



Media Services & Production Synopsis, Vendors and Non-Disclosure Proposal

May 9, 2019

Company: Advanced Media, LLC

369 N. Fairfax Ave, Suites A & 5
Los Angeles, CA 90036
(323) 658 6102

Client: **Monterey Bay Aquarium Research Institute**

Project: Monterey Bay Aquarium Library Media Conversion and Preservation

Service Location: Los Angeles, CA

This synopsis describes a proposal between Advanced Media, LLC hereafter referred to as “Company” and **Monterey Bay Aquarium Research Institute** and their affiliates hereafter referred to as “Client”, for the purpose of the creation of a project disclosed in this synopsis hereafter referred to as “Project”.

Company proposes to provide all agreed upon (as per Schedule A) media, production & post-production services on discussed Project, for prices, schedule and deadline proposed in Schedule A.

This price also includes any consultation, phone conversations and assessment of the project by Company.

Services details proposed within this document are valid only for a period of **three (3) month(s)** from date of proposal writing. Computer components rates, if included, are valid for **ten (10) weeks**.

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ADVANCED MEDIA, LLC.

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EXECUTIVE SUMMARY

Advanced Media, LLC (www.advancedmediallc.com) is a Los Angeles based media company, which is focused on serving the growing needs of production, post-production and digital media services for motion picture & TV companies, government agencies, educational institutions, hospitals, private enterprises, organizations and small businesses. Advanced Media, LLC was established in the year 1984 and was completely restructured and recapitalized in the year 2007 by its current management. The company was moved to its new headquarters in Hollywood and has benefited from over million dollars in new and high-end equipment upgrades, as well as the high expertise level of its current management and key employees. Through its subsidiary, **HD Creative Services** (www.hdcreativeservices.com), Advanced Media offers extensive digital media, production and post-production services to the motion picture and TV industry, and constantly engages in creating digital archival and delivery elements to broadcasters and digital libraries all over the world. Advanced Media, LLC is an approved government contractor as well as an authorized dealer for some of the leading digital storage products in the world.

Some of Advanced Media most recent clients and customers for production, post-production and digital services include: the **FBI, Colorado River Project – US Bureau of Reclamation, City of Orange, City of Palmdale, City of Los Angeles, LA Coliseum, CBS, UC Riverside, Iron Mountain, Kaiser Permanente, McCarthy Building Companies, the Gay & Lesbian Center, the AIDS Foundation, AFI, Giorgio Armani, Mastro's Restaurants** and many others. Among Advanced Media broadcast US clients are: **Lionsgate, MGM, 21st Century Fox, Time Warner, NBC-Universal, MTV, HBO, SyFy Channel** and others. Among Advanced Media worldwide clients are: **Lionsgate (UK), Medallion (Japan), Phase 4 (Canada), MVS TV (Mexico), Fuel TV (Australia), Pathe (France)** and many others.

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SCHEDULE A – PROPOSED BUDGET

Workflow 1: Media Library Conversion, Preservation & Archival – **Native (original) Resolution Capture**

Media Type -> File Resolution	Rate	Qty	Total
BSP/DBC 30 Mins -> SD File* [Video]	\$65/ea	8,915**	\$579,475
BSP/DBC 60 Mins -> SD File* [Video]	\$75/ea	11,162**	\$837,150
D5-HD -> HD File* [Video]	\$100/ea	8,542**	\$854,200
Spot check QC of each file on Client drive			Included
Pick-up & Delivery			Included
Media Management, Verify & Catalog			Included
Total			\$2,270,825
Total w/ 30% Volume Discount			\$1,589,577

* File type to be decided based on additional discussions with client, and based on specific needs and platforms

** All units quantities listed here are a close estimate, not a final and accurate count

Addendum 1: Additional Files Encoding (optional)

Digital Master File -> SD/HD Internet / Proxy File	\$5/ea	28,619 Units~	\$143,095
Total			\$143,095
Total w/ 100% Volume Discount			\$0

* File type to be decided based on additional discussions with client, and based on specific needs and platforms

** All units quantities listed here are a close estimate, not a final and accurate count

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SCHEDULE A – PROPOSED BUDGET

Workflow 2: Media Library Conversion, Preservation & Archival – **HD Up-conversion**

Media Type -> File Resolution	Rate	Qty	Total
BSP/DBC 30 Mins -> HD File* [Video]	\$70/ea	8,915**	\$624,050
BSP/DBC 60 Mins -> HD File* [Video]	\$80/ea	11,162**	\$892,960
D5-HD -> HD File* [Video]	\$100/ea	8,542**	\$854,200
Spot check QC of each file on Client drive			Included
Pick-up & Delivery			Included
Media Management, Verify & Catalog			Included
Total			\$2,371,210
Total w/ 30% Volume Discount			\$1,659,847

* File type to be decided based on additional discussions with client, and based on specific needs and platforms

** All units quantities listed here are a close estimate, not a final and accurate count

Addendum 1: Additional Files Encoding (optional)

Digital Master File -> SD/HD Internet / Proxy File	\$5/ea	28,619 Units	\$143,095
Total			\$143,095
Total w/ 100% Volume Discount			\$0

* File type to be decided based on additional discussions with client, and based on specific needs and platforms

** All units quantities listed here are a close estimate, not a final and accurate count

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SPECS & DELIVERABLES

Deliverables:

• Tech specs TBD

Production:-

~~Production will be conducted using HD broadcast type equipment. Acquisition will be in High Definition at 1920x1080 frame size and 59.94 or 23.98 frames per second, and recorded on rewritable flash cards. No tapes will be made, unless specifically requested by Client.~~

Insurance:-

Company carries complete insurance package, including Workers Comp. Company is capable of insuring Client's premises for general liabilities purposes upon request for day(s) of production, with respect to operations pertaining to production.

Editorial:-

~~This project included a reasonable amount of hours to allow number of Client directed revisions as needed. Additional requests for revisions beyond allotted editorial hours in this package would be billed separately.~~

Client provided Media:-

~~Client may request the usage of Client provided media, such as previously filmed events, individuals and other. Any request for usage and digitizing of additional Client provided media beyond allotted editorial hours in this package, will be billed separately.~~

Voiceover:-

~~In the case this Proposal covers voice over, Company has the right and freedom to choose and hire a voice over artist(s) of its choice. Any request for specific voice over recording, artist(s), editorial and work, will be billed separately.~~

Music & Clearances:-

~~In the case this Proposal covers music, Company has the right and freedom to choose and hire and utilize music, score, performers, artists and musical elements of its choice. Any request for music recording, editorial and work, will be billed separately, unless agreed otherwise. Client may provide music or score at own discretion and assume all responsibilities from the usage of music and score with regards to copyright and clearances.~~

Internet Deliveries:-

~~This Project does not include installation, uploads or implementation of any files onto any website or internet platform. Requests for this service would be billed separately. Company can offer a brief email conversation with Client webmaster regarding internet delivery specs for no additional charge.~~

Quality Assurance:

Company uses broadcast industry standard quality assurance processes to deliver a TV broadcast-ready finished product and/or raw elements. Any additional preference from the Client regarding TV broadcast-ready delivery may be an additional cost and billed separately.

Disclaimer & Liability:

Company insures its employees, officers, independent contractors, agents, vehicles and equipment with respect to this project. Company will insure Client as an Additional Insured and Loss Payee for day(s) of production of Project only.

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REFERRALS

Advanced Media assisted with the 5-camera television production of the Lingerie Football League's 2010/2011 season, as well as the entire post-production completion. The season games and playoffs aired on MTV and a great deal of international territories, and the finale Lingerie Bowl VIII aired on Pay-Per-View, as well as various international territories.

As part of the production and post-production duties, they were responsible for creation 5 minutes narrative promotional videos that helped attract audience to the show.

Advanced Media was able to meet a very tight production and post-production schedule with the editing of the full games for our international partners and then also the shortened games for our domestic partner, MTV2 week in and week out. They were very patient and understanding with any and all elements that came up during the season and Nimrod Zalmanowitz exemplified great supervision and dedication with throughout the season. We truly felt we were a team and not that we simply hired Advanced Media for a job. They worked tirelessly to meet deadlines, specifications, etc without jeopardizing quality.

I look forward to working with their team in the future.

Best,

Omar Mortaza

President & CEO

Standing Bear Productions, Inc.

www.StandingBear.TV

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July 11th, 2011

RE: Advanced Media LLC

To whom it may concern:

I am a Director of Worldwide Marketing at Nu Image/Millennium Films, a leader in independent film with over 300 films to our credit. I have hired on several occasions Nimrod Zalmanowitz and Advanced Media LLC to do work on such projects as Stone (Edward Norton, Robert De Niro) and Labor Pains, Ninja and many others. Nimrod always turns in a great job with a perfectionist's attention to detail. I would recommend their services to anyone in entertainment. They supply professional results from a friendly company that always delivers.

Best,

Eric



OFFICERS DAVID ISRAEL PRESIDENT DON KNABE VICE PRESIDENT JOHN R. SANDBROOK INTERIM GENERAL MANAGER	 <i>SITE OF 1932 AND 1984 OLYMPICS ATHLETICS COMPETITION OPENING & CLOSING CEREMONIES</i>  <i>SITE OF 1984 OLYMPICS BOXING COMPETITION</i>	STATE OF CALIFORNIA RICK CARUSO DAVID ISRAEL WILLIAM J. CHADWICK FABIAN R. WESSON ALTERNATE COUNTY OF LOS ANGELES DON KNABE MARK RIDLEY-THOMAS ZEV YAROSLAVSKY MICHAEL D. ANTONOVICH ALTERNATE CITY OF LOS ANGELES BERNARD C. PARKS BARRY A. SANDERS W. JEROME STANLEY TOM LaBONGE JOHNATHAN WILLIAMS ALTERNATES
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July 11, 2011

The Coliseum has been using the services of Advance Media LLC since the 2008 USC football season. Nimrod and Henry have been very helpful and reliable every football season. The University is very happy with the equipment and the value we receive from Advance Media.

Leopold Caudillo
Chief Technical Officer
Los Angeles Memorial Coliseum Commission
(213) 765-6353



July, 2015

To Whom It May Concern,

I would like to recommend Advanced Media, LLC as a candidate for your upcoming production services. I am the head of Marketing and Publicity for Sierra/Affinity, a production and international sales & distribution company in Los Angeles, CA.

I have employed the services of Advanced Media with terrific results on several instances. I assigned two films to them, THE HOLE 3D by Joe Dante and MIDDLE OF NOWHERE by John Stockwell, and was pleased with the process and outcome. They brought the projects in on time and under budget, with no sacrifice in the quality of the product.

Thank you for considering Advanced Media LLC for your next project.

Sincerely,

Joey Monteiro
SVP, International Marketing & Publicity



CLIENT SPECIFIC

- Can you support our tape formats (Beta SP, DigiBeta, Panasonic D5 HD)?
Yes, we own VTRs for all formats – all type Betacams, HDCAM, HDCAM-SR, D5-HD and many others.
- We currently use ProResHQ (Apple or ffmpeg) as our archival format and H.264 as our proxy video? Can you deliver those formats and what other formats are available?
ProRes HQ is a great choice and delivers great near archival-level quality picture for a reasonable file size. HQ is the format of choice for worldwide motion picture broadcast mezzanine deliveries. H.264 (or H.265 HEVC) is a great codec for internet, streaming and proxy purposes. We employ high-quality encoding software to encode H.265/265 from the high-quality masters. We can create any other type format – DNxHR, DPX, MXF, EXR, AVI and virtually any codec.
- What hardware/software systems used to transcode video from tape?
We use a combination of Teranex devices, as well as Blackmagic and Matrox capture cards. All using direct SDI/HD-SDI cables, ensuring full quality at all times. We capture on Apple systems.
- Details of QC/sum checks reports?
We use Vantage for automated QC generation process. We manually check each file from the Client drive. We use different hashing software for checksum. Normally based on Client preferences. Please note that a full QC process per file will drastically expand the scope of work and time on this project and is NOT currently included in proposal.
- Are progress/verification reports provided and what is included in them?
We would catalog the library and update regarding completion status, as well as any issues detected. We would also add any partial delivery status if needed.
- File naming methods and metadata support (e.g. auto-naming, manual entries, metadata extracted from userbits, encoded in atom headers)?
All metadata on tapes, when available, will be extracted.
- Clip length options (e.g. 1 hour-long videos get cut into 15 minute clips)?
Doable, but will require additional cost.
- Hardware delivery method options (e.g. LTO-6, hard drive, RAID, cloud)?
That would require a very detailed conversation. We would recommend a combination of RAIDs and LTOs. Please note that cost of LTO archiving and any other unique storage methods are NOT included in this proposal.
- Can the digitization happen at our facility or at your facility?
This proposal was written to accommodate your project at the Advanced Media facility. We are more than happy to explore an option of digitizing on your premises, if so desired.
- Do you offer short- and long term tape storage options?
We only offer short-term storage for the duration of the project.
- Cost per unit, batch, or entire lots for digitization and storage media?
Included in itemized proposal

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CLIENT SPECIFIC

- Availability in schedule? We do expect this will likely be done in phases and are interested in comparing scheduling options, e.g. immediate, 3, 5 and 10 year options.
We can generate additional proposal factoring in longer duration period.
- Additional costs (e.g. media, service, delivery, tax, other fees)?
Delivery, cataloging, QC spot-checking are included. NO media is currently included in proposal.
- Are there discounts for science, nonprofit status or for our large project?
We have provided you with a 30% volume discount. We can negotiate additional discount if needed.
- Do you offer cloud storage services (currently only an exploratory question)? If so, what are the details of the program?
We do not.

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