full complement of online and wireless customer acquisition, conversion and retention strategies and tactics. Our recommendations incorporate a wide variety of applications -- from sophisticated online promotions that build email databases to complex permission email campaigns deployed to highly segmented customer profiles to web-based and wireless sales conversion programs.



IFCAST VALUE PROPOSITION

- **BROADCAST LIVE FROM ANY VENUE AND ARCHIVE THE CONTENT FOR ON-DEMAND PLAYBACK**
- **MONETIZE CONTENT THROUGH PPV, SPONSORSHIP, & ADVERTISING**
- **HUMAN RELATIONS, INVESTOR RELATIONS, CONSUMER MARKETING E-LEARNING, TRAINING, CERTIFICATION, AND OTHER APPLICATIONS CREATE HIGH RETURN ON INVESTMENT (ROI) THROUGH COST AVOIDANCE AND REVENUE GENERATION**
- **FIRST OF ITS KIND ACCESSIBILITY PLATFORM PROVIDES INDUSTRY LEADING ACCESSIBILITY TO ALL ONLINE EVENTS**



APPLICATION SAMPLES



APPLICATION SAMPLES

APOLLO LIVE! 2009 AWARDS SHOW
TEXT "APOLLO" to 87415 or TAKE A PICTURE -> 



POSTERS
SALES RECEIPTS
T-SHIRTS
BILLBOARDS

Text AM to 87415 for more information.



APOLLO LIVE EVENT BROADCAST

Home Help My Account Shopping Cart

LIVE! TONIGHT
TINA TURNER

APOLLO
WELCOME TO - WORLD FAMOUS
APOLLO THEATER
SPONSORED BY
NOKIA
Connecting People

audioeye 00:04:22 MENU



APPLICATION SAMPLES



EVENT TICKET
CONCERT EVENT AUGUST 10, 2008
9:00 PM - 12:00 AM
EVENT TICKET \$340.00



1. BARCODES ARE EXCEPTIONAL USER AUTHENTICATION DEVICES FOR PPV BROADCASTING

2. LIVE EVENTS AND ON-DEMAND EVENTS CAN BE SOLD AT THE VENUE AND VIA INTERNET

1. PROMOTE THE EXCLUSIVE ARCHIVE ON-DEMAND PPV
2. SELL LIVE EVENTS AND LIVE WEBCAST EVENTS VIA PPV
3. BARCODE SERVES AS PHYSICAL TICKET TO PPV ONLINE

