



First Star Communications

01 FSC Overview

- **FIRST STAR COMMUNICATIONS (FSC) is a leader in the creation and distribution of customized media for corporations worldwide.**
- **Media is a powerful tool for corporate branding, public relations, product marketing, corporate social responsibility programs (CSR) and external-internal communications.**
- **FSC is unique in that we combine Content Creation with Web Communications Platforms to offer a full-service, integrated approach to the production and distribution of specialized *corporate media content*.**

02 FSC Mandate

CONTENT WITH TECHNOLOGY

- Our goal is to assist Corporations in the implementation of their Communications, Operations and Programs through the design, production and distribution (broadcast) of original, customized Media.
- As a Content Producer and Digital Broadcaster, we are experts in creating the *exact* Corporate Content and employing the *exact* Broadcast Technology to communicate it.



03 FSC Partnership

IMPACT THROUGH MEDIA

CORPORATE CLIENT

COMMUNICATIONS

- Branding – Image
- Public Relations (External – Internal)
- Sustainability Campaign
- Events

OPERATIONS

- Management News
- Staff Briefing
- Training Tools
- Statistics - Efficiencies

PROGRAMS

- Product Launches
- Social Responsibility
- Foundations
- Community Development



Global Impact

04 First Star Communications

INTEGRATED MEDIA SERVICES

CONTENT

- Television/Film Production
- TV Formats
- 2D – 3D Animations
- Graphical Design (web & print)
- Corporate Media
- Corporate News - Information Network
- Promotional Products
- Public Relations Content
- CSR Program Content
- Training Tools
- Public Service Messages
- Event Planning & Production
- Corporate DVDs

TECHNOLOGY

- Technical Architecture Design
- WebSite Development & Integration
- Platform Engineering
- IP-TV Studios
- Webcast and Streaming platform
- Media Gallery
- Digital Rights Management
- On-line Community platform
- On-line Store and Payment systems
- Wireless solutions
- Business Intelligence Software
- Cross Platform Integration
- Content Management System

DISTRIBUTION

- International Distribution
- Broadcast licencing
- « Second Life » broadcasting
- Multi-platform business model
- Intellectual Property Rights
- Merchandising
- Music and Print Publishing
- Copyright management
- Sales management
- Music rights clearance
- New Media Rights
- Trademark licencing
- TV Formats Management

STRATEGIC ALLIANCES

- Co-Production Partnerships

- Telecom Operators and Manufacturers

- International Distributors

05 FSC Content

WORLDWIDE AUDIENCE

- At FIRST STAR INTERNATIONAL with our in-house graphics design team, our 2-D and 3-D animation unit and television and film production department, we create world-class media in all formats for a wide variety of clients in the commercial, financial and entertainment industries.

TV & Film : Animations : Drama : Factual : Live Events : Corporate Videos : Music : Graphics

- Our Media Content is carried in 80 countries and seen by millions over conventional broadcasters and via digital online and wireless networks



06 FSC Technology

WORLD CLASS *INFORMATION* NETWORK

- Through **FIRST STAR TECHNOLOGIES**, we design, build and operate IPTV and WEBCAST studios that have the capacity to format and edit content, and to broadcast in multiple languages to a worldwide web and wireless audience.



07 FSC iTV

GLOBAL COMMUNICATIONS

Corporate Client Information & News

- Internal
- External

Content	Studio	Technology
<ul style="list-style-type: none"> •Script Writing •Journalist(s) •Translations •Graphical Design •Editing •Post-production •Audio / Visual Effects •Scheduling and Programming 	<ul style="list-style-type: none"> •HD Digital Cameras •Camera Operator •Lights •Screens •Control center •Audio console •Computers •Director •Line Producer 	<ul style="list-style-type: none"> •Video & Audio Effects •Encoding •Transcoding •Broadcasting •Media Gallery (CMS) • Video On Demand •Real time events •On-line Streaming •Business Intelligence •Bandwidth Management •Security

International Broadcasting

- Web
- Mobile
- On demand
- TV



Audience Management

- Scoring
- Rating
- Polling
- Communities

08 FSC Clients

INTERNATIONAL ACCOUNTS

- **Our CLIENTS span all industrial and commercial sectors: broadcasters, studios, corporations, banks, multi-nationals and Foundations.**
- **They include:**
 - Montreal Stock Exchange
 - Montreal Police Force (campus)
 - BNP Paribas
 - TOTAL
 - LONGCHAMPS
 - Transcontinental
 - National Bank of Canada
 - PSAV
 - A&E Networks (US)
 - Endemol
 - BBC
 - CBC (Canadian Broadcasting Corp.)
 - Turner Broadcasting
 - AVW TelAV Canada
 - Viacom
 - Disney

09 FSC Philosophy

SOCIALLY RESPONSIBLE

- **FIRST STAR COMMUNICATIONS** has a core value of Corporate Social Responsibility (ISO 26000), and is committed to social investment and sustainable solutions for all business and environmental sectors.
 - Reaching an audience of millions brings with it a responsibility to provide content that creates a positive social impact.
 - First Star Communications is a vehicle for sustainable growth, and the enrichment of society through socially positive messages.



10 FSC Management Team

MARK SHEKTER

- With his extensive background in Television and Film as a multi award-winning producer and writer in Hollywood and internationally, Mark has held senior executive positions in the broadcasting, advertising and marketing industries.
- A highly respected Media Consultant to corporations worldwide, Mark uses his entertainment and commercial experience to create communication and marketing strategies that combine high-impact Content with state-of-the-art Technology. His past clients include GM, Honda, American Standard, the Canadian Federal Government, the Canadian Cancer Foundation, and many others.
- Among his credits, Mark helped redesign the content and export strategy for Endemol South Africa, part of a multi-billion dollar media conglomerate. He developed the news services strategy for the Canadian Broadcasting Corp (CBC) and created a pioneering program initiative for the CanWest Corporation, a leading media and information network.



11 FSC Management Team

NANCY TRITES BOTKIN

- Nancy is an international communications and media specialist in the fields of youth and adult programming. As the recipient of over sixty awards for the design and production of some of the most popular television series in the world, Nancy has consulted to the broadcasters like CBC, SABC (South Africa), and multi-national corporations like the National Bank (Canada), and Endemol (Holland).
- With her background in international publications, she is a highly credited editor and communications strategist and the recipient of Canada's highest honour for her media work in promoting cross-cultural understanding and cooperation.
- Nancy has served as a distinguished member on cultural boards in Canada and worldwide, providing her expertise in fostering media ethics and responsibility in the information services and corporate sectors



12 FSC Management Team

ARNAUD LÉPINOIS

- Arnaud is a technical architect and solution designer with extensive experience in IT management for various companies including IBM.
- Starting as an industrial designer (INSA Lyon, France), he later worked for Lotus Software Corporation, responsible for the successful launch of Lotus Domino Release 5. He also managed the product line for eLearning and Instant Collaboration.
- At IBM, he was instrumental in developing the IBM e-business strategy, leading up to the merger of the two companies.
- After the software experience, he joined an system integrator dedicated in new technologies as a partner and technical director. He subsequently became its vice-president.
- With a move to Canada in 2005, Arnaud founded Neoxo with a goal to establish an international centre of expertise and innovation in the areas of WEB communication, collaboration and online community services.

