

The logo for Blust Entertainment. It features the word "blust" in a lowercase, rounded, purple sans-serif font. Above the letters "l", "u", and "s" is a horizontal bar composed of a grid of small purple squares. A small registered trademark symbol (®) is located at the end of this bar.

blust

Entertainment

26 January 2018



Vision

To make Blust
the highest quality
and most widely used
home entertainment and
visualisation system
in the world.

GLOBAL MILESTONES FOR GT SYSTEMS

First MoD in a retail stores – WH Smith, Harveys, BigW. First licensed TV show burnt (MoD) in a retail store.

First patent pending system to combine the best of peer to peer and traditional top down Content Distribution Network (CDN) and make it secure.

First legal, peer to peer, file sharing network.

Head of Digital, major Hollywood studio: "The peer word makes us nervous, but we're coming with you"

First PlayReady 4K certification on an open, Windows, PC platform

HW, Intel: "What a long journey we walk together to see the end result.. Excited and finally we both graduated from PR3.. I really appreciate your PR knowledge sharing where I do learn a lot from you about PR3 and making more friends internally because of this learning."

Principal Engineer, Intel: "I wish we'd spoken to you 2 years ago"

First major Hollywood studio approval for 4K on an open Windows PC platform

VP new media and tech, major Hollywood studio: "Thanks very much for your comprehensive response. If only all licensees were like this!"

More to come very soon! e.g. Nvidia, Gigabyte



WHY BLUST FOR QUALITY & EFFICIENCY?



- Video is 80% of Internet traffic and growing exponentially
- Internet speeds and infrastructure can't keep up
- Telco and broadcast engineers describe it as "threading an elephant through the eye of a needle"
- **Everyone** uses a technology called Adaptive Bit Rate (ABR) to address this problem
- **BUT** ABR degrades quality and user experience
- "Fuzziness" and the "spinning wheel of death" are the universal symptoms of this
- The OTT video experience is consequently appalling for most people when compared with broadcast or cable TV or DVD
- Blust completely solves the ABR quality problem
- Blust delivers uninterrupted, premium video quality, ALL the time, including HD, 4K, HDR and beyond
- Blust saves OTT operators up to 50% of Content Distribution Network (CDN) costs

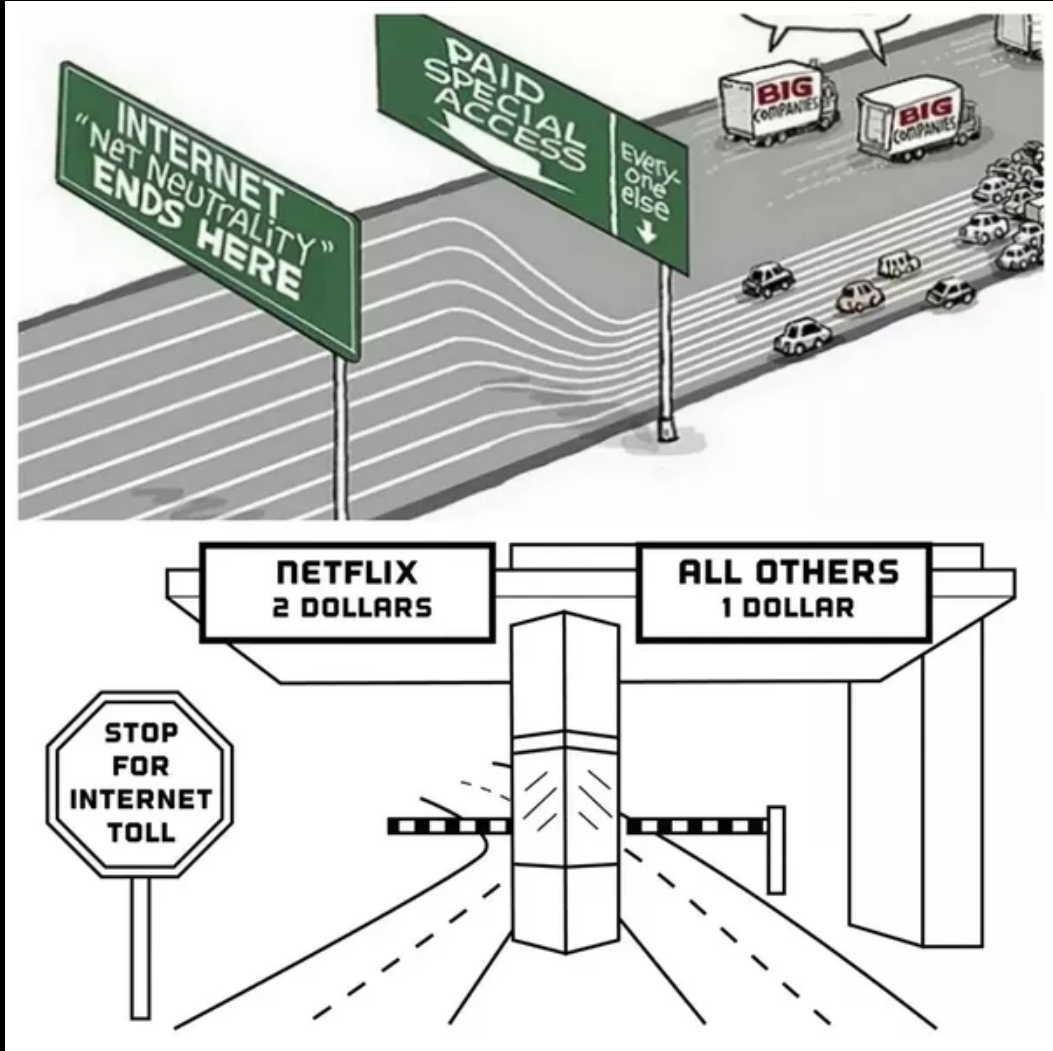
WHY BLUST FOR SECURITY?

- The Blust security model for distribution uses PlayReady DRM at security level SL3000 (4K)
- This is built in to the chip hardware and secure video pipeline on 7th gen Intel chips under Windows



- We worked very closely with Intel and Microsoft on this and were the first in the world to get an SL3000 security certificate on an open Windows/Intel platform
- This was actually achieved on a 6th gen Skull Canyon machine incorporating additional security hardware in mid-2016 after 6 months of R&D with Intel
- The output from the Blust PC appliance to the TV is HDMI 2.0 with HDCP 2.2 encryption
- This meets the studio requirements for 4K security
- As we expand out to other consumer platforms we will implement the same levels of hardware based security
- The Blust hardware based security model provides the level of security required by content owners to protect premium content

WHY BLUST SOLVES NET NEUTRALITY

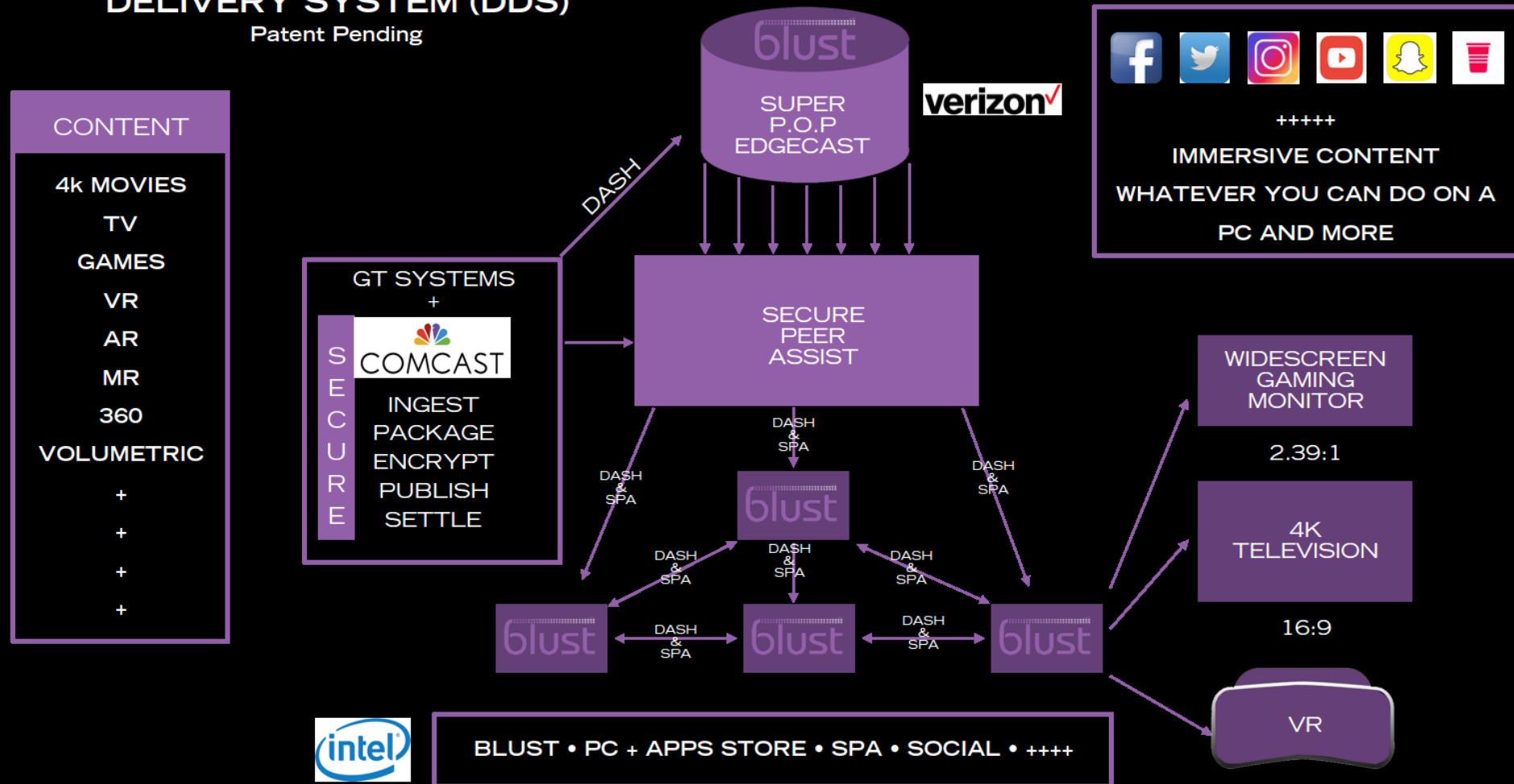


- The recent FCC decision to repeal "net neutrality" means that telco's, cable co's and ISP's will be able to charge big users more for "premium" access
- Big users like Netflix will be forced to pass on the increased costs to consumers
- Everyone else will be squeezed into what's left, making congestion infinitely worse
- Blust moves distribution from cloud servers to the very edge of the network
- Using spare capacity in consumers' PCs and networks to distribute peer to peer
- This reduces load on the core network and improves performance and efficiency
- It consequently reduces costs for **everyone** and reduces the need to charge a premium
- The Internet is returned to its original design and net neutrality is preserved

The solution we built and patented

WORLD CLASS DIGITAL DELIVERY SYSTEM (DDS)

Patent Pending



What is Blust?

- An end-to-end digital distribution system and PLATFORM
- A Universal Windows Platform (UWP) store app
- For True HD and 4K movies, TV, AAA and casual games, AR and VR (i.e. visualisation)
- With a very extensive catalogue
- Delivered in PREMIUM quality at ANY Internet speed
- The best of peer-to-peer and CDN, made secure
- Stream AND download. Sales and rentals. No subscriptions.
- Uses spare capacity in telco networks and PCs
- Approved by one of Hollywood's biggest studios with more to come
- The world's first legal, approved, secure, peer assisted, file sharing network
- Global patent application deemed novel and inventive

What is Secure Peer Assist (SPA)?

- A peer to peer, progressive download technology, with "gaps" filled by a Content Distribution Network (CDN)
- With Software Defined Network (SDN) management
- SPA is **NOT** BitTorrent. Rather, it is our own, secure, patented, proprietary protocol
- With pre-load based on demand, usage, wish lists, pre-orders, big releases, etc. or based on legal, approved file sharing
- SPA is the world's first legal, approved file sharing network
- APPROVED BY ONE OF THE BIGGEST STUDIOS IN HOLLYWOOD
- With more to come

Market sizes – it's BIG!

- The global movie business is a \$100B pa business.
- Games are \$110B pa.
- Australian movies and games are \$1B each
- VR/AR is forecast to be \$100B by 2021.
- There are 2.4B PCs in the world and these refresh at 250M per annum.
- There are 1.4B TVs in the world refreshing at 200M per annum
- There are 273M Set Top Boxes (STBs) and 50M streaming media players in the world.
- iTunes movie business is \$4B pa.
- Steam's game business is \$3.5B per annum.

It's about the ADDRESSABLE AUDIENCE

The PC is the only platform with the ability to offer all forms of entertainment, on a mass scale, now and in the future.



Blust “products” - First of MANY

Blust is an APP that runs on any PC

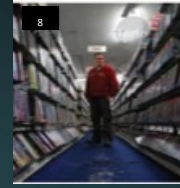
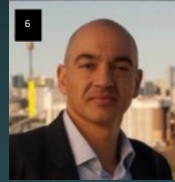


Where else can we apply our technology?

1. Anyone requiring high quality, secure visualisation in the field
2. The Internet of Things (IoT - see separate presentation)

- Defence
- Command and Control
- Training and Simulation
- Emergency services, traffic control, transport, utilities
- Oil & Gas
- Mining
- Health
- Real Estate

Team



Blust employs a diverse group of companies and individuals with the relevant experience and knowledge to provide everything the brand needs to succeed.

Our team has:

- Deep field expertise, strong technical and sales/ marketing focus.
- Experienced in all format changes:
Film > video > DVD > Bluray > MOD > Online
- Over 30 years in the content retail business
- Strong relationships with retailers and content owners (studios and distributors)
- "A" team in operations, production, distribution, curation, marketing, sales, advertising, media and social.

1.Rhett Sampson. Inventor. Media Distribution & Management Systems and Apparatus. 30 years engineering, management, business development and sales.

2.Ole Mortensen. 25 years international product and marketing management, consumer electronics and digital content.

3.Karen van Arcken. 30 years sales and licensing experience in games, movies and consumer products with Ubisoft and Village Roadshow

4.Paul Rogers. 30 years General Management, Sales, Marketing and Digital Technology retail experience with FujiFilm, Thorn and Australia Post.

5.Jane Evans. brand and advertising strategy and creative. Created James Squire and the boutique beer segment in Australia.

6.David Wesson. Social Media. 15 years experience working in the entertainment and advertising industries in Europe, SE Asia, and Australia.

7.James Sterling. 25 years building video and DVD store business. 17 years Civic Video supplier (studio) management.

8.Daniel Crisford. Lifetime in Dr. What! Sydney's #1 specialist video/DVD store business..

9.Mike Lynch. Video operations. Network 10. Telstra BigPond movies. News Ltd.

10.Paul J Warren. Visionary and accomplished cinematographer.

11.Craig Roberts and Levo. 20 years advertising and web design creative.

12.Andrej Simec (no pic) 30 years security, systems and OTT experience with Telstra, Disney and Limelight.