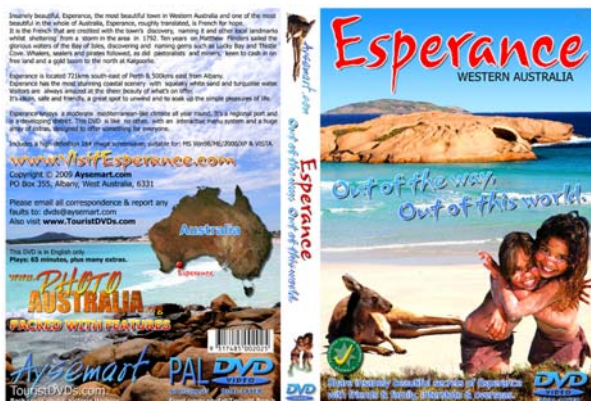


Aysemart's

Regional Tourism DVD Services

Are you looking for a unique way of promoting your tourism business? As the saying goes a picture paints a thousand words and Aysemart's DVDs are the perfect way to capture and present your venture at its best.



Aysemart has developed an affordable method of producing high quality tourism DVDs creating an innovative marketing concept.

This exciting production system evolved during Aysemart's most recent Esperance-based project – Out of the way, Out of this world.

Aysemart is now offering any region in Australia the opportunity to have its own professionally-made DVD to promote tourism.

The system starts with a minimum combined order of 500+ DVDs, pre-paid at wholesale price, which covers the total cost of creating the DVD project.

www.TouristDVDs.com

All supporting businesses recover their investment as DVDs can be sold at the RRP of \$24.95 each, after it is launched.

Minimum orders of 30 DVDs cover a 30-second commercial-type presentation which includes a logo, voiceover, backing music and various texts on screen, such as keywords and web address.

Naturally, larger quantities ordered will result in longer presentations and discounts apply to businesses providing exclusive footage for inclusion.

Production details

To ensure the DVD remains relevant, ongoing updates will be provided, as long as businesses that supported the DVD continue to promote and purchase the product.

Filming starts when the agreed total of pre-paid DVDs reaches 500 or more. There is a set \$12.50 price per DVD but the total combined minimum starting quantity may be more or less depending how far from our base you are.



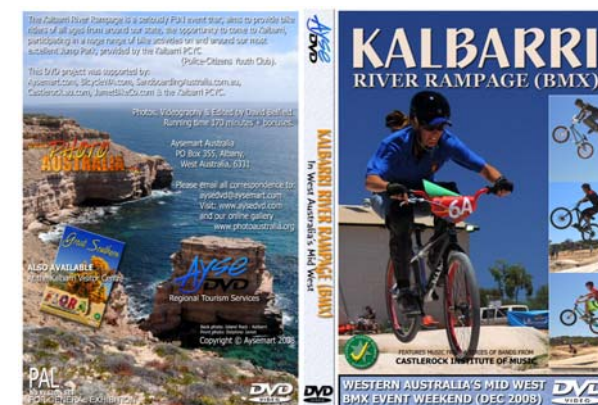
Aysemart Video & Photographics
PO Box 355, Albany, WA, 6331
Ph: (08) 9841 2429 – Mob: 0417 941 091
Web: www.TouristDVDs.com
Email: dvds@aysemart.com
ABN: 84 620 408 038

The filming period of around six weeks, is usually spread over a series of months.

The producer expects free admission to all tours, accommodation and/or attractions. The producer rarely provides people to act as tourists during recording, so volunteers may be required.

Businesses who supply free accommodation can gain access to specialist services we provide such as technical computer support, videography, webpage editing and design, photographing of your business and promotional brochures.

There may be a group within your community who expect to be a major vendor of the finished product, such as a Visitor Centre. That group can act as an editorial consultant during filming.



The DVD is an ideal marketing tool for regional tourism allowing towns to form partnerships with as many tourism businesses and attractions involved as possible.

Our approach is to deliver a product that is capable of being customised to suit everyone's needs.

Subscribers receive their first pre-paid stocks on launch night, and businesses can make money on each and every DVD sale.

Aysemart recommends ordering the number of DVDs expected to be sold in 12 months or less.

Are you interested in this concept?

To start, ask your Visitor Centre to send an email to all tourism-related businesses in your region to determine whether there are enough supporters of a DVD being produced.



Fabulous feedback

Our experience to date reveals that not just tourists, but locals buy our DVDs and send them to family and friends interstate and overseas.

When tourists take our DVDs home they show them to family and friends, thus bringing more tourists and potential new residents to your region over time.

We regularly get feedback from countries such as England, Switzerland and Netherlands - testament to the fact they are well received. We estimate that a single DVD may be shown to more than 60 other potential visitors in its lifetime.

A special feature of the DVD is the interaction it offers. It is designed as a learning tool and has many features - it's destined to be revisited again and again.

Reprinting of DVDs, at a commercial level, is done in minimum batches of 500 or more.

When a subscriber's initial stocks are near depletion, they just re-order through Aysemart, and it is added to the next combined order.

With each subsequent re-order, it is possible to revise the production to include new businesses, and changes such as the addition of new attractions and services. This updating process is ongoing as the DVD is kept on file by Aysemart and can be reworked indefinitely.



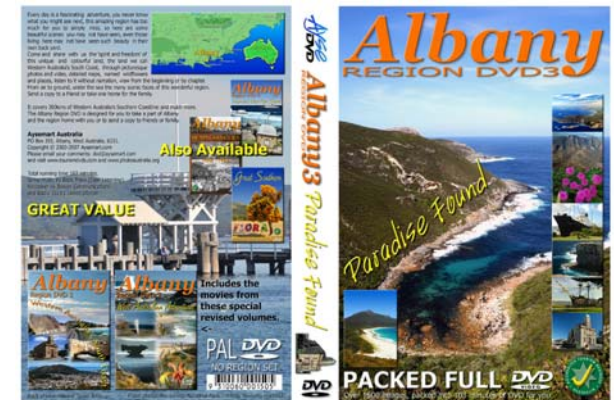
Final products are housed in a standard, clear DVD cover with full colour graphic insert, print to the disk and shrink wrapping.

Aysemart reserves the right to distribute your DVD to other locations promoting your business to an even wider audience. You the client know the best outlets to recommend where products should be sold through.



Expressions of interest are always welcome

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Bonus services

In addition to creating the DVD, Aysemart can make available to you many other useful products such as PC screensavers.

We also create posters and other graphics to help you sell and promote your DVD.

Your presentation can be uploaded to **YouTube** for preview, feedback and for businesses to use on their websites.

At the end of the day the DVD created is a fabulous way of collectively marketing a region, while enabling each tourism-related business to produce an individual snapshot of their services.

**If our concept appeals to you
email us today!!**