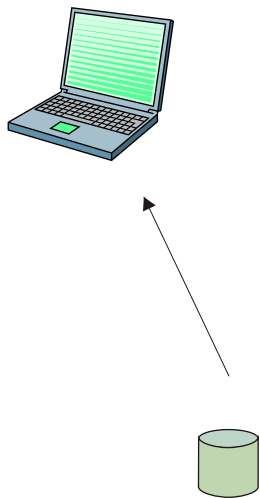


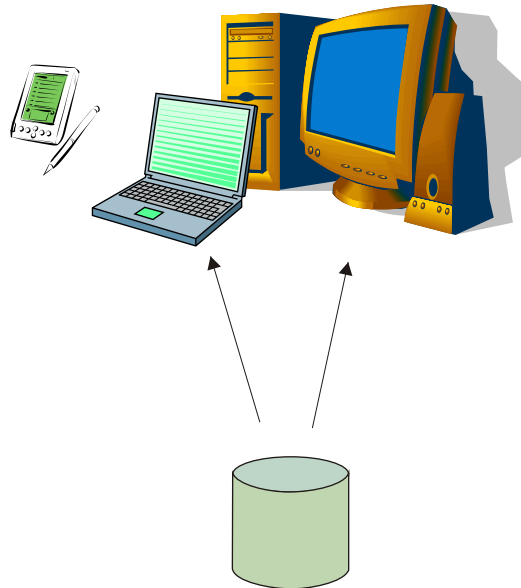
## PHASE 1

For Internet use  
Powers the PTVI.com /  
Playboy.com Web sites  
Movie metadata  
Movie data in 2-3  
languages  
Movie promotional content  
(stills and trailers)  
Low - medium bandwidth  
video streaming with VOD  
search and play  
Approximately 300 - 500  
movies initially  
Primarily Playboy library



## PHASE 2

All of phase 1 features,  
plus:  
Approximately 1000  
movies  
Broadband / multi-band  
quality  
Begin key frame encoding  
Movie data in additional  
languages  
Spice and other brands  
added



## PHASE 3

All of phase 2 features,  
plus:  
Ready for Internet, **Cable,**  
**and Satellite**  
Approximately 2000  
movies  
Movie metadata fully  
fleshed out and filled in  
More languages added  
Fully key frame encoded  
All brands added

