



**I**NFORMATION – **E**NTERTAINMENT – **C**OMMERCIALS

**NETWORK**

# The are two main Purposes for this presentation:

- **First** is to reveal the concept and the idea of the New Multimedia Tool, devised and elaborated by (LCS,**HorusData**/SIRR) to an Investor. The Tool that operates in both an outdoor and indoor environment, employing the newest technology in visualization and data transmitting, giving a chance of gaining the reasonable profits in the area of the market that nobody has cultivated as so far yet, called Information-Entertainment-Commercials Network due to its construction and the operating character - (**SIRR**).
  - **Second** is to point out the advantages and the fruits being the effect of activity of such a tool.
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**This concept of creating this very **SIRR** network is more hot nowadays as we approach the Football Games Tournament that is going to take place in German Territory in 2006 year.**

**Such an event would be the dream unique possibility for introducing the new tool to the public and present the broad range of performance abilities of the **SIRR** network itself.**

**Please, view the whole content of this presentation (~15min)**

## At present, there are following Media Expression Tools functioning on the market:

- a TV,
- a Radio,
- a Newspaper,
- a Billboard,
- an Internet,
- the Cellular Telephones.

**Is the present situation satisfying nowadays society of XXI century ?**

**No !!!!!**

### Let us characterize them:

- **a TV** is functioning and realizing its role using the full range of the means of expression (**audio, video**). But it does it only in an indoor areas (**offices, clubs, bars, gyms and houses**)
- **a Radio** - of course there are portable CD Players and radio sets with and without headphones, but they are rather poor in terms of visual effects comparing to TV (unless someone wants to still one),
- **a Newspaper** allows everyone to get acquaintant with the current information but with the ones that happened minimum 12 hours ago, and to explore them one needs to sit down and spend some time only doing the reading (it require the concentration),
- **the Billboards** are located mostly along the expressways or the streets and fulfill their role of signaling and/or announcing the subject. The means of expression they use are limited and in today's world this is all they can do and nothing more,
- **an Internet** is the most advanced media tool in terms of easy access to an information and number of possibilities. But it can operate only indoor - the same as TV,
- **the Cell Phones** - despite they are all around and everywhere, they can send and receive data and even motion pictures (color displays and audio features), due to their small dimensions they can only be treated as the signaling and announcing devices.

**Isn't it that everyone of us feels there is still permanent lack of an information in an outdoor circumstances???**

People nowadays travel a lot and change their place of residence even several times a day, staying long hours outside of the buildings, offices and even their homes

**and**

Living in a XXI century Society requires permanent access to an **Information**. The most **updated** and **rich** in terms of source **Information**.

... , but the existing Media Tools are disabled in an outdoor environment. Once they operate with audio at the same time they don't express visuals, once they operate visuals they don't provide audio, but at the time they do provide audio and visual one can only encounter them in an indoor environment.

Due to a high dynamic of making the decisions and the rapid changes in the world you must almost literally be "plugged in" to the **Information** spring socket.

**What is the solution then ?**

**The best way is to put all the Media Tools in one, create the Brand New Tool and start it in the market sector that nobody has exploited yet**

And now there is more - It demands on possibility of immediate, permanent and wide **exchanging** of an **Information**

SO WE CREATED THE CONCEPT OF THE  
INFORMATION - ENTERTAINMENT-COMMERCIALS NETWORK (SIRR)

**WITH MAIN PURPOSE**

**OF SUPPLYING IN THE FASTEST  
WAY THE MOST UP TO DATE,  
GIVEN RIGHT ON TIME  
INFORMATION ABOUT the actual  
Political, Cultural, Commercial, Social,  
Trade and Technology RECENT  
EVENTS.**

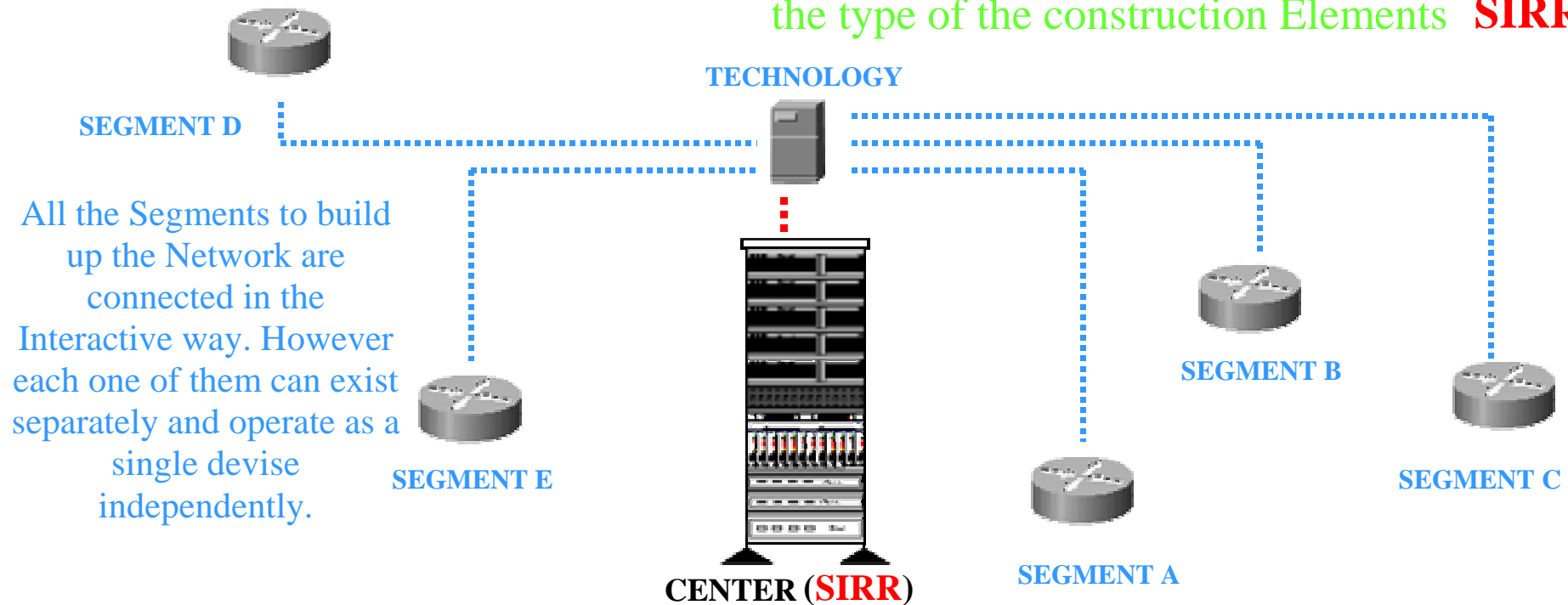
**THERE ARE ONLY TWO MEDIA TOOLS WHICH CAN DO  
THAT: TELEVISION and (SIRR) Network.**

**But there is only one in an outdoor environment.**

In addition only the (SIRR) Network provides  
**FULL INTERACTIVITY**

# The BusinessPlann concerns such parameters as:

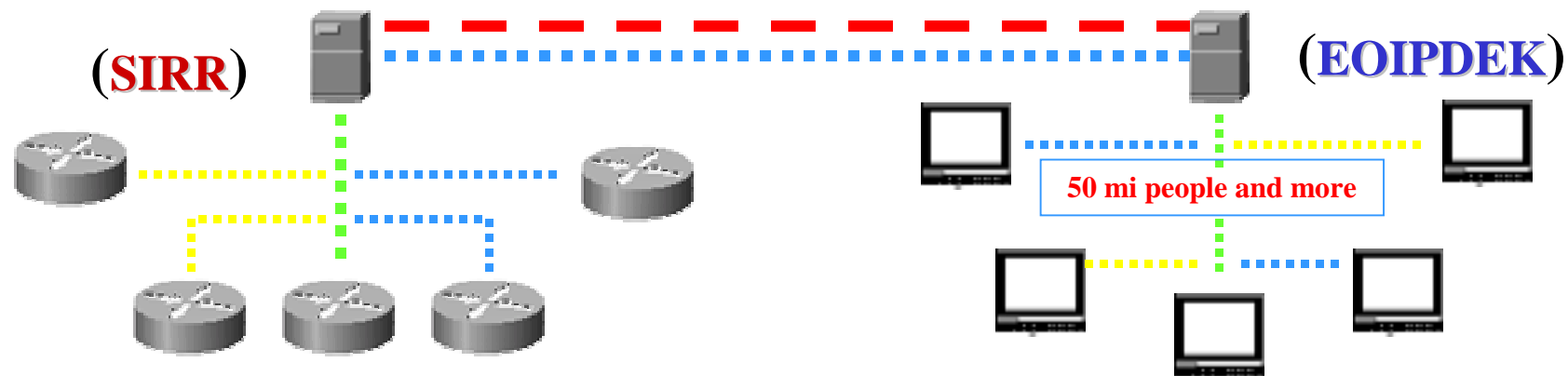
composition and the way of managing the Network, number and the type of the construction Elements **SIRR**



This way of construing guarantees the fastest way of gaining an Information and because of that, makes the Network the most up to date source of current event News Services - even faster than TV- still giving the access to the large number of audience.!!!

, and because of that ..... **MORE ATTRACTIVE IN TERMS OF BUSINESS INFLUENCE FOR THE SAKE OF CORPORATE CLIENTS AND ALSO ATTRACTIVE FOR THE AUDIENCE AS THE FIRM NEWS AND INFORMATION SOURCE.**

The complete **SIRR** Project, as mentioned on the first cards of this very Presentation, is of **out** and **in door** nature. What is described here and afterseth is only regarding the outdoor and Internet aspect of the contruction of it (see previous card). There is also the indoor Part of the Network however that is one of the two most important elements it can not be presented in form of a Presentation. The only information can be revealed that it would reach as many as 30 – 60 mi people and more as the commercial and information tool too This would be strictly connected to the 5 Segment elemented outdoor network - the **SIRR** - as in this Presentation. The Indoor part (**EOIPDEK**) of the **SIRR**, is based on a small device that shall be sold out to the people for not more than \$ 30-50,00 a piece becoming the indispensable element of an information and commercial source to them.



**location of the Key Elements forming the Network example: content of Segment A**

Screens forming the Segment A are tied up in the way: each one to each one and each one independently with every other of four **Segments** (their elements).



**The location sites have been thout out in the way that 95% of them dont need any County Seat Permissions nor Authorizations**

**SEGMENT A - at least 70 pieces of video screen surfaces installed in a specially selected dedicated locations (outdoor) certain places according to a specially elaborated key but still available for broad audience for absorbing ( at least 6 million people out of 70 pieces per month).**

**UNLIMITED POSSIBILITIES OF ACCESSING MILLIONS OF PEOPLE.  
INTERACTIVE COMMERCIALS, PROMOTIONAL AND INFORMATION CAMPAIGNS !!!**

## - composition, form and the quality of the expression techniques

Because of the specific conditions in which every element of each Segment will be operating there has been special projection **Standard** elaborated

The Expression techniques are the key element determining the success of the activity of the (**SIRR**) enterprise. This is because they are the face of the Network and are in a close relation with the audience.

### **Projection Standard Parameters of (SIRR) Network.**

Projection Standard is tied up with the way of emitting the materials and because of that it is focused especially on:

- the air time (...),
- composition of the material (...),
- frequency, longevity and the sequence of the materials,
- adequate technology implemented (**3D**),
- adequate level of graphic quality.

The best quality and the most advanced techniques in graphics and esthetics will determine the acceptance of existing of the New Tool by the audience. The greater audience - the greater reliability outscore and this equals the great incomes.

With the same effect as:

- places of Segment's location,
- type of each and every element of each Segment that it consists of,
- availability of audio in every outdoor location,

the FULL INTERACTIVITY availability idea makes the **SIRR** installation the unique Multimedia Tool.

The key factor shall be close interaction between Segments with emitting elements and the Special Internet Website (composition of the website).

The **Interactivity** and the way the businessplann takes it, makes (**SIRR**) the only and not reachable for competition tool of informing the audience and creatively influencing it in a broadest way.

Such a concept considering the ideas it is build of, type of functioning, range of influence, and the most important that is co- transmissions at – the – same – time doesn't provide any of the existing Outdoor Media Tool nor any other at all in the whole world.

**-Information accessing and exchanging web page unique tool as to the concept of functioning and operating in comparison to any web page in the Net.**

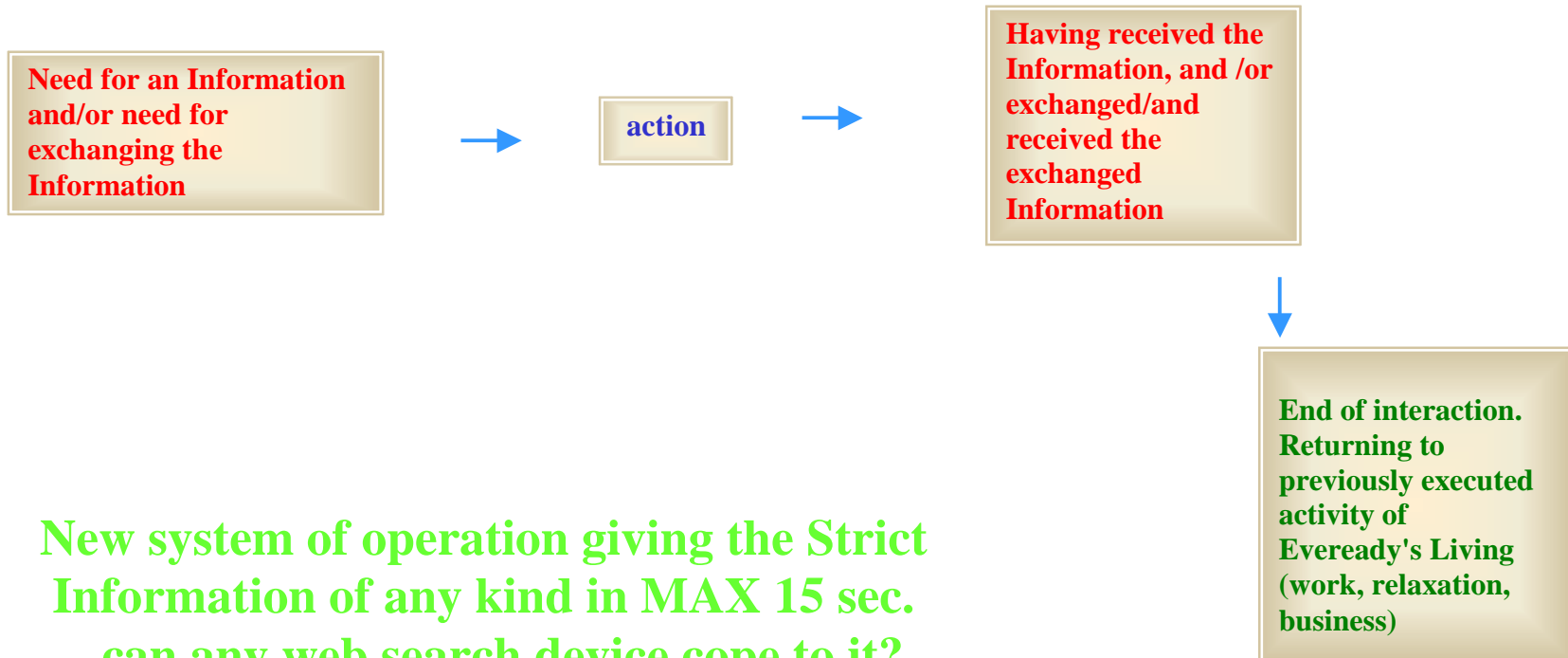
**- interactivity, which means both interactions among each and every Segment of the Network and each and every element that they consist of plus interactions among audience in different places far away from each other present in campaigns and promotional sessions.**

The Interactivity shall be realized through the two type of devices to which everybody has a very easy access (not phones). Imagine the possibilities

Interactivity idea of the (**SIRR**) Network is the best base for organizing the commercial, information and cultural campaigns in which the main part shall be taken by audience.

**The spectator is not only limited to be a mere looking - at viewer absorbing the materials being projected on the screens or inside of the website.**

Portal (**HORUSINFO**) performs as the high quality device tool conforming to the scheme:



New system of operation giving the Strict Information of any kind in MAX 15 sec.  
– can any web search device cope to it?

**Internet Portal – which will be Interactive Information Supply and Exchange of an Information TOOL.**

## OPERATING THE (SIRR) NETWORK:

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- **creates** new standard for understanding what the services in information-entertainment-commercials domain of XXI century does mean,
- **employs** several ways of transmission protocols at the same time (screens, Internet plus three more) and all of that in an outdoor environment,
- **uses** full range of expression means (audio and visual) that no tool in the world performs as so far yet in an outdoor,
- **gives** capability of tracing the last minute breaking news (Segments A and C) that makes the Network the witness and the reporter at the same time. This should gather the people and make the good money in return,
- **gives** the unique availability of Interactive participation in promotional and other campaigns with benefits for the Advertisers and Clients of the Network (**SIRR**),

# **SUMMARY OF THE FEATURES OF THE (SIRR) Network:**

Unites in one all the features of other tools like:TV, Newspapers, Internet, Billboards, Radio and Cell Phones in terms of effectiveness and means of expression.

**Easy way of managing the whole system as well as the separate Segments through the newest technology.**

**Employing the full audio visual means of expression (TV standard) in an outdoor environment.**

**FULL INTERACTIVITY**

**Build up of the five Segments what gives the advantage of starting each and every one of them on separate independent basis.**

**Easy and fast way of technical corrections and implementation of the last minute news and Clients projection materials.**

**Provides the most up to date Information in the broadest range.**

**AND ALL OF THAT IN AN OUTDOOR ENVIRONMENT.**

## **THE (SIRR) NETWORK IS FULLY COMMERCIAL ENTERPRISE .**

Being the commercial enterprise doesn't interfere in becoming the **Information Source** and **Exchange** of an **Information Center** at the same time for the largest number of people.

**The (SIRR) network shall be making the money out of services and the air time sell.**(See **HorusInfoPresentation**)

There is a big cake to be taken in terms of **PROFITS** in the sector of the Information and News Supply in an Outdoor and Indoor market. As so far yet, nobody has ever tried to take it because it is not possible without the special Media Tool that the **SIRR** Network provides. Only now it became available.

Following the concept in the way the business plan provides the (**SIRR**) Network enterprise shall pay as hereunder:

At the investment range between \$ **3.5** - **5.0 ml** the income should close not less than:

- at 30% of air time sold,  
~ \$ **450.000** - **800.000** per month
- at 50 - 60% of air time sold,  
~ \$ **700.000** - **1 300. 000** per month
- at 85% of air time sold (higher rates),  
~ \$ **1 500.00** \$ - **3 000.000** per month.

**The estimations are based upon the 1 minute rate of the sold air time and scheduled in a medium version.**

Here are the numbers of audience the Network emitting materials shall have the access to, considering the investment levels as follow:

- invested **3,5 ml \$** - between **5,0** - **6,2** people per month,
- invested up to **5,0 ml \$** - between **10,0** - **13,0** ml people per month,
- invested up to **7,5 ml \$** - between **17,0** - **19,0** ml people per month.

Because of its characteristics, specific sector it operates in and the nature of functioning the (**SIRR**) Network Enterprise should be most welcomed by Big Media Group and/or TV station.

Starting this project shall definitely create the new brand name in the Outdoor News and Information Supply sector and what is most important shall withdraw the millions of dollars and secure the position in the market sector which nobody as so far yet have ever tried to exploit.

**The real proof and lever would be that 2006 Football Mundial in Germany**

**We are firmly aware that there are many questions arising to which this presentation has not given satisfactory answers. However we believe that there would be a great deal of possibility to answer all the questions during the future encounters.**

**Dear Investor,**

I appreciate Your time spent watching this Presentation.

Please, treat this Presentation as the initial information outlying the concept and attraction of operating (**SIRR**). The more accurate details we will be happy to reveal after Your comments to it.

Please, go through the second Presentation so, You could see the nature of construction of the element (one of the Segments of the **SIRR**). All the Five elements are more than simply composed. However, One must know how. For example: One could ask: WHAT ABOUT THE PERMISSIONS FOR THE SCREEN LOCATIONS. THEY ARE TOUGH TO GET? – We are aware of that and this is one of the Key KnowHow elements already solved.

**LCS/HORUSDATA/SIRR**