



www.PixFlx.com
Contact@PixFlx.com

A new standard for entertainment, advertising and e-commerce.

The PixFlx Media Player

Select objects in video with your phone,
order them with digital currency.

The PixFlx Network

Free and fast cryptocurrency transactions
on an infinitely scalable network.

The Problem

CONVENTIONAL CABLE TELEVISION IS ANTIQUATED:

- There is **no seamless connection** between your phone and TV.
- Television advertising is **intrusive, annoying and not targeted**.
- **No effortless way exists** to purchase products directly from content and ads.

CURRENT CRYPTOCURRENCIES HAVE MAJOR OBSTACLES:

- Transaction times are **too slow** to handle the transactions of the world.
- Transaction **fees are too high** when the network is bogged down.
- Due to these issues current solutions are **unable to support** the world's transactions.

The Solution

THE PIXFLX MEDIA PLAYER:

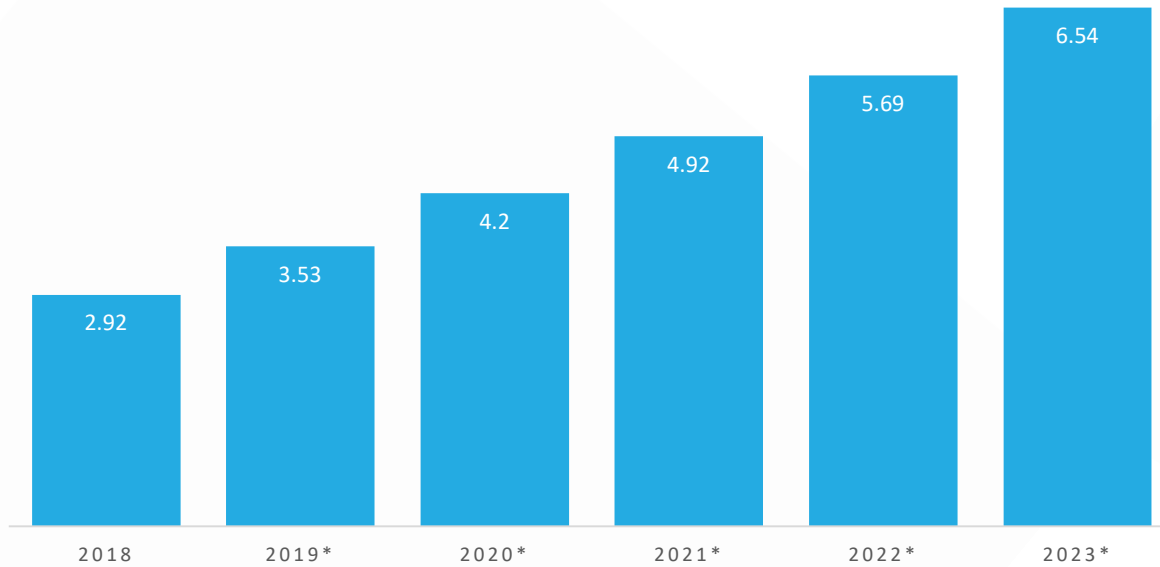
- Dual Display Selectable Video
- Short Video Ad Combined with Landing Page
- Seamless E-commerce Directly from Video

THE PIXFLX NETWORK:

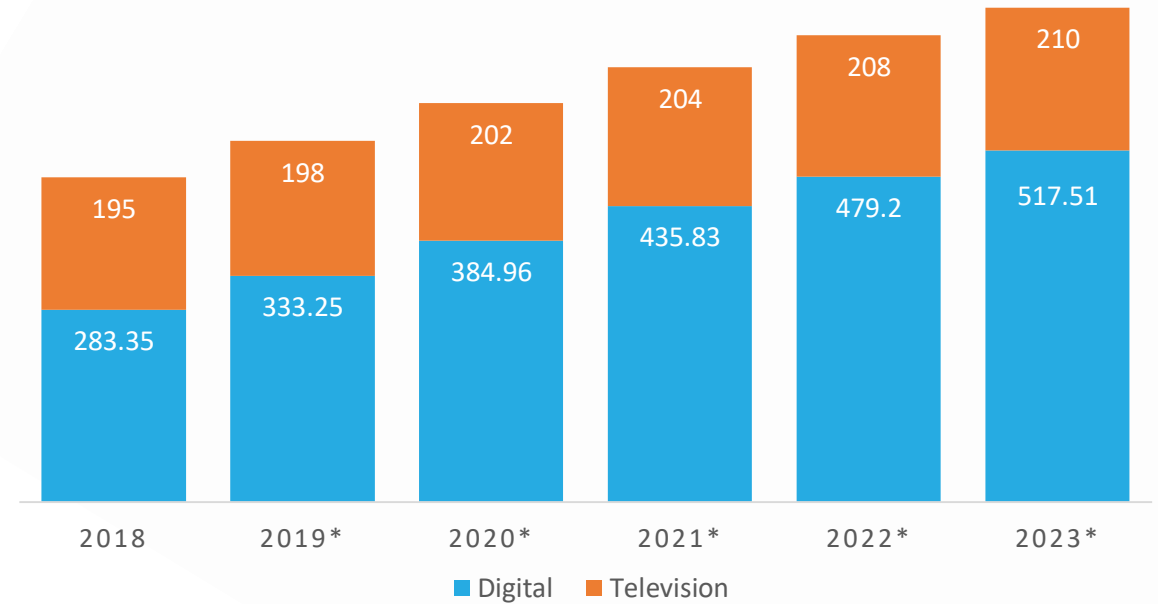
- Instant Transactions
- Free Internal Transactions
- Infinite Scalability

Market Size

GLOBAL RETAIL E-COMMERCE SALES
(IN TRILLION U.S. DOLLARS)



GLOBAL AD SPENDING
(IN BILLION U.S. DOLLARS)



Competition/Potential Partners

CONVENTIONAL PAY-TV:

Comcast, Spectrum, AT&T

OTT STREAMING SERVICES:

Netflix, Hulu, Amazon Prime Video

VIDEO ADVERTISING NETWORKS:

Oath, YuMe, Facebook Audience Network

PAYMENT PROCESSORS:

Visa, PayPal, Square, Apple Pay, Android Pay, Amazon Pay

Competitive Advantages

FIRST TO MARKET

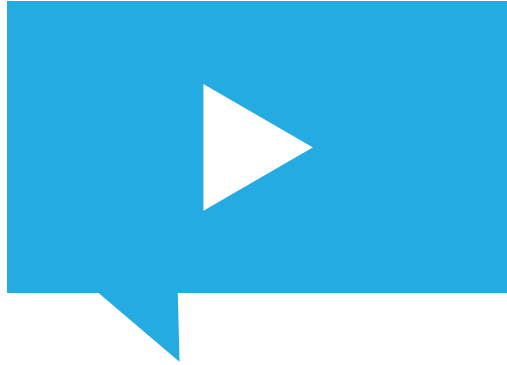
First to market with a seamless second screen e-commerce experience.

PARTNER INCENTIVE

- Superior revenue model.
- Greatly improved targeting and increased conversions.

CONSUMER INCENTIVE

- Receive reward coins.
- Unintrusive advertising.
- Enjoy the convenience of selectable video.



PixFlx Media Player Demo

Click the play button to view the media player demo.



Advertising Revenue Model

1



Advertiser funds an ad campaign.

2



User views the ad and receives 1% of the ad fee.

3



70% of the remaining ad fee goes to the content owner.

4



20% goes to the ad routing partner.

5



10% goes to PixFlx.

E-Commerce Revenue Model



1
A user selects and purchases an item from the PixFlx media player.



2
The user's account is debited for the total amount of the purchase.



3
1% of the total amount is credited to the nodes that processed the transaction.



4
The content owner is credited the remaining funds minus a network fee of 10%.



5
The content owner divides funds with the merchant however they negotiated previously.

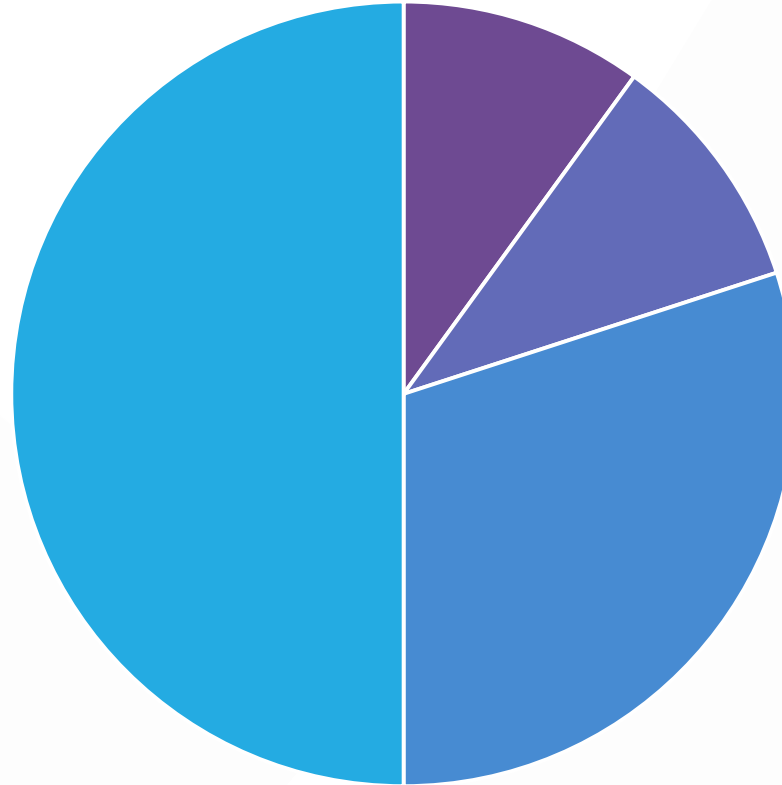


6
The node that on-ramped the content is credited with half of the network fee.



7
PixFlx is credited with the remaining half of the network fee.

Use of Funds



■ Operations 10%

Product development according to development roadmap.

■ Legal 10%

Sales, marketing and making partnerships.

■ Sales & Marketing 30%

Company establishment & compliance.

■ Development 50%

General operational costs.

Management Team



Joseph E. Lorkovic

CEO, Founder - Strategy, Software Architecture
BS, Computer Science



Diane Brusin

CFO/COO - Finance, Compliance, Operations
MBA, Taxation



Alexey Ovsyannikov

CRO - Sales, Marketing, Business Development
MBA, Management/Strategic Marketing