

Disruptive, Unstoppable...

Our social media and mobile web H2O Technology™ spreads across systems – securely and rapidly. Media incubator H2O's proprietary artificial intelligence and automation platforms support professional marketers' Search, Data Analytics, and Risk Mitigation requirements while providing solutions to ad agencies and corporate clients for Branding, Mobile Marketing, TV 2.0 and Advergaming.



[Jenny]

Able to speak over 5 languages, Londoner **Jenny** manages our West Coast US Market Intelligence team when not with our clients at her fave Santa Monica hot-spots.



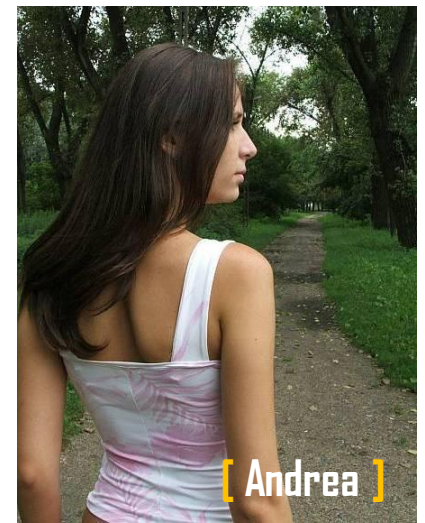
Any venture capital or international executive doing their due-diligence for either a media campaign or merger and acquisition will often times ask "Who's the team?" in the first 2 minutes of a meeting. We have spent the time and resources making sure that the Talent that fuels our group represents the ideals that you also value.

Jr. Creative Director **Erik** from Sweden is not only an avid photographer and artist, but a certified Renaissance Man. When not travelling the world helping clients, he can be found at the nearest beach hitting the waves or DJ'ing at the local club.



[Erik]

Hungarian Account Supervisor **Andrea** also shares the wanderlust of our team. Presently based in Asia, she handles events and sports marketing for clients in Singapore, China – Hong Kong, Malaysia and the Philippines.



[Andrea]

What else sets us apart?

How about our patent-pending military-grade technology powered by our Artificial Intelligence, Business Process Management, and Virtualization engines? We can go in great detail how we have been helping the world's most security-conscious clients effectively, and cost-efficiently execute their media campaigns.



[Kyle]

Founding Partner and Managing Director **Kyle** has over 15 years in Communications, Direct Marketing, Advertising & Product Development experience working for 3 of the top 5 advertising agencies in the NYC headquarters helping clients Procter & Gamble, Burger King and LG launch new products globally.

Before H2O, Kyle's ASP company serviced Starz Media, the Center for Disease Control, Virgin Atlantic and Verizon on product launch campaigns in the US, Asia Pacific, Europe, and South America.

Resident Art Director **Alexa** has worked for multinationals Audi and BMW in Europe in her previous life. Today, this guitar-playing surf-boarder balances her passions for extreme sports and creative channels representative of our group's mantra: **Live life and be fearless - balanced by the preparations for the unexpected.**



We have either been in the military (US Armed Forces, Special Forces Sweden) or serviced the US Government (Dep. Homeland Security) that gives us insights on the latest technology available.



[Alexa]

www.add-h2o.com

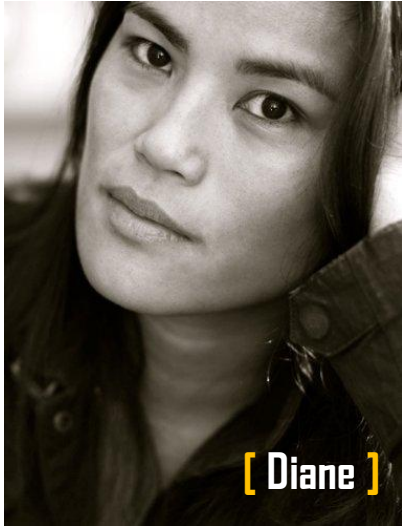
Combining the most advanced and secure technology platforms in the commercial market - alongside a passionate group of global executives - properly positions your communication and business requirements in the right direction in today's challenged economic climate. We can help... call or visit www.write4.asia or www.macronetics.com and see how our platforms are Write4 you.

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H2O
NEW MEDIA / TECHNOLOGY

Provokes Thought, Action

Media incubator H2O is in discussion with a handful of advertising agencies in Asia, the United States and Brazil. The boutique firm, in partnership with production studios on both sides of the Pacific, has started pre-production of a documentary series for cable distribution with an accompanying event roster.



Diane is an award winning documentary film director and commercial director. Her films have appeared on PBS, Discovery Channel and BET. She started her career in advertising then went on to work at MTV and for Discovery Asia. Ms Paragas is also the founder and owner of NYC based Civilian Studios.

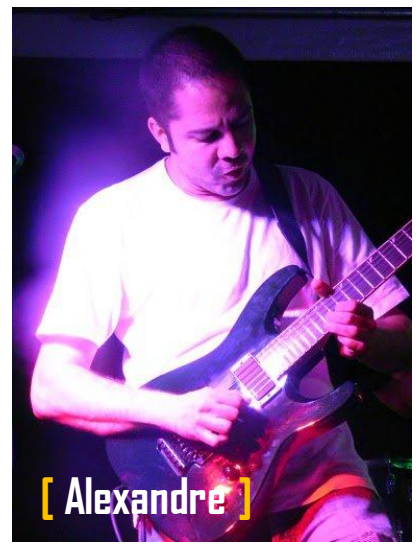
Producer **Brandice** has worked for the BBC and ABC and is a field producer for, "Skating with the Stars", "Undercover Boss" and "Worlds Strictest Parents", among other credits.



Producer **Vero** from Paraguay is an Internationalist. Able to speak 5 languages, this Scholar turned Media Maven recently finished a new series for MTV UK in Madrid and is now the host for H2O's upcoming TV/Documentary series.



Brazilian Marketing Director **Alexandre** has performed as a professional musician in South America and all over Europe. When not performing in front of thousands, he managed to overseeing marketing for the likes of Marriott Hotels and other travel-hospitality brands.



"We are starting photo direction in select spots in Asia, this project's actually on its 2nd year in the pot. It's been a matter of getting all the right ingredients for what we originally envisioned and I believe we've found the talent we were always looking for." announced founding partner Kyle Virina.



Matthew is a California-based Writer-Director who has worked for "Hired Gun" featuring Michael Madsen, "3 Days in LA", and the TV show "Are You Smarter than a 5th Grader?". He was also Development Director for Torch Productions/ Radiant Holdings during his time in Asia. One of his most recent films is "Subject: I Love You" (starring Brianna Evigan and Dean Cain, Release: Summer 2011) is an action-romantic drama, based on the destructive 'I Love You' computer virus, which spread around the globe at the turn of the millennium, shutting down computer systems at the Pentagon, Parliament and the CIA.

Lead Event Producer **Rachel** from Tel Aviv is a seasoned manager with over 15 major events in her portfolio. With over seven years in the marketing and media industries, she is a key member of the team's ability to produce the next generation of events intrinsically tied to never-before-seen technology connecting the virtual to the physical in today's convergent media reality.



Writer **Naki** pursued a job as a business journalist travelling all over Europe and Austral-Asia after graduating with a masters in International Business in Northeastern University.



H2O recently secured exclusive distribution rights for military-grade technology that the firm plans on utilizing for the event as well as the companion advertising program for the documentary series. Virina concludes, "We're very excited about not only on the content side but also on the platform portion as well. I liken this era of 'media convergence' to the early days of television when not only were people discovering what programs were being developed but learning more about the actual technology of the medium as well."

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H2O
NEW MEDIA / TECHNOLOGY

Documentary Series

With over 15 years in media production, advertising, and corporate communications – as well as technology development – for the world’s top brands (Procter & Gamble, Nike, JPMorgan Chase) and governmental clients Center for Disease Control and US Homeland Security, our boutique firm offers a unique perspective on global issues high-lighted through social media and cause-related marketing.

Writer and poet **Olivia** is based in New York City was an adjunct professor and lecturer for universities in the US before working with H2O on its documentary series. She has travelled extensively all over the world and is involved in various cause-related organizations.



“When we started out after 9/11 doing documentaries for emergency preparedness that eventually evolved into our work for pandemics and calamities, it opened our mind-sets to a whole range of under-represented issues from all over the world. I believe the upcoming docu-series will be a magnificent vehicle to promoting awareness on issues such as immigration and economic-refugees, environmental and man-made disasters - all intertwined in the universal story of individuals searching for their unique journeys in life.”



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Managing Director **Kyle** adds “It’s actually serendipitous that not only the core members of the firm but also new collaborators have extensive experience in Asia as well. From the director, producers, to even cast members, despite our multi-national make-up, everyone’s have had the opportunity to not only visit but also work/live in the region.”



Our Portfolio includes: 12 Documentaries; Gaming and eLearning platforms; Multiple TV and Print advertising campaigns; Ad Age Online awardee.

Native California Writer-Director Matt Grissom has worked on both sides of the Pacific for various films and music videos. Meanwhile, Musical Director Michael Duff has worked extensively for Broadway Asia with Lea Salonga and is an award winning composer and has written four musicals which have received professional productions.

YouTube #12 – Most Viewed

associatedcontent

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Event Series

The reason why H2O's event platforms are so effective and dynamic is due to the innovative marriage of technology and media. H2O's proprietary artificial intelligence and automation platforms support professional marketers' Search, Data Analytics, and Risk Mitigation requirements while providing solutions to ad agencies and corporate clients for Branding, Mobile Marketing, TV 2.0 and Advergaming.

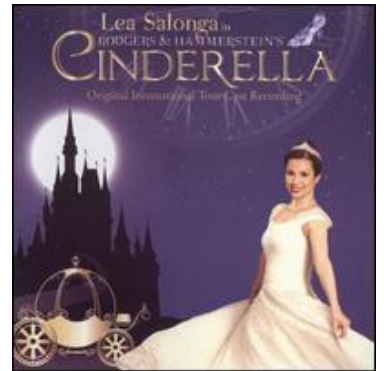


[Mike]

"We're thrilled to work again in Asia... easy access to some of the industry's most talented performers and professionals always makes a challenging production so much more manageable - and fun."

Mike is an award-winning Broadway musical director and composer. Listed in Who's Who of Entertainment, Mr. Duff has been musical director/conductor for over 80 different productions, including the national tour of Les Miserables, the national tour of Nunsense with Dody Goodman, and Peter Pan, with Cathy Rigby, tours of 42nd Street, Bob Fosse's Dancin', West Side Story, and Fiddler on the Roof, with Theodore Bikel. He was Musical Director at Marriott's Lincolnshire Theatre. He performed on Broadway as The City Editor in The News.

Most recently, Mike managed the 2010-11 Cats National Tour and in 2009 - with Lea Salonga for the title role - in a 30-week Asian tour of Rodger and Hammerstein's "Cinderella".



[Vero]

Vero and 9 other young professionals will travel across Asia, Europe and South America tackling geo-political and socio-economic issues in a fast-paced documentary series. Marrying the broadcast with the event media, while producing firm H2O integrates hi-tech platforms previously reserved for the military, this Band of Backpackers promise to present a fresh perspective under-represented in today's media.



In the United States, we have produced events for Fmr. Secretary of State Colin Powell and Pres. Bill Clinton. For the Fil-Am community since 1992, Kyle Virina has helped produced concerts for Sharon Cuneta, Gary Valenciano, and Kuh Ledesma in the New York area as well as the largest Fil-Am gathering under one roof for the entire East Coast with venues at Javits Convention and Smithsonian Inst.



Development Executive and Producer **Aissa** represents the wide spectrum of our team's background. Prior to her work on the private sector, she worked in the Intelligence Division of the Presidential Palace before working for the country's top NGO promoting advocacy programs specifically focused on education and sustainability. She represents our firm's commitment to providing value not only for our clients but also to the community.



[Aissa]



H2O produces broadcast documentaries, mobile eLearning & gaming platforms, and communication campaigns for governments, multi-national corporations, and health-care organizations.

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Proprietary Platforms

Leading retail brands can utilize H2O's new plug-in marketplace/ exchange (BxB) that naturally extrapolates demographic and usage data from disparate social networks onto a client user's existing media properties. "H2O provides marketers a browser/ site-based plug-in that channels surplus inventory to untapped markets and introduce contextual eCoupon campaigns without sacrificing brand management capabilities." according to founder Kyle Virina.



[David]

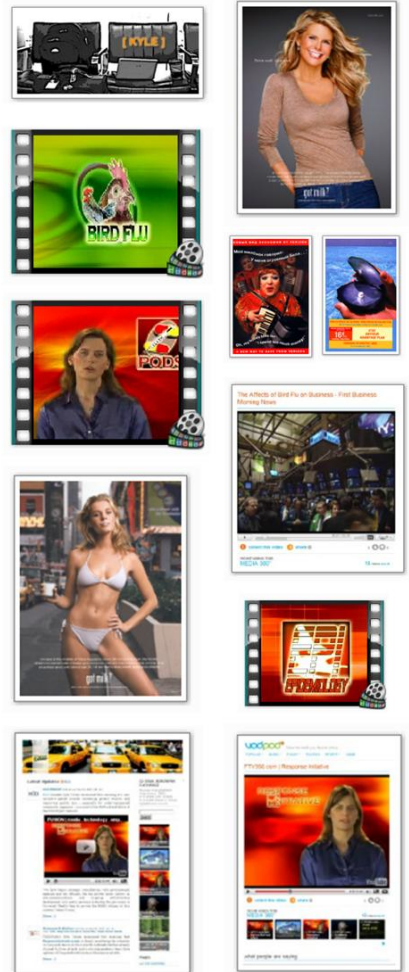
For the past 18 years, David has worked for multinationals in the UK and the US with key focus on health information and workflow management.



H2O produces mobile applications and advergaming solutions for ad agencies and professional marketers. Creative Director **Ryan** began his career as an artist/ graphic designer before becoming an accomplished game developer in Asia.

Head of Technology Practice **David** adds "Since our engines automate all data touch-points, we are able to eradicate time-consuming and costly barriers-to-entry. Many of the infrastructure and proprietary technology we utilize were developed – and continue to be – Department of Defense certified and have been vetted by our client users US Army and Air Force, Center for Disease Control, and the US Disaster – Threat Reduction Agency."

"Regardless of the communication device, mindful of an end-user's information communication technology (ICT) limitations – no connectivity, SMS/MMS, streaming data difficulties – our Artificial Intelligence and Enterprise Application Integration technology allows secure, seamless, and sustainable convergence. It's the perfect solution for international markets and the digital divide segments – typically under-represented in mass communication campaigns even today."



Managing Director **Kyle** Virina concludes, "This game-changing platform seeks to bring back brand management control to primary stake-holders while transforming data silos into new profit centers. It is cognizant of today's new social and device-based media paradigm and leverages the value these networks offer without relinquishing a client's most valuable asset – its brand value and security. And we can do this on any given day..."

H2O always concentrated on worst-case scenarios: damaged communication infrastructure, challenging information technology environments, cultural barriers for adoption or sustainability. It stems from the genesis of many of our efforts: post 9/11 government work, technology for the health care crises, servicing clients for historic natural disasters. A decade later, we have produced docu-series for the Center for Disease Control, gaming platforms for Department of Homeland Security, and strategic planning/ direct response initiatives for clients Verizon, Kraft Foods, and Starz Media.

The result? A backend infrastructure able to support communication outreach and risk mitigation requirements for a range of client users: travel-hospitality powerhouse Caesars Casino and Resorts, retail giants Citibank and Nike, and governments across the globe.

H2O's production partner **Underground Logic** is the top studio in the Philippines, and arguably one of the very best in the Asia Pacific region. To learn more about UGL, please visit www.undergroundlogic.com.



[Adrian]

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