



**CINE-BOOKS**

READ • LISTEN • WATCH

The next generation publishing  
& book-filming company



Web



iOS

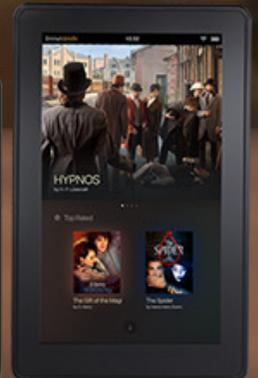
CINE-BOOKS



Smart TV



Android



Kindle Fire

We are changing the way consumers interact with books

## 5 most common challenges in the publishing industry today



- 1 High competition in the publishing industry makes it more difficult to stand out and make a profit
- 2 Drop in revenue from e-book content forces coming up with new content formats & reaching into new mediums
- 3 Book marketing takes a lot of effort, content, time and money
- 4 You never know if your next title is good enough to publish
- 5 Books publishing competes with other storytelling mediums: TV series, movies, web, online video, online games, social media networks, etc.

CINE-BOOKS is a production & distribution company that developed the proprietary CINE-BOOKS distribution platform and created a unique proprietary format of the digital books - cine-book format. This format combines the advantages of books and movies and thus, changes the way people interact with books once and for all.

## Our goals:



Provide IP owners an access to new audiences via digital transformation of the bestselling authors rights list

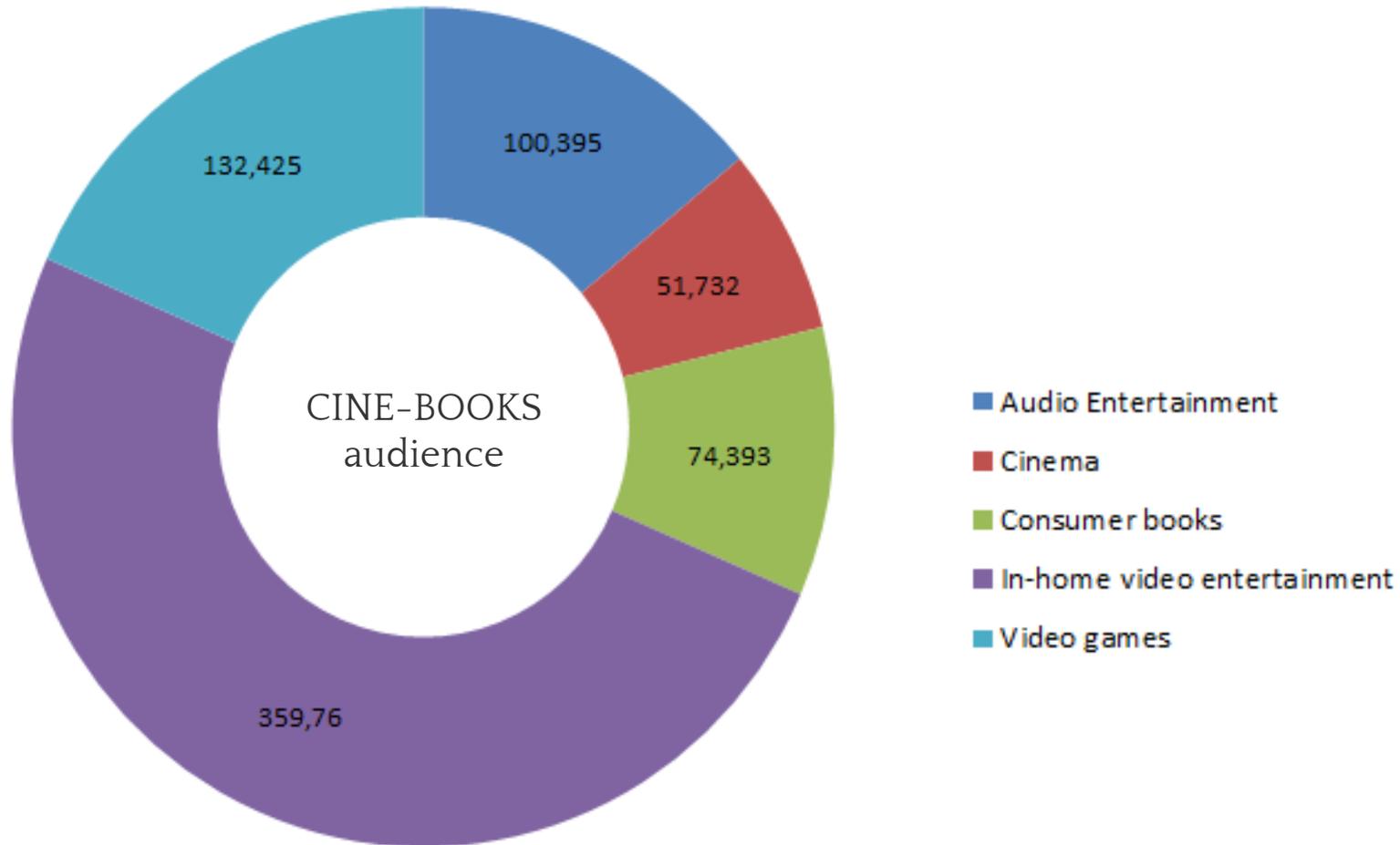


Help rights holders to get additional revenues by converting books into cine-books



Distribute the cine-books to the new target audiences and reach new consumer markets

# Total global entertainment spending forecast 2020 by category (US \$ millions)



**CINE-BOOKS Entertainment helps the best fiction books IP owners** to go beyond the traditional publishing and reach new audiences of visually perceiving people

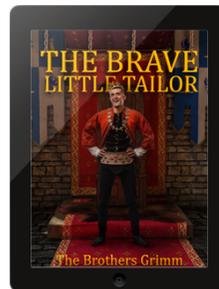
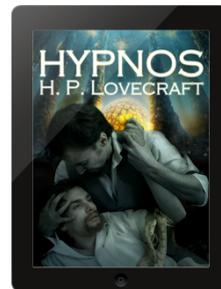
Source: McKinsey & Company "Global Media Report 2016 Global Industry Overview"



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# UNIQUE CINE-BOOK FORMAT

# CINE-BOOKS examples



👁️ Tab to explore 

**+ more books are coming soon!**

# Bring your book lovers an entirely new reading experience with unique cine-book format



Allows you to **Read books** as fully illustrated e-books with cinematic, high-quality illustrations on each page



**Listen to as audio books** with professional voice-acting & soundtracks



And even **Watch in a movie** format with dynamic animations and special effects



Keeps the full original text of the book



Provides an ability to create multi-lingual books



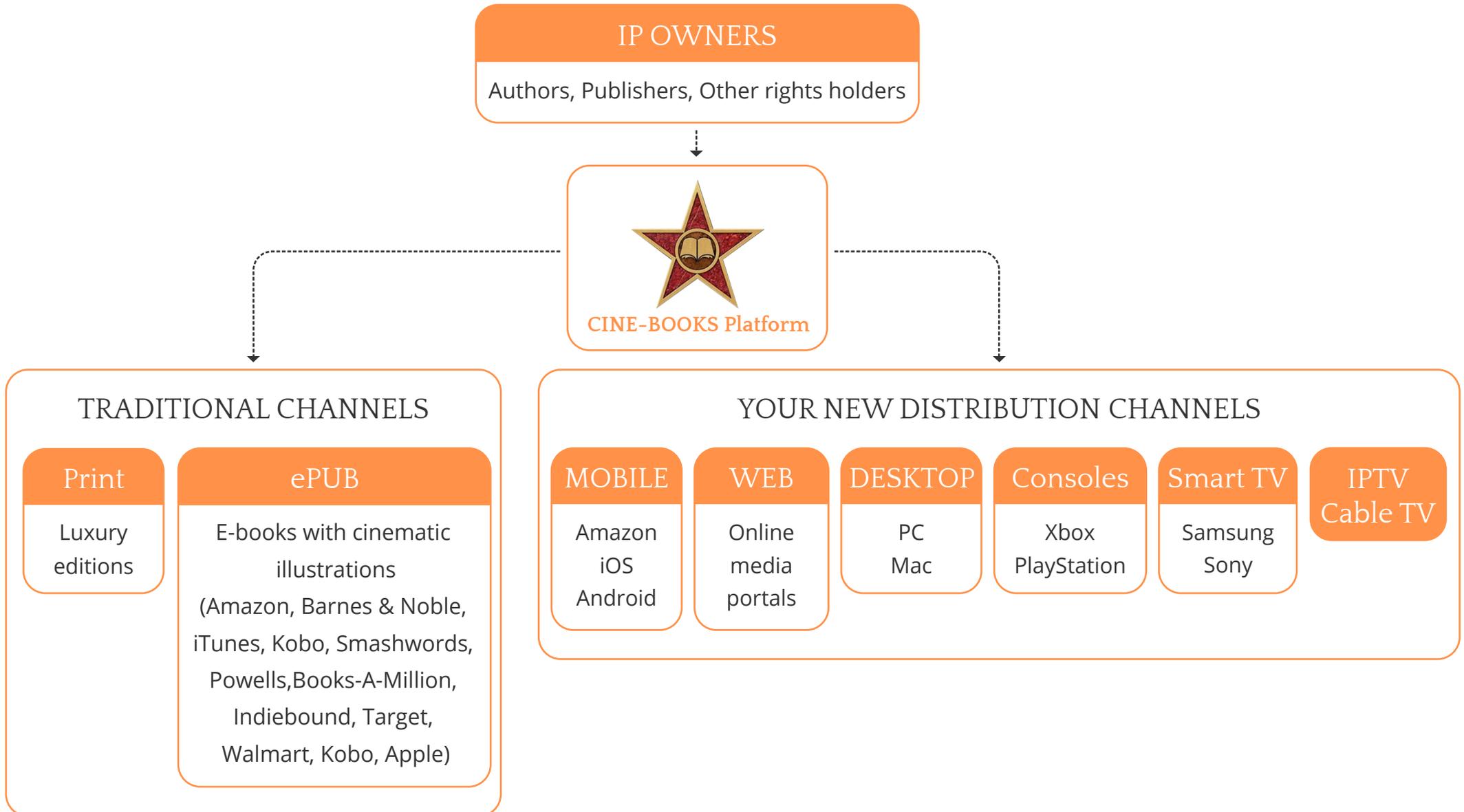
Movie mode allows you to enjoy books on a big screen together with family or friends

## Enhanced e-book

- Interactive book-apps are made "based" on the works
- This format is mainly for short children stories, educational books
- Most illustrations are drawings
- Photo-, video-insertion, interactive elements distract the user from reading and are better suited for non-fiction books, teaching & learning materials
- Book is a single kind of pastime
- Enhanced e-books projects are only in the form of a single application or an e-book with one product only
- Most enhanced e-books projects cannot deliver the same product on all platforms because of different functionality: either an iPad app or ePub3 in iBooks
- High costs of the enhanced e-content creations

## Cine-book

- We make cinematic books in their full original content
- We mainly create adult fiction in its full original content
- We create cinematic and photo content with 3D special effects developed by our "virtual 3D studio" technology
- We expand the perception and immersion of the reader without distracting but immersing the user into the content of the story
- Cine-book in WATCH mode provides the opportunity to watch books together on a big screen
- Cine-book is not just a books', it is a unique way of the books content perception Read+Listen+Watch and distribution via CINE-BOOKS Multichannel Platform
- CINE-BOOKS has its own viewer, which allows users to get the same experience on different platforms: web, PC, mobile, cable TV, IPTV, Smart TV, etc.
- Due to our cost-effective digital production in Eastern Europe we can offer affordable costs





Expand audience by engaging modern, visually-perceptive people



Sell books in cine-books format with a higher price than regular e-books due to the rich content of the products



Multiply the income from your readers by selling them other publishers books without any investment from your side



Increase overall profit from the existing rights list by re-publishing the best titles in a cine-book format



Create awareness for your cine-books projects by understanding what your target audience is interested in (keep in touch, communicate, and involve the audience in the cine-book filming process)



Acquire a lot of valuable PR-opportunities (from starting the filming campaign in a unique format to voting on starring actors)



Convert cine-books to other e-book formats that can be used in the traditional e-distribution channels (ePUB, PDF, etc.)



Have the opportunity to stand out among a bunch of other publishers by digital transformation as well as bringing book lovers an entirely new reading experience

- Expand audience by going beyond traditional publishing & reaching the visual perceiving people

- Cinematographic quality of filming and visual effects

- CINE-BOOKS Multichannel Platform covers major mobile platforms (AppStore, GooglePlay, Amazon)

- Rich look of final product in the cine-book format allows you to set higher prices for books than for e-books

- Unique content that follows modern consumer trends

- Convertible to other e-book formats to utilize proven e-distribution channels

- Flexibility to meet any budget requirements

- Unique selling points to launch an effective B2C marketing for your books' products and cross-promotion

- Opportunity to publish bestselling titles in a entirely new format and increase overall profit from the book's rights

- No restrictions: any genre, environment, and historical period could be available in our "Virtual 3D Studio" state-of-the-art technology

- Proprietary CINE-BOOKS READ-VIEWER optimized to deliver a better user experience

- Affordable costs due to our cost-effective digital production in Eastern Europe

## Publishing services

Full cycle services:  
cine-books funding,  
production, distribution,  
and marketing

Royalty-based

## Co-projects

Partially funded  
by the rights holder,  
crowdfunding,  
CINE-BOOKS Production

Mixed

## Production services

Custom cine-books  
production with READ,  
LISTEN, and WATCH  
modes

At the customer's expense

## Distribution services

Selling your cine-books  
via our platform  
to various channels

Commission-based

Contact us & submit your title for a cine-book project



Let's bolster and promote reading together as an exciting entertainment for all ages and bring book lovers an entirely new reading experience!



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