



Vertical Market Segments:
The DropKey and MediaBook Ecosystem
Will Create or Serve 20+ Vertical Markets.

DropKey® is a Software-as-a-Service Company Monetizing the 10x
Thomas A. Edison Award-winning Pop-up Studio
and providing Digital Asset Management
for Background and Foreground Content

- ◆ The DropKey Ads Creator: We will disrupt the advertising business by offering subscription based SAAS to create professional advertising for a tiny fraction of the cost. Users can create content for automated assembly in the cloud that will then sync back to the user's camera roll a finished television or social media ad. DropKey works like Dropbox to store video asset files that sync to the user's camera roll. The DropKey Ads Creator works like a Type-form onboarding workflow and is so easy no production experience is required whatsoever.
- ◆ Social Media Influencers: Using "live" Chroma key for the first time, young people are enabled with their own Hollywood Studio with well-lit Content Creation for amateurs, so shooting becomes fun instead of a technical pain—we automate the tedious tasks in lighting and removing post-production compositing.
- ◆ Conference Call Market (Zoom, Webex, Skype) – These companies will license our camera code with artificial intelligence to integrate with Zoom, WebEx (CISCO), Skype, Instagram, Reelz - enabling broadcast quality. We plan to license DropKey code to these popular camera apps, enabling users to "pair" automatically via Wi-Fi their iPhone with the Pop-up Studio. During the pandemic all the late-night shows were grappling with non-broadcast quality Zoom content (720p vs 1080p). We solved the problem on smart devices by utilizing the local smart device CPU for RAM needed to present in broadcast quality over the Internet. Now Zoom calls can have higher, broadcast quality presentation.
- ◆ Telemedicine (Spruce, Athena) - Doctor / Patient visits where doctor can present themselves in a well-lit, more professional manner--while on vacation or out of town.
- ◆ Big Studio Marketing of Blockbuster – (The Deadpool App). Studios will white-label DropKey Camera app code to Disney to create the Deadpool app, offering backgrounds and heroes in video clips that kids can make movies with and post to social media for free publicity for the studios. Marvel will make the Avengers App, Star Trek by Bad

Robot, LucasFilms for Star Wars App. Having a Hollywood Studio in every home creates a whole new business model for creating videos to share on social media.

◆ Toys – large brands can license DropKey code for huge customer gagement potential by re-skinning DropKey as the Barbie App – Click here: [Mattel example](#).

◆ eSports - We see huge demand for Gamers at live arcades throughout the US. to buy 10-15 Studios for their brick and mortar shops where people come and play VR games as a destination place for entertainment. Influencers can also bring their own studio and travel to make money on appearances. We have PO's for when these Gaming Arcades become available across the country.

◆ Twitch Gaming - Dropkey has a feature to use the camera to perform Mixed Reality capture. Amateurs will use DropKey to shoot broadcast quality gaming where the player is “in the game”, not their avatar. Steam, Liv, OBS are complicated platforms that only work on PCs. We will change that by offering a feature inside the DropKey app that will calibrate the camera positions and allow gamers to shoot game play in broadcast quality with no post-production.

◆ Medical-PTSD therapies – USC's Skip Rizzo is pioneering use of Oculus type of VR programming to help veterans overcome PTSD

◆ Engineering/Industrial Training Videos - Documenting difficult industrial manufacturing processes are hard and unsafe, but with this technology instructors can get inside a “virtual world” with cameras that they can then use as their “background” in class to teach engineers better - by merging instructors and professional content to teach professional skills like repairing Nuclear Reactors that are typically dangerous.

◆ Journalism - CNN and ESPN have asked for product to test - field reporting will change in dangerous places - b-roll taken in dangerous places can be used safely as “backgrounds” in a hotel – appearing to be in the thick of the action, but reported in safety and can then be broadcasted from that safety of the hotel room.

◆ Education – Khan Academy Teaching Example - kids can learn better when teachers are enabled to create their own content and be “in the scene” they are sharing to the class.

◆ Acting - Theatrical - actors will learn how to develop their craft at home for the first time - using green-screen is an art and now millions of people will be able to develop their craft at home. Our Founder learned this lesson and got better practicing recording techniques at home with hard disk recording – and had a top 40 single within a year.

◆ Music promotion - Musicians will be able to promote their music with music videos using DropKey as a tool- Musicians love having their own Hollywood Movie Studio. They can also practice their performances at home and mess up as many times as they have to.... in order to get it right.

◆ Hollywood Producers and Casting as we know it. Instead of flying Kate Beckinsdale out from NY to LA for a scene, Producers can send her a DropKey studio and place her “in the scene” with George Clooney to determine chemistry. Kate can shoot her own audition without travel time and expense. Hollywood Producers will utilize these personal media studios so that they can create content in the cloud and not worry about travel and expenses in most cases.

◆ School-in-the-cloud. We will create a Middle and High School in the cloud using Khan Academy curriculum so that every school in the country can buy a Pop-Up StudioNow! and use our content to customize a television station for their own school, including a Broadcasting class, News Creation, Civics, Social Media, Content Creation, Movie Making, Screenwriting, Mindfulness and more. Our School-in-the-cloud will be popular and drive growth for sales to student’s parents.

◆ Reality Show Producers - re-shoots are a common task to re-direct the unscripted narrative and will be incredibly valuable as actors can re-shoot their scenes using B-roll from the original shoot as backgrounds.

◆ Third world democratization of television content creation. Drop a Pop-up DropKey Studio in a Bag into the Congo (Africa) with an iPhone and people without the ability to create network-quality content can now use our SAAS to make great content and compete with opposing interests.

◆ Weddings and party events - entertainment rental business. Amateurs can make big money using DropKey’s SAAS in the cloud to play with skits and acting using MediaBook to obtain backgrounds that help you “tell a story”

◆ Trade Show Booths. The Consumer version at 9’W x 7’4”H x 5’D fits into most 10’ x 10’ spaces they give vendors at trade shows, the perfect companion with white or black background.

◆ Large Video File Storage. DropKey is “Dropbox for your camera roll” with camera roll sync. Storage is a subscription feature for Media Asset Management in the cloud.

For more information, please go to our website DropKey.com.

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