

# Destiny Media Technologies

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DSY...a hidden jewel right in the heart of precious metal and resource land!

Yes that's right, smack dab in the middle of Vancouver, Destiny Media Technologies is on the cusp of totally disrupting the way audio and video are created, uploaded, secured, stored and played.

Think about this for a minute...we are talking about the virtual elimination of a \$1.6 Billion industry...yes \$1.6 BILLION! Study this release closely:

<http://finance.yahoo.com/news/Destiny-Media-Announces-New-prnews-1354133...>

No wonder insider buying, with the CEO leading the way on the open market, has been very steady over the past several months. The company also has an employee stock purchase plan as well.

How many times do investors get to take a stake in not one, but TWO huge waves that can create real personal wealth? This is your chance with Destiny Media Technologies

DSNY and their 2 divisions, is on the threshold of being the key player in two huge investing waves (digital asset management and Internet video).

## 1. Digital Asset Management

The days of illegal file sharing/piracy are over!

DSNY's MPE technology enables any digital content owner to place a hidden watermark (digital tag) inside ANY DIGITAL content (audio, video, pictures). Destiny has a web crawler that searches the Web for unauthorized reproduced copies with this tag. This makes the Destiny watermark even more valuable. It is one thing to know your digital content is being reproduced; but what is it worth to actually be able to track down who reproduced the illegal copies and where they are?

Destiny's original watermarking technology is reproduced with EVERY illegal copy, and the owner is then notified of the culprit(s) who illegally reproduced it. Everything from the final end user, date and time of the transaction, operating system, IP address, and even the date and time of the illegal transaction are available to the original owner of the content using this technology.

Again, ask yourself, "What's that worth in today's market?"

If any illegal copy is found, the content owner can hold the recipient accountable. Regardless of how many copies are made or where on the Net they find them.

In a validation of this technology, the recording industry is using Destiny's MPE digital watermarking as we write. Over 1,000 record labels, including the 4 largest (Universal, EMI, Sony and Warner) use DSNY's MPE

to securely move pre-release music to radio stations and various other recipients. It also allows the recording industry to track any illegal copies across the Net. It is then simple to either collect fees or just terminate distribution to the original recipient.

Let's state that again, using DSNY's MPE technology, the recording industry can now track ANY illegal copy on the Net. But most importantly, Destiny has the patent on this technology!

The recording profession's global trade association (IFPI.org) has adopted Destiny's MPE as the standard for their industry. This could be viewed in the same scope as the UPC barcode, which was adopted as the standard for the retail industry. This was and is a major milestone for Destiny. Their credibility is now firmly established and sets them up to pursue other industries like video and software.

We see their two pronged watermarking technology, being the ability to lock and track, becoming a standard with much more than just the music industry. Think the software and video space as well.

Just the recording industry alone provides a nice growing revenue stream with high margins.

Universal recently announced they would be rolling out the MPE service in 77 countries this quarter!

That means every time a song is sent to any radio station in any one of these countries, DSNY gets paid. Revenues could and really should rise exponentially!

Now let's take a look at the "Big Picture":

Hard to see Destiny not capitalizing here by selling "locks" for any digital content AND offering a service that would track pirated content through their server.

A plethora of digital products + recurring revenues from tracking + high margins = fantastic growth opportunity!!!!!!!!!!!!!!

## **2. Clipstream**

The soon to be launched version of Clipstream is set to disrupt and transform the online video industry.

It is already being called an invention (patent announcement dated Sept 11, 2011) with enormous ramifications for the video industry. Rather than using one of the various media players to play an online video on your PC, any online video will now be played ON the Net, leaving the processing to servers on the Net, not your PC. This also benefits our mobile phone efficiency, creating massive savings on bandwidth and extended battery usage (video is a bandwidth hog and battery drain for all mobile phone users!)

The videos and processing are done on the Net, not on or using your PC. Think of this as "cloud video computing" or a "cloud player" which will save billions of dollars and make ANY video viewable regardless of device or operating system.

Up until now, there hasn't been a standard format for online video. This is evidenced when playing videos using different players like Flash, Quicktime or Windows Media. The lack of a standard forces publishers to make multiple versions of the same video. Multiple versions degrade the quality and require more online storage. Just transcoding videos' (formatting for all devices and OS) is a \$1.6B industry!

Also, the current media players (Quicktime, Flash and Window Media) are NOT SAFE. They are executable files. That means when you click to play the video, you expose your device to viruses, trojan horses, and unstable code that can even gain control of your computer. For that reason, the most popular video format (Flash) is not available for iPads and iPhones.

The days of updating plugins, crashes, and malware from media players are over!

The soon to be released version of Clipstream is an innovative “instant play” solution for playback of streaming audio and streaming video. Unlike Windows Media Player or Quicktime, there is no player involved that has to launch for the content to playback. Unlike Flash, multiple Clipstream videos can play on the same page and content can be uploaded to any website.

Clipstream is an all in one solution! It formats ANY video so EVERY device and EVERY OS can view it on the website. This includes iPads and iPhones. NO downloading required. There is no chance of viruses, hijacks or updates.

Clipstream plays the video ON the Net, not FROM the Net. The video is played on the website, not using your PC. Consumers don't need a media player and websites don't need a streaming server.

By keeping the videos on the Net, there will be up to 90% less bandwidth used than the 3 current solutions, and this also provides a 98% playback rate!

A Clipstream video can be embedded directly inside an email or web page, eliminating the need to wait for a player to launch a second browser window to actually play it.

Based in this technology, Destiny will be rolling out three products; internet radio, internet TV and a cloud offering.

A Clipstream Cloud offers:

1. Storage and protection of any digital content
2. Syndicated content to any website/ad campaign with metrics
3. Unique rollover advertising
4. Unlimited ad viewing, and an additional server not required with heavy traffic
5. Large email attachments
6. Private viewing/sharing on the Net

In conclusion, all computing is shifting to the cloud and video playing is next. Clipstream offers a universal standard with security!

Destiny has succeeded in turning audio and video into simple text. Imagine the impact of this technology on the medical field with huge files, x-rays and MRI's being quickly and efficiently viewed/sent across the virtual super-highway now using Destiny's technology. The 8-track and reel-to-reel tapes, along with cassettes eventually became extinct. Now, CD's are threatened with extinction because of Destiny's watermark technology for digital content!

As stated previously, no wonder the CEO and other insiders have been consistently buying shares on the open market for months. Do you think they know what they have and are getting ready to ride two huge new waves to financial independence?

Stay tuned...