

Caltech/MIT Enterprise Forum
October 13, 2007

**“Content is King” – Matching Entertainment
Technologies with Artistic Content**

OVERVIEW PRESENTER

Larry Gerbrandt
Media Analyst

As a leading media and entertainment executive, research analyst and consultant for more than 25 years, Larry Gerbrandt has focused on the economic and strategic implications of the intersection between traditional media and emerging content delivery technologies.

His background includes experience in film and video production, commercial photography, cable TV system operations and magazine publishing. He joined Kagan World Media, a groundbreaking media research organization, in 1984. As Senior Analyst and Senior Vice President of Kagan's entertainment division, he oversaw more than two dozen industry sector newsletters and databooks, and led its valuation practice. In 2000, after Kagan's sale to Primedia, he became Chief Operating Officer and led its integration into Primedia's MediaCentral division. Upon Kagan's subsequent sale to MCG Capital he joined AlixPartners to lead its entertainment consulting and litigation support practice.

In 2005 he was recruited by The Nielsen Company to become Senior Vice President and General Manager of Nielsen Analytics, focusing on emerging media technology economics, and conducting primary research on consumer adoption of new media platforms.

He is an award-winning photographer, and has moderated more than 200 Kagan and industry panels and conferences over his career.

PANELISTS

Keith Boesky
Principal
Boesky & Co.
Specialist in IP for video-gaming industry

Keith Boesky is the principal of Boesky & Company. Specializing in the migration of intellectual property to and from the video game business, he has been active in the content and technology communities as an attorney, a senior executive and an agent. His clients include game developers like Liquid Entertainment and Spark Unlimited; and intellectual property owners/creators like The Robert Ludlum Estate, Clive Barker and GDH. Through November 2004 Mr. Boesky operated the video game department within International Creative Management. Prior to forming Boesky & Company, Mr. Boesky was President of Eidos Interactive, Inc. (NASDAQ: EIDSY). During his tenure with Eidos, Mr. Boesky's focus was expansion of Eidos properties including "Tomb Raider" and "Lara Croft," into film, toys and publishing as well as the acquisition of new properties such as "Final Fantasy VII PC" and "Fear Effect." Prior to joining Eidos, Mr. Boesky was an attorney with Cooley Godward. With clients ranging from Qualcomm to Angel Studios, Mr. Boesky grew the practice into one of the United States' largest new media practices, covering developers and publishers of content ranging from comic books, to home gaming platforms, to location-based entertainment.

David J. Codiga**Formerly:***Executive Vice President*

Universal Studios Recreation Group

Executive Vice President

Tickets.com

David Codiga has spent the past 20 years creating new products for the themed entertainment, software and Internet industries. As the executive in charge of product development, he was responsible for leading large multidisciplinary project teams and corporate organizations through the complex process of taking an idea from beginning to end. Mr. Codiga led the product development organizations for Universal Studios Recreation Group, Tickets.com, and GeoCities, Inc. Currently, Mr. Codiga consults to several major entertainment companies on new development projects.

Gary Demos*Former Technical Officer*

DemoGraFX

Gary Demos is one of the fathers of digital image creation for the motion pictures, starting not long after receiving a BS from Caltech in 1971. He has received four Academy Awards for his scientific and technical contributions to the creation of motion pictures, including the prestigious Gordon E. Sawyer Oscar in 2005 “for technological contributions that have brought credit to the industry.” He is an entrepreneur as well, having co-founded two ventures that provided software and services for digital image creation, most recently DemoGraFX. Prior to founding DemoGraFX, Demos pioneered the convergence of film and digital technologies for visual effects applications on such landmark films as *Tron*, *The Last Starfighter* and *2010*. In 1975, he joined Information International, where he supervised the development of the first Digital Film Printer (for which he received an Academy Scientific and Engineering Award in 1995, and an Academy Technical Achievement Award in 1996). In 1981, Gary co-founded Digital Productions and served as the Chief Technical Officer. The company produced photo-realistic images for feature films, television and advertising. Gary and his colleagues received the Academy of Motion Picture Arts and Sciences’ Scientific and Engineering Award in 1984 for work on *The Last Starfighter* and *2010*. In 1986, Gary co-founded Whitney/Demos Productions, and in 1988, he founded DemoGraFX. Since 1989, Gary has been a prominent strategist in Advanced Television (HDTV) standards, is recognized for his patented Layered Compression System technology, is a member of the Motion Picture Academy’s Digital Imaging Technology Subcommittee, is a long-standing member of SMPTE, and is an Associate Member of the American Society of Cinematographers (ASC).

John Whitney Jr.*Co-Founder*

Digital Productions, Inc.

MODERATOR & PRODUCER:**Ira D. Moskatel***Partner**Arnold & Porter LLP*

Ira D. Moskatel practices law at Arnold & Porter LLP in Los Angeles, where he focuses on the representation of businesses that depend on intellectual property or technology, with emphasis in licensing, mergers and acquisitions, joint ventures and strategic alliances. Ira was a founder

of Teradata Corporation, a manufacturer of massive parallel database computers (acquired by AT&T several years after a major public offering), and served as a member of the Board of Directors of Peter Norton Computing, Inc. before its acquisition by Symantec. He is a past chair of the Caltech/MIT Enterprise forum, and has served as Chair of the Law and Technology Section of the Los Angeles County Bar Association. He has lectured and written extensively for major publications on legal aspects of technology, electronic commerce and data security. Ira received a Bachelor of Science in Engineering and Applied Science from the California Institute of Technology, and a J.D. from the University of Southern California Law Center, where he was elected to Order of the Coif and the Board of Editors of the Southern California Law Review.

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PwC's Global Annual Review details how its industry-focused services in the fields of assurance, tax, human resources, transactions, performance improvement and crisis management have helped address client and stakeholder issues. The company's success in meeting today's business challenges rests on its approach, called Connected Thinking.

If sound governance and transparency form the bedrock of leadership, PwC is committed to serving as a force for integrity, good sense and wise solutions to the problems facing businesses and the capital markets today. Transparency and good standards of corporate governance – both in the clients' businesses and in its own – are central to PwC's ability to achieve those objectives. The company aims to continue achieving them from a position of strength as the undisputed leader of the accounting profession.