

TALL SHIPS OF THE WORLD

High Definition Television and Blu-ray Series in 3D

A spectacular new 13-episode series about America's greatest sailing ships is available for distribution and sponsorship. Now in true high definition 3D for the home theatre, it brings an added visual and technological dimension that will excite audiences everywhere.

"Tall Ships" is a unique adventure/history series that takes television and video audiences into the exciting seafaring world of days-gone-by, while connecting with today's youth and their growing consciousness about the environment and the perils facing our planet.

On each one-hour episode, "Tall Ships" journeys with a different ship – each with her own story. Most of our ships are replicas and restorations of legendary vessels originally built in the late 1700s and early 1800s. Some are modern-day sailing ships. All of them are working ships that sail the coasts and oceans of



the world today. We learn about their roots as warships, merchant ships, even slave ships. And we experience their present missions – preserving the art and culture of sailing on a grand scale, and teaching American history lessons, under sail, to schoolchildren who never dreamed they'd ever have this kind of experience. The young sailors manning these ships learn that dedication and teamwork are the keys to success and survival.

The crews of "Tall Ships" face big challenges – the enormous power of the seas, the changeable forces of weather and the sheer physical trials of sailing these ships. And they enjoy great rewards, too. This is man vs. nature – and man in harmony with nature – all at their best.

The world's oceans are being threatened by climate change and other forces that mankind can control. This series will address these issues, and inspire audiences to care about the world's precious and life-giving oceans the way our sailors do.

The heartwarming and thrilling human stories in the "Tall Ships" series reflect a commitment to youth and our environment. The sailors you meet have learned a sustainable way of life that gives them some fascinating insights into mankind's role on planet Earth.

The timeless beauty of our "Tall Ships" and the essential quality of our narratives make each episode of this series something that can be watched and enjoyed for years to come. Because it's in true high definition 3D, this program will remain current well into the future.

NOW IN PRODUCTION



The first episode of the "Tall Ships" series, "The Voyages of the Privateer Lynx," has completed principal photography and is now being edited. This 44-minute episode features the powerful 122-foot Lynx – an authentic interpretation of an 1812 privateer originally built by a young America that was facing War with England.

The captain and crew of the Lynx take us on an unforgettable adventure on the Pacific, witnessing natural wonders, battling treacherous weather and living the unique lives of sailors. During their journey, the Lynx stops to fulfill one of her proudest missions, when the crew brings aboard a class of inner city school children and gives them the ultimate field trip.

A high definition trailer of this pilot episode is available upon request, or can be viewed online at www.micasamm.com/newsite/privateerlynxtrailer.shtml. Visit the Lynx at her website: www.privateerlynx.com.

FORMATS

Original format: U.S network television hours

- 13 episodes
- 44 minutes each
- 6 acts per episode
- High definition video
- 3D
- Surround audio
- Original score
- Celebrity narrator TBD

Secondary format: Blu-ray and DVD

- Up to 13 volumes, enhanced with substantial supplemental materials, and/or multi-episode volumes and boxed sets as appropriate.
- BD will feature full 1080p video and 7.1 surround audio.
- 3D
- Full use of interactive "BD Live" technology, including live links to partners and sponsors.

Ancillary formats:

All appropriate formats and digital products will be developed.

DEMOGRAPHICS

"Tall Ships" has action/adventure appeal, historical/educational content and "green" environmental awareness. Thus, this show can be adapted to appeal to various demographics, depending on distributor and sponsor needs.

WORLDWIDE DISTRIBUTION CHANNELS

Television – network and syndication – all territories

Home entertainment – DVD and Blu-ray – all territories

Audio – original score – CD and download – all territories

Digital – online and mobile webisodes and interactive features

SPONSORSHIP/ADVERTISING OPPORTUNITIES

"Tall Ships" is an independent production, made possible through a combination of self-funding and funding by major commercial sponsors. There are three levels of sponsorship available:

LEVEL ONE: "Presented by"

Top-billed primary sponsorship is available for all media.

This sponsor will provide principal funding for series production.

- Includes sponsor's presentation credit at beginning of each episode, plus tail logo, logo/credit on packaging as appropriate
- Spot advertising on TV broadcasts
- Blu-ray disc "BD Live" features will provide direct access to sponsor's website
- Integrated Advertising in main show and/or supplemental featurettes
- Opportunities for presence in ancillary digital programs

LEVEL TWO: "In Association with"

Sponsorship available for all media.

This sponsor provides substantial funding for series production.

- Includes tail logo/credit
- Spot advertising first refusal on original TV broadcasts
- Blu-ray disc "BD Live" features will provide direct access to sponsor's website
- Integrated Advertising in main show and/or supplemental featurettes
- Opportunities for presence in ancillary digital programs

LEVEL THREE: "Sponsor"

Sponsorship available for ancillary and digital media.

These sponsors provide funding for ancillary and digital programming.

- Blu-ray disc "BD Live" features will provide direct access to sponsor's website
- Opportunities for presence in ancillary digital programs

BLU-RAY DISC – “BD LIVE” SPONSOR OPPORTUNITIES



“Tall Ships” is a true high definition program, produced and delivered in 1080p high definition with full 7.1 surround audio. It was literally conceived for Blu-ray Disc (BD) – the most advanced home video format ever. BD offers the right kind of picture and sound for today’s expanding home theatre and large screen television market.

In 2008, the second generation of Blu-ray – BD 2.0 – was introduced, incorporating internet connectivity accessible through the disc. This capability is called “BD Live,” and it is generating enormous appeal for the format. Thanks to this feature, the viewing experience is enhanced with access to online resources and an online community that shares a common interest.

“Tall Ships” will employ “BD Live” on each release, providing viewers with updated news and information, and interactive community activities such as:

- News of major Tall Ships events
- Opportunities to see our ships in person
- GPS-driven maps that show the current location of our ships
- Captain’s logs, with photos, of our ships’ current journeys
- Sailor/viewer blogs

Sponsors will be integrated into “BD Live” features with their own:

- Web links
- Environmental and public service messages
- New product announcements
- Promotional events

With these kinds of applications, “Tall Ships” will be a cutting edge franchise in the world of Blu-ray Disc.

INTEGRATED ADVERTISING – “GREEN ID” OPPORTUNITIES

Stopping global warming, developing renewable energy and saving the environment have become some of the most compelling and talked-about issues of our time. In a recent MTV/CBS News poll of 18-24 year olds, there is almost universal concern about global warming, and many young adults pick the environment as the biggest problem that their generation will need to solve.

The “Tall Ships” series offers sponsors an exciting way to identify with the growing “Green” awareness. The lives of our sailors are very intimate with nature. They care deeply about the planet, and share their love for Mother Earth with all who will listen. And they sail using totally renewable technology.

Where appropriate, the producers of “Tall Ships” will integrate major sponsor product and messaging in our programs.

And we will help our sponsors create entertaining and informative supplemental films and interactive features for Blu-ray, DVD and digital that can eloquently demonstrate the sponsor's strong commitment to sailing, renewable energy and environmental progress.

When it comes to things "Green," sponsors of "Tall Ships" will be identified as walking the walk.

OUR ENDORSERS

"Tall Ships" is endorsed by some of the most prestigious organizations in the sailing community, giving the series much enhanced cooperation from America's greatest ships.

The American Sail Training Association (ASTA) – a non-profit organization dedicated to youth education, leadership development and the preservation of the maritime heritage of North America – has given "Tall Ships" its full endorsement, and is playing a major role in expanding our network within the sailing community. Visit them at www.sailtraining.org.

We are also endorsed by the National Sailing Hall of Fame (NSHOF) in Annapolis, Maryland – a not-for-profit educational institution dedicated to preserving the history of the sport of sailing and its impact on our culture. The organization's board includes major entertainment and media leaders like Walter Cronkite, Morgan Freeman, Ted Turner and Gilbert M. Grosvenor. Learn more about the Hall of Fame at their website: www.nshof.org.

Endorser logos appear in the end credits of each episode.

THE PRODUCERS

The "Tall Ships" producers are currently associated with several of Hollywood's top studios in the production of their DVD and Blu-ray editions. They have deep backgrounds in the film, music and television business.

The series is produced by Mi Casa Multimedia through their HD Vision subsidiary. Well-known for providing the best high definition surround audio for many of Hollywood's biggest motion pictures, Mi Casa is highly-respected by both the creative and technical communities in film and television. For more information: www.micasamm.com

Robert Margouleff is the series' creator, producer and director. Starting out as a sail instructor when he was a teenager on Long Island, Margouleff has been a lifelong sailor and lover of the sea. Best known for his five years as recording engineer, synthesist and co-producer on Stevie Wonder's most legendary albums, including Fulfillingness' First Finale, Talking Book and Music Of My Mind, Margouleff won the Grammy for his 1973 recording of Innervisions. Nine years ago, Margouleff moved into the motion picture industry with his new surround audio studio Mi Casa Multimedia, built together with Brant Biles, his engineering partner of 20 years. Under the motto, "High Def Audio for High Def Video," Mi Casa expanded their commitment to video production, and the "Tall Ships" project was born. For more information: www.linkedin.com/in/robertmargouleff

Dan Kavanaugh is "Tall Ships" writer and co-producer. Over the past 20 years, Kavanaugh has produced more than 300 documentaries, featurettes and episodes of original television. He is one of the true pioneers of the phenomenon the world has come to know as 'Reality TV' and was the Emmy-nominated producer of Fox's long running hit, America's Most Wanted, for its first 3 seasons. His television credits also include "The Jesse Jackson Show," NBC's "TrialWatch" and numerous development and pilot projects. Kavanaugh's own company Mirage Productions specializes in the creation of documentaries and interactive features for Blu-ray and DVD; promos, trailers and ads for TV; and innovative new programs for broadcast and digital. For more information: www.mirageproductions.net, www.us.imdb.com/name/nm0442597/ and www.linkedin.com/in/dankav.

Executive producer Brant Biles is president and chief engineer of Mi Casa, where he has pioneered the art of surround audio for home theatre. His research and development of advanced 7.1 mixing and encoding technology has been utilized for high profile Blu-ray releases like Hairspray, Hell Boy 2 and the Rush Hour films. Biles has created true surround recording techniques used during the filming of "Tall Ships" and he will personally direct all audio post for the series, including sound design, 3D-specific effects and 5.1/7.1 mixing.

Dana Sol is "Tall Ships" editor and associate producer, and has managed operations for Mi Casa's HD Vision subsidiary since its inception in 2006. She has been a principal videographer on the Lynx shoots, and has been instrumental in developing the project's high definition tapeless workflow from capture to delivery. Sol has developed the 3D applications being used in "Tall Ships."

Copyright © 2009 HD Vision, a subsidiary of Mi Casa Multimedia. All Rights Reserved.

February 18, 2009

Mi Casa Multimedia
1901 El Cerrito Place
Los Angeles, CA 90068
tel (323) 874-2722 • fax (323) 874-2712