



TRICOAST  
PRESENTS

# TRIBOOKS

READ.WATCH.LISTEN.

## MULTIMEDIA STORYTELLING FOR THE DOWNLOAD GENERATION

TRICOAST PRODUCES, PUBLISHES AND MARKETS  
A BLENDED MEDIA EXPERIENCE THROUGH THE  
NEW ENHANCED EBOOK FORMAT

\*TRIBOOKS - VIDEO/AUDIO ENHANCED EBOOK



### READERS/VIEWERS WILL

- EXPERIENCE MORE FULLY
- LEARN MORE EFFECTIVELY
- PARTICIPATE LIKE NEVER BEFORE

### AUTHORS, PUBLISHERS, DISTRIBUTORS & OTHERS WILL

- ENHANCE THEIR CURRENT MATERIAL WITH INTERVIEWS, ANIMATION, FILM FOOTAGE, PICTURES, SONGS, TEXT...
- CONVERT AND UPDATE EXISTING PRODUCT
- SUPPORT MARKETING OF CURRENT PRODUCT
- CREATE FRESH AND CUTTING EDGE MATERIAL USING MULTIPLE FORMS OF MEDIA



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# WHAT IS A TRIBOOK?

Media synthesis of  
Text ♦ Video ♦ Sound

While ink on paper can't dance, the same cannot be said of digital ink on digital paper. This is what Tribooks do; we make the ink on paper come to life, and we do this by blending text, audio and video. The end result? A mixed media synthesis perfectly suited for the digitally dominant world we have all embraced.

- ♦ Tribooks download and play on iPad/iPhone/iPod and soon all other tablet devices that will support multimedia files, such as Kindle Fire, Nook and Android tablets.
- ♦ No need for costly/intermittent internet connection, the resources are embedded within the TriBook.

This new interactive medium allows users to

- ♦ Highlight ♦ Bookmark ♦ Comment ♦ Link ♦ Share ♦ Access Offline
- ♦ Own the book and create a digital library of multiple TriBooks

Readers/Viewers can now enjoy the enhanced version of a book and pay less than they would for the original paper and ink version. They can experience the stories, moving pictures and sounds of their favorite pastime in a whole new, easily accessible medium.



# WHAT WE DO

**TriCoast has become a leader in the emerging market of Enhanced eBooks by providing our clients:**

- ♦ An effective and attractive method of reaching additional consumers by expanding their audience base
- ♦ A wholly new ancillary revenue stream for back-catalog and current entertainment product
- ♦ A library of 26,000 films/tv shows/music from which to source video
- ♦ An experienced production team to create new video/audio content
- ♦ An experienced creative team to help format/edit/blend existing material

**TriCoast Brings to this emerging media:**

- ♦ 25 years filmed entertainment, development, production, marketing & worldwide distribution of Hollywood Studio entertainment product
- ♦ A fully integrated digital production facility
- ♦ A proprietary process to create state-of-the-art TriBooks
- ♦ Ongoing R&D to insure the full advantage of every new innovation
- ♦ TriCoast is an approved iTunes/B&N-Nook/Amazon-Kindle/Google-Android vendor and is developing websites to aggregate content.



## THE EBOOK INDUSTRY

Amazon.com predicts that in 2011 its eBook sales will eclipse paperback sales in the US and that by the end of 2012 eBook sales will outpace its sales of all printed books, both hard and soft cover.

In the 2008-2010 period eBook sales soared 1,274.1%, to \$878 million.

Enhanced eBook sales increased 255.1%, to \$14.3 million, according to Publishers Weekly.

According to marketresearch.com, US eBook sales will generate \$2.7 billion in revenue by 2013, nearly 9 times the revenue generated by eBook sales in 2009.

**iPad Sales Top 40 Million** [www.publishersweekly.com/](http://www.publishersweekly.com/)

Oct 18, 2011– Apple has sold over 40 million iPads since the device was first introduced about 18 months ago, and sold 11.1 million devices in its most recent quarter, the company said yesterday. In the comparable quarter in 2010, Apple sold 4.2 million iPads.



## THE EMERGING ENHANCED EBOOK INDUSTRY

With only approximately 1000 enhanced eBooks created to date, this is a new and landscape-changing technology, with the power to change the way consumers receive information, literature, culture and entertainment.

Just as video killed the radio star, the iPad and Kindle have put an end to print. Instead of textbooks, novels, magazine, newspaper etc, people now use their tablets and mobile phones to access and enjoy information. New platforms bring new formats, new alternatives, new enhancements.

TriCoast brings innovations which give record labels a new product to market, complete with music, video, liner notes, lyrics and more and the which gives studios a new ancillary market for stories, film elements and digital assets such as EPKs and cut scenes to merchandize and market both current and classic films &TV shows.



## TRIBOOK COMPETITIVE ADVANTAGE

### DOWNLOAD VS. STREAMING

Unlimited use after purchase

Full Ownership

Available 24/7

Sells now on iTunes.  
Coming soon... Kindle,  
Android, and Nook

Replaces DVD for the  
download generation

Expensive to stream

No Ownership

WIFI Conditional  
and Unreliable

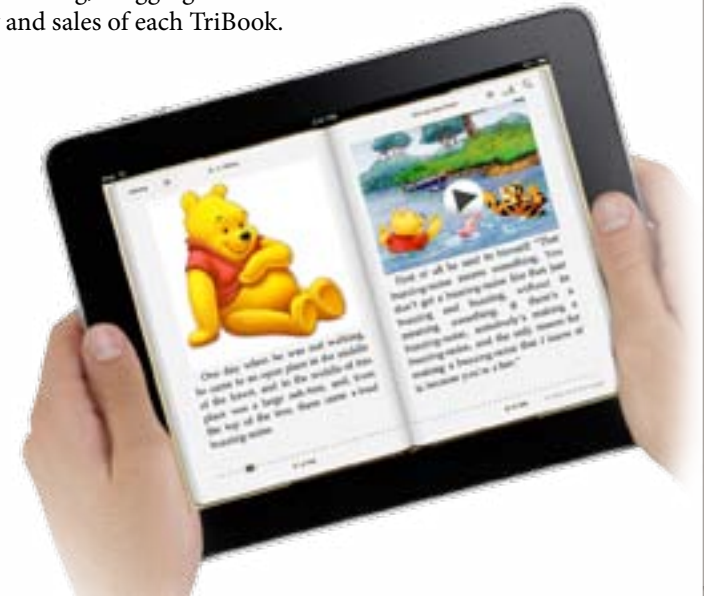
Major competition: sells in  
fractured marketplace online

The functionality of DVDs with  
Special Features cannot be  
streamed or downloaded.



## PRODUCTS & SERVICES

- ◆ TriCoast management works with each client to custom build the very best design solutions to address the specific needs and nature of each TriBookproject.
- ◆ Using state of the art production facilities, a team of writers, producers, directors and production crew create or compile HD video of the highest quality; elevating, explaining and complimenting text with moving images, animation, video clips, sound, etc.
- ◆ Editors, graphic artists and sound mixers create the TriBook editorial from stock footage, existing client-provided footage and footage created by TriCoast specifically for each TriBook project.
- ◆ The technical team formats, compresses, codes, QCs and uploads the finished content using proprietary technology, delivering a fully perfected and market-ready TriBook.
- ◆ In-house Marketing can create key art, digital signage and advertising to generate maximum market impact for each TriBook's sales.
- ◆ As an Apple-approved enhanced ebook publisher, TriCoast can place each new TriBook onto the iTunes store for sale to customers worldwide. TriCoast is approved as a publisher for Kindle, Android and Nook once they begin to sell the enhanced books.
- ◆ In-house Social Marketing, Blogging and SEO can increase visablility and sales of each TriBook.



## PRICING & CORE BUSINESS

### TriCoast offers 2 sets of pricing for each of its core businesses

The Services Division provides clients with TriCoast conversion for pre-existing books, films, marketing materials or catalogues, music album releases and other original materials. Charges are on a costs-plus basis and normally include a negotiated royalty on future TriCoast sales for TriCoast. Pricing can range from the low five-figures for simple conversions with pre-existing text & video elements to mid six-figures for catalogues and projects requiring significant creative services such as writing & video production.

TriCoast exclusively licenses the TriBooks distribution rights to existing book, film or other types of original materials, creates the corresponding TriBooks and markets them worldwide. In these instances TriCoast covers part or all of the TriBook production costs and pays a royalty to the publisher, author, producer or owner of the book, film or other type of original material. TriCoast will also produce and publish original product which it will develop in-house with established and up-and-coming authors and other content producers.



## CONTACT



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