

## Executive Summary

*By delivering the first live, continuous, true color image stream of Earth from space, AstroVision will revolutionize the delivery of content, and impact of, weather, news, and environmental information.*

*We will capture and track catastrophic events such as hurricanes, volcanoes, forest fires, and a multitude of other continuous, and/or unforeseen events—**live**.*

*The AstroVision product is an ideal fit and a value added differentiator for media companies, Internet providers, and high capacity broadband networks looking for unique, audience captivating content. In a world where approximately 70 percent of US businesses are sensitive to weather fluctuations and “\$1 trillion in economic activity each year is subject to the whims of the atmosphere”<sup>1</sup>, AstroVision will be the only source for live delivery of weather related phenomena from space.*

## The Company

AstroVision International, Inc. (the “Company”) is a Delaware corporation with main offices in the Washington, DC, metropolitan area.

The Company accomplished the following key milestones:

- 1) Moved from a seed stage to a venture backed Company
- 2) Received our FCC License and Authorization for use of 160 MHz of X-band frequency.
- 3) Received amended Department of Commerce license for 2 orbital slots covering North and South America and central and eastern Pacific
- 4) Negotiated a commercial term sheet and draft contract with a customer
- 5) Assembled the core management group
- 6) Initiated camera construction and initiate the satellite construction contract
- 7) Received three patents from U.S. Patent and Trademark Office for our patent application that protects the unique concept of real-time color imagery from geostationary orbit

Our key strengths are:

- A vibrant, committed and experienced management team
- Market lead of 24 to 30 months
- Understanding the market applications and drivers to realize success
- Unique product exploiting technology that cannot be produced by other methods
- Business plan risk mitigation through multiplicity of markets and universality of product demand
- Research and development lead-time to maintain market lead

During system construction over the next 36 months, the Company will focus on securing contracts for products, our marketing, product development, and partnering.

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<sup>1</sup> By a year 2000 estimate by the U.S. Government over \$1 trillion of the U.S. economy is directly affected by the weather.

## **The Management Team**

Our management team currently consists of 8 people with an aggregate of over 150 years of international business experience with individual expertise in the pertinent technical, legal, financial, risk management and marketing disciplines to take the company forward.

## **The Business**

We will deliver continuous digital pictures live, in color, and in super-HDTV quality (over eight times the number of pixels per image as the highest quality HDTV image), to multiple markets for real-time weather and environmental information.

The current process for obtaining satellite weather information in the U.S. consists of either

- 1) The U.S. government giving away black and red (or infrared) images at the rate of, on average, one frame every 20 minutes from its geostationary orbiting satellites,
- 2) The U.S. government low Earth orbit satellites providing red, infrared or grayscale images with better resolution than the government's geostationary satellites but delayed by as much as a day, or
- 3) private, commercial remote sensing companies providing color images from their low Earth orbiting satellites with better resolution than the government's geostationary satellites but delayed by as much as a day.

These images are enhanced with color, geographic information, state lines and weather data by value added resellers and then sold to subscribers, such as the television networks, utilities, airlines and Internet service providers.

Both of AstroVision's first generation satellites (AVStar-1 and -2) will have seven state-of-the-art sensors providing Western Hemisphere coverage, night and day, in color, from geostationary orbit. Our sensor technology includes wide field Red, Green, Blue (RGB) cameras, two narrow field high resolution, steerable RGB cameras, a multispectral camera, a low light camera, a specialized lightning mapper and a long wave infrared sensor. Images from our satellites will stream to Earth at the rate of 1 frame per second.

By exploiting geostationary orbit for our service, AstroVision will provide continuous coverage of the area viewed by the satellite. Our product is a fundamental shift—a disruptive technology—in the immediacy and accuracy of critical information regarding the weather and the Earth's environment. The AstroVision sensors will provide the best global and local weather imagery data in the world, and we are at least 24 months ahead of any potential competitor.

## **Markets**

Our initial market research concludes that the Western Hemisphere market for weather data is in the order of US\$30 billion. Our market projections indicate our initial market penetration over the first three years of operation as less than 1% of the market.

Our market space consists of four main segments:

- Media/Entertainment
- Internet/Wireless
- Governments
- Business

We are a differentiator for media/entertainment players looking to protect and grow their audience base, Internet/wireless providers seeking to provide unique information, governments wanting to cut costs and relieve taxpayer burden, and businesses looking to create efficiencies and better bottom lines in their operations.

The business market has numerous specialized markets, such as non-government aviation maritime/boating/fishing, automotive, remote sensing companies, utilities, insurance, commodity trading, agricultural and forestry, weather distributors/content providers, and environmental applications.

## **Business Strategy**

We will operate as a wholesale source to subscribers, who may or may not process the delivered product, and value added resellers. We will exploit the advantages of immediacy, accuracy and the inability to duplicate our product by any other means and at price points that create a strong market pull for our data.

Our strategy is to attack each of the four identified market segments and obtain beachhead customers/distributors within each segment. Being able to provide entertaining, as well as timely, unique, useful data content, creates an enormous market opportunity.

The end-users of our information will be both mobile and stationary, will need truly real-time, or near real-time, Earth event data (weather, convective activity, fires, volcanic activity, mudslides, flooding), tidal anomalies), and will have the ability to receive their desired data in their device of choice (radio, cell phone, PDA, pager, computer, TV or workstation).

We are pursuing the formation of possible strategic partnerships with technology and media/entertainment companies. We are seeking technology partners to assist in further development of our products, enhance our distribution, and/or provide the storage and archiving support we will need. A global media partner would provide us with an immediate marketing and sales infrastructure, distribution, and the end customer base.

Revenues will be derived as a combination of licensing, pay for use and revenue sharing contracts with our customers and partners, with minimum contract amounts to maintain a baseline revenue stream.

## **Summary**

AstroVision offers investors a unique opportunity to invest in a company with a strong business case, high revenue potential, a seasoned, committed management team, and a business that can scale into other world markets. Successful execution of AstroVision's business plan will position us as the key provider of value-added, universally desired, and needed weather and truly real-time Earth observation data. Such a position will allow us to generate exponential growth and tremendous returns for our investors.