

FILM ANNEX

VISION

The media world is changing. Companies from Apple to You Tube and Netflix have proven that consumers are willing to try and interested in new promotion and distribution models, outside of the control of traditional distributors. Independent film is the next frontier. Many of the world's great films get little or no distribution. Online media makes it possible, as never before, to promote and distribute great art and independent films directly to consumers. Film Annex is the realization of this vision. Its goal is the democratization of art film, and making film accessible to all humans.

Francesco Rulli
President

MISSION

Filmanex.com's mission is to provide a new channel for promoting the filmmakers and their works as well as distributing their films — to anyone with an Internet connection and selective corporate clients. Art and independent films (in particular when of foreign language) are often hugely popular at film festivals, but suffer at the distribution level to the point where they often remain undistributed or barely available with low revenues. Filmanex.com brings a new form of promotion and distribution for the art and independent film.

EMPOWERING THE FILMMAKER

Film Annex empowers the filmmaker to take vital decisions for the distribution of his/her productions. The filmmaker decides the sales prices for each film, the type of player (ex. Quicktime, Flash, Microsoft Media, etc.) and the quality/size of each film/file on-line.

The filmmaker can post multiple versions of the same film title at different quality and price. The filmmaker is also provided the tools to drive traffic, interest and affiliates to his/her film titles.

Film Annex implements even more tools to personalize the webpage for each film title. Film Annex supports the filmmaker with technical experience and statistics to make the best decisions in terms of technology, price and marketing strategy.



FREE AND GLOBAL

The Filmanex.com concept is a free, flexible and global way to own your distribution, reach billions of potential viewers and promote your film.

COPYRIGHT

Unlike many other distributors, Film Annex does not take the copyright from filmmakers. Film Annex offers a non-exclusive license, while the filmmakers retain ownership. It is our belief that, as an alternative distributor, the filmmaker knows best what to do with his/her copyright.

BIOGRAPHY



Francesco Rulli

Francesco Rulli and Tommaso Rulli are the co-founders of Film Annex (www.FilmAnnex.com), an online independent film promotion and distribution company and social network. Film Annex started with a small film catalog and several members, consisting of independent filmmakers and fans in 2006. Now, Film Annex has thousands of members and hundreds of films in its extensive library, which includes highly acclaimed content in many film festivals.



Tommaso Rulli

Francesco Rulli and Tommaso Rulli are also the founders of MTI USA, a consulting firm, providing fashion related services to the top 200 North American fashion industries. From 1995 to 2007, MTI managed the New York office of Fedora USA, an Italian textile manufacturer. Under the Rulli's leadership, Fedora increased its sales by 4000% and became one of the leading Italian textile agencies operating in the United States.

Adding to their success in the fashion business, Francesco and Tommaso Rulli founded another company in 2002, Uncle Kimono & Mrs. Mudd (<http://www.UncleKimono.com>), which served the fashion and design inspirations of John Malkovich. Three years later, Francesco and Tommaso Rulli founded Phase One (<http://www.phase1agency.com>), a global sourcing, product developing, and garment manufacturing company.

Francesco Rulli is also an active member of the Global Medical Relief Fund (<http://www.GlobMed.org>), an organization committed to bring hope and help to children who are missing or have lost use of their limbs, have been severely burned, or are otherwise damaged due to the atrocities of war, natural disaster or illness.

TICKET SALES

The filmmakers decide the sales price for their films.

ADVERTISERS

Advertisers will be able to post commercials and interactive surveys in association with specific films.

PROGRAMMING AND SELECTION

Filmanex.com is cooperating with internationally renowned film programmers for the selection of inspirational art and independent films (shorts, features and documentaries). Filmanex.com will also present trailers, interviews, and back stage documentaries of our films.

PROFIT SHARING AND COSTS

Filmanex.com will not purchase the film but will partner with the copyright owners in the sales and distribution.

The production company will receive 100% percentage of the film sales. (Please refer to separate contract).

Filmanex.com will cover all expenses of research, programming, legal fees, web design, and above all promotion and advertising.

The agreement between Filmanex.com and the production company has no time limitations and the film can be pulled off the site at any time.

GENERATE YOUR ADVERTISING REVENUE DIRECTLY FROM YOUR WEB PAGES ON FILM ANNEX

Now you can embed your advertising code (i.e. Google AdSense) and publish advertisements on your Film Annex web pages (top of the page only).

The advertisement will be published on your pages a few minutes later. Your advertisement will show on all your Film Annex web pages including: profile, film, blog, and reviews.

You will receive 100% of the revenues, Film Annex will NOT receive any payments from those Ads. Film Annex reserves the rights to move or remove your ads at any time.

NEW PROJECTS

Film Annex introduces its "New Projects" section enabling screenwriters, filmmakers and investors to communicate directly.

Film is a visual medium so why are pitches text based? Our site accommodates project descriptions, images, and videos, which provides investors with a more complete feel for your work.

Film Annex's "New Project" listing section is absolutely free.

TV AND THEATRICAL SALES

Through our TV and Theatrical Sales services, filmmakers can promote their work to TV and Theaters from all over the world. The filmmaker may upload information about his films that are completed or still in production, including synopsis, cast information, poster, trailer, teaser, or clips from the film. This way, the filmmaker will be able to promote his work with an effective visual presentation.

Through Film Annex, filmmakers can find the buyer they did not get to meet at a film market. They can contact the buyer directly or through Film Annex and increase their chances of distributing their work.

SOCIAL NETWORK

Filmmakers and Fans are given a new platform to interact with each other. Filmmakers can see what others have done in their past productions and begin a collaboration for new projects. They can list their roles in the film industry, present their picture, biographical and contact information. Fans can interact with the Filmmakers and promote the Films.

BLOG AND BULLETIN BOARD

Film Annex grants access to the blog posting to those who participated to the pre-production, production and distribution of the film or animation. Film Annex also allows the viewers to access the bulletin board so that they can post their comments and talk about their impressions of the films. This blog is also an opportunity for the producers to present new projects and find potential investors.

PROMOTIONS

Film Annex partners with private and government agencies for the promotion of their websites. Film Annex has established an affiliate program that grants a commission to the websites that forward customers to the Film Annex website.

INDUSTRY USE

Film Annex can also allocate server space and technology support for films that are not presented on-line to the public. These films instead can be accessed for industry use, i.e. private screenings to programmers, buyers, etc. This will help copyrighters facilitate and expand communications as well as decreasing substantial shipping costs.

TECHNOLOGY

Film Annex is a flexible platform that allows all players to function at their optimum in terms of downloads and streaming capabilities.

The final decision on what players and quality to deliver is left to the filmmaker, however Film Annex is available to share technical experience and statistics.

Film Annex evolves with the evolving of technology welcoming new solutions and cutting edge technologies.

TRAILER ANNEX

Trailer Annex is an on-line editing tool that allows the user to combine up to five trailers and create a code that can be embedded on her/his web pages within or outside Film Annex (ex. MySpace.com).

FILM ANNEX

Film Annex is a company that specializes in the distribution of Films and Animations. Film Annex also works in collaboration with leading International film festivals; we have access to catalogs of 100 years of cinema and our programmers screen thousands of films every year.

OUR MISSION

To work with your company with the purpose of creating a new platform of on-line entertainment and live events.

Help your company in the research and acquisition of films through our network of programmers and festivals, and in the set up of your web pages and administration tools to broadcast the films.

TELEVISION AND INTERNET ARE MERGING

Now that technology is merging Internet and TV, your websites should become also TV channels that will present films, animations and documentaries; the content would be related to the topics that mean the most to your company and its customers/advertisers. Film Annex will be able to supply the technology (please check www.filmannex.com to get an idea of what we are already doing), maintenance and content.

We will create a flexible and interactive platform that will be a necessary guide and source of information and entertainment to all your customers.

EMPOWER YOUR VIEWERS AND CUSTOMERS

We will empower the viewer to participate in the platform itself and create a direct bond with the content and your company. This strong and faithful community will interact with your website/channel and will eventually become a protagonist.

FILM CAN DO WHAT OTHERS CAN'T

Film is capable of making a difference, here are a few examples: The movie "Philadelphia" did for AIDS what no politician or health organization had done previously. The movie "Rain Man" has brought attention to the world of Autism.

TOPICS AND IDEAS

Here are examples of current topics we find very important for today's public:

- Empowerment and Self Esteem
- Health and Beauty
- Sexuality and Relationships
- Global Warming
- Heroes and Idols
- Organic Lifestyle
- Mental Health
- Religious tensions
- True Happiness
- Political Beliefs
- Globalization
- Celebrity Obsession



AND SOME EDGY TOPICS

- Street Style Fashion
- Metropolitan Loneliness
- Youth Globalization
- The new tribes, identity through piercing, tattoos and skates
- Design and Food, all over the world
- The philanthropist of the architects are the “maison fashion”
- Post Global, Post Contemporary, Near Future
- Back to the Roots: spa, resort, agricultural tourism, yoga, and zen
- Visual Art and Daily Life
- Manga and Cartoons

Each of the above topics is generic and an example of what the film industry can offer today. Based on your company needs, we can target specific audiences or establish new topics. The available content and the content in production will keep your customer focused and interested.

OUR JOB

It is Film Annex' job to find the right content and help you to edit it to fit your company needs. Once the content is presented in the on-line platform we created for your company it is possible to switch from a website to a TV channel. Being in control of your content allows your company to have a new and stable advertising platform for its own promotion and/or host third party advertisement.

HOW TO USE PIRACY AND VIRAL E-MAILS AT YOUR OWN ADVANTAGE

Imagine if Harley Davidson or Diesel purchased the rights of the film “Easy Rider”; they could release the film on their web sites adding an advertisement or a watermark on the bottom of the film. Millions of viewers would download the film for free and post parts of it on their web sites, MySpace or YouTube accounts. All of this would be free advertising for Harley Davidson or Diesel.

The cost of controlling the copy rights for Internet distribution are a fraction of the traditional distribution costs and its effects can expand without time limitation. Piracy will work to your advantage.

For further information on our services please contact:

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FILM ANNEX

Film Festival Competition
(On-line)

OUR MISSION

Provide students with the opportunity to express their vision through Film, Animations and Documentaries.

OUR PLATFORM

An on-line platform based on Film Annex technology that allows the student to upload his/her film and present it to the public.

The public and/or a selected panel of judges will vote for each film.

COMPETITION WINNERS

The winners will be rewarded with a cash and/or merchandise prize. Various sponsors will fund various categories. All information will be posted on www.filmannex.com.

PROMOTING THE WINNING PROJECTS

The best films will be presented to the programmers of various International Film Festivals. We will help the filmmakers to enter the film festivals and potentially win competitions.

Film Annex will be at the disposal of the filmmakers for both on-line and global sales for TV and cinema distribution.

For further information visit www.filmannex.com and enter the "Film Contest" section or contact:

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