

**Digital Content Distribution:
New Paths Toward Convergence**

SPEAKERS

Allan Cook

Director, PricewaterhouseCoopers LLP
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Allan Cook leads PricewaterhouseCoopers's Entertainment & Media Technology group on the West Coast and has over 20 years of experience working in the technology field on large scale projects and over 15 years with the media & entertainment industry. Allan is currently responsible for PwC's Digital Cinema initiative and works closely with PwC's overall digital transformation team as well as numerous other technology related engagements and initiatives within the industry. Previously, Allan was Hewlett Packard's Global Services Principal for DIRECTV Group and News Corporation with overall responsibility for managing strategy, sales & delivery teams globally. Also during this time with HP, Allan was a core member of the management team responsible for HP's Digital Media Platform, one of the central technologies in place for Sony Pictures and Warner Bros. Prior to HP, Allan worked for PwC Management Consulting Services in their Infocomm, Communications and Entertainment Practice, working with studios, entertainment conglomerates and numerous other clients.

Allan has an MBA from Pepperdine University and BA with Honors in Systems Analysis from the University of the West of England.

Krishnan Rajagopalan

VP, Digital Media Technologies
Motion Picture Association of America, Inc.
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Krishnan Rajagopalan is the Vice President of Digital Media Technologies at the MPAA Office of Technology. Krishnan's primary focus is on emerging technologies and worldwide initiatives that are related to the Internet and PC platforms, and he supports the MPAA member companies on a wide range of technical activities, including external technology development (providing feedback and direction to vendors of new technologies), inter-industry consensus building, content protection license and specifications negotiations, and standards development. Krishnan's broad interests are in the areas of digital convergence, the connected home, and emerging technologies that enable better consumer experiences while respecting content owner rights. His prior stints include Sony Corporation of America and Sony Pictures, where he was involved in various content delivery initiatives such as Sony Connect, as well as a few start-ups at the intersection of media and technology. Krishnan holds a Master's in Computer Science from Duke University and a Master's in Mathematics from B.I.T.S Pilani (India). He is also a graduate of the Stanford Executive Program at the Stanford Graduate School of Business.

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Joe Jasin

Managing Director, DNA Partners, LLC
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Joe Jasin has built an international career within the wireless telecommunications and digital media distribution industries, establishing a cross-border depth of experience that includes: mobile internet, venture capital, and corporate development.

He served as Vice President of Corporate Development for SK Telecom, Korea's No. 1 mobile communications company, with offices in the U.S. and throughout Asia.

Joe Jasin is also the founder of ICE Wireless, one of the first B2B SAAS providers of wireless products and services, acquired by Quantumshift, Inc. He was the founder of the boutique investment banking firm Wireless Blueprint, LLC, supporting merger & acquisition transactions in Asia and USA. In 2005, it was acquired by MCC Global, a merchant bank and venture fund based in London. Prior to those activities, he was at Sprint/Nextel as a Director of Product and Business Development.

He presently holds positions with numerous committee and industry groups. He is the founder and Chair of the Software Development Forum's Mobile Internet group, formal advisor to the U.S. State Department's – APEC Office of Commerce, and a member of CTIA's Wireless Internet Caucus.

Joe Jasin holds Board of Director's position with these emerging technology companies: Heavy Medical (San Francisco) and Jidou, Ltd (Hong Kong).

Peter Lee

Partner, Baroda Ventures
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Peter Lee is a Partner at Baroda Ventures, an early stage VC firm focused on investments in seed and series A investments focused on LA/SoCal in the internet, SaaS, and digital media spaces. Peter was formerly an investor at Clearstone Ventures and Prism Ventures.

Prior to entering venture capital, he was the Vice President of Technical Operations and Product Management for Goldpocket Interactive (acquired by TandbergTV), a startup developing a platform for creating, distributing and managing interactive TV digital media systems. Peter was a manager with McKinsey & Co., where he focused on the digital media, consumer electronics, internet and software industries. He also worked as a product manager at Microsoft in their wireless device group as well as at Virtual Ink, a venture-backed startup in the consumer electronics and internet space.

Peter earned his BS and MS in engineering from the Massachusetts Institute of Technology where he was elected into the Tau Beta Pi Honor Society and was awarded a full-tuition graduate fellowship. He also holds an MBA, with Honors, from Harvard Business School.

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Monique Farantzios, CEO
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Monique Farantzios is the Co-Founder and CEO of doubleTwist, a company building a universal, browser-like application connecting consumers with their media and their devices. Prior to doubleTwist, she was the Managing Director of DoubleTwist Ventures, a DRM interoperability company. She has also been a consultant for Intellectual Ventures and a Director at the Miller Porter Group. Monique holds an MS in Applied Science with emphasis on Bioengineering from UC Davis and worked as a Physicist at the Lawrence Livermore National Laboratory.

Our vision is simple: to create a unifying media platform that connects consumers with all their media and all their devices, regardless of whether they are online or offline.

We feel that just like you don't use a different browser for every web site you visit (Firefox to read the NY Times, IE to stream Hulu, Chrome to browse YouTube, etc) you shouldn't have to use iTunes for Apple products, Nokia software for Nokia phones, Sony software for Sony products, etc. The typical household today has many such devices and there is a need for simple and powerful software that connects them.

Digital Media: Play It – Take It With You – *Twist It*

Christopher “Chiz” Chisolm
CEO, Good News Holdings

Christopher (Chiz) Chisholm is an award winning producer, director and writer who has been working in entertainment for over 25 years. Chiz produced, directed and wrote numerous theatrical productions ranging from the New York stage to regional and repertory companies across the country, as well as many feature film and network television assignments. Chiz has also created dozens of commercial campaigns and is a three-time Emmy Award recipient.

Mr. Chisholm also was a co-founder who helped launch E! Entertainment Television, which became the fastest growing national cable network in history. Chiz produced over 400 hours of programming including original shows and numerous specials on the channel. These productions include live telecasts of The Golden Globe Awards, The Emmy Awards and The Academy Awards. Mr. Chisholm also produced and hosted "Inside Hollywood" "On Cable" and "The First Ever! Clippy Awards" for which he was nominated for a Cable Ace Award as producer.

As well as launching and managing Good News Holdings, LLC over the past 3 years, Mr. Chisholm has spent the last five years as an executive producer and developer of programming in the areas of broadcast television, interactive television and enhanced TV, representing such companies as DreamWorks, Microsoft, Hurricane Pictures, National Lampoon, Imagine Entertainment, Pop.com and Steeplechase Media Inc. He is currently developing shows and content for FOX, Pax TV, Food Network, Home and Garden Network, ESPN, E! Entertainment Television, Spike, Extend Media, HBO, Disney, Microsoft, and others. Mr. Chisholm is also President and Chief Executive Officer of Chisholm Productions, MonaLisa Films and Loco Motion Pictures, companies specializing in all facets of film, television, interactive and live entertainment.

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Randy Churchill

Director, PwC Emerging Company Services
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Randy Churchill is Director of Emerging Company Services for PricewaterhouseCoopers in Southern California. His responsibilities include identifying promising venture-backed companies as potential clients, as well as managing the Firm's relationships with venture capitalists, angel investors, university technology transfer officers, and others within the technology ecosystem. Additionally, Randy oversees PwC's Southern California MoneyTree Report™, a quarterly survey that tracks venture capital investment activity across the nation and within Southern California.

Randy began his career in Michigan as a credit analyst for Comerica Bank, progressing over a four-year period to the position of Vice President and overseeing a \$40 million loan portfolio. He went on to earn a J.D. and practice securities law a combined five years with the Los Angeles offices of Latham & Watkins and Brobeck, Phleger & Harrison. He later transitioned to the financial printing industry, serving a combined eight years as Vice President of Sales with both Bowne & Co. and RR Donnelley Financial. At the peak of the Internet Bubble, Randy became an early employee at a venture-backed start-up, financialprinter.com; however his hopes were dashed when the Bubble burst in the spring of 2000 but, fortunately, he landed softly at PricewaterhouseCoopers.

Randy currently sits on the Board of Directors of the Los Angeles Venture Association, the Executive Committee of the Caltech MIT Enterprise Forum (past chair), the Board of Directors of Entretch, the Advisory Committee of the Los Angeles Business Technology Center, the Advisory Board of USC's Center for Technology Commercialization, and the Board of Directors of the SoCal Tech Group. He is also an inactive member of the State Bar of California.

Randy received his B.B.A. from Western Michigan University, *cum laude*, and his J.D. from Indiana University School of Law, *magna cum laude*.

PricewaterhouseCoopers and convergence

With the birth of devices to harness broadband, consumers and businesses are pushing hard and fast to accelerate and incorporate technological changes. At PwC, analysis reveals a dramatic rise in total spending across the converging sectors: communications, entertainment, and technology, creating a burst of innovation.

Companies can harness the opportunities around convergence and translate them into value creation. The corporate winners will be those companies who nimbly manage change to fuse state-of-the-art technology with a clear vision of the future.

How PricewaterhouseCoopers can help

A new and open business model is the way to manage convergence, realize its potential and enable sustainable shareholder value. Using an open business model, PwC can help you:

- Capture new revenue without leaking profit
- Integrate acquisitions rapidly without sacrificing value

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- Understand consumers without getting lost in data
- Open up infrastructure and maintain security
- Create open partnerships while protecting intellectual property
- Drive new innovations while managing risk

Whether it's developing and understanding new advertising models, managing the value of new alliances, rights management, revenue assurance, transaction support, advertising services, customer analytics, or other issues you are currently facing, PricewaterhouseCoopers can help. With a network of professionals in 150 countries, we are able to provide in-depth local experience supported by an extensive global network.

Lynn E. Foster

CEO, BPT Pharmaceuticals, Inc.
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Lynn Foster is the Founder and CEO of BPT Pharmaceuticals, a company focused on the detection and treatment of Multiple Sclerosis and other neurodegenerative diseases.

Lynn has the unique background of more than 15 years of experience with Technology Transfer and the federal grant process as a government manager at both the Federal and State and as an entrepreneur. Lynn previously managed the State of California CalTIP seed grant program that matched federal research grants with commercialization funding. He was also the Emerging Technologies Director at Greenberg Traurig, L.L.P where he provided consulting services to clients on Technology Transfer, Patent Licensing and raising capital from Federal Research Grants.

Lynn's primary technical focus is Nanotechnology. He is the Editor and Co-Author of the best selling textbook, "Nanotechnology: Science, Innovation & Opportunity" (Prentice Hall, 2005). He wrote the first Trade Study on Nanotechnology and organized many of the early knowledge conferences and Trade Missions in the field. He has been quoted on technology and finance topics in publications including The New York Times, Financial Times, Forbes and National Public Radio.

Lynn serves on the Executive Committee of the Caltech Enterprise Forum, the Advisory Board of Finaventures, a Venture Capital fund focused on early and mid-stage technology ventures, and the Advisory Board of the Clean Technology and Sustainable Industries Organization. He had 21 years of active and reserve service with the US Army including service in the first Gulf War and Bosnia. He holds an MBA and a B.S. in Production and Operations Management.

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Administaff is a national, NYSE (ASF) small business advocate. We act as an HR department for companies from 7-150 employees, enabling them to obtain big-company benefits, HR compliance, and a systematic way to improve productivity. In short, Administaff provides a smart and affordable way for small business owners to more effectively compete against much bigger competitors.

Outsourcing non-core business functions is a big trend in the small to medium size business sector – HR outsourcing is one that stands out as a key area of consideration and in fact this trend is seeing even more traction in this down economy. The scope of HR has changed with rising risk exposure falling on executive management and increased complexity requiring multiple vendors. However, the trend is shifting to work with one vendor specializing in managing all of these HR issues.

So, why are employers looking at HR outsourcing opportunities? They aim to streamline processes, reduce direct and indirect costs, get access to the latest HR IT platform and align HR better with the overall business strategy. Administaff can help. We buy on behalf of our 6500 clients and that equates to 200,000 lives of purchasing power to gain access to Fortune 500 caliber benefits and rates – no age banding!

Administaff's target market is represented by progressive, growth-oriented businesses (typically 7 to 50 employees). Administaff's clients include companies in technology, media entertainment and professional services. We work with many early stage, high growth and VC-backed start ups to provide the executive team with instant HR infrastructure. Companies just don't have the bandwidth – why do you want to be in the HR business?

Contact Dewayne Sode or Monica Urquidi for more details 818-546-3126 or 3114.