

2022

[www.advententertainment.com](http://www.advententertainment.com)



# ADVENT ENTERTAINMENT



Building the next evolution of  
the entertainment industry.



### Also Visit

[www.adventfx.com](http://www.adventfx.com)

[www.adventrobots.com](http://www.adventrobots.com)

# ENDLESS POSSIBILITIES

A few short decades ago, entertainment meant catching live shows as they passed through town or going to the picture show for a quarter.

The progression of time and technology has seen today's audiences move toward more immersive and engaging entertainment—from theatres to streaming platforms, physical artwork to digital possessions that exist solely online, game consoles to live events in expansive VR worlds.

The human imagination is limitless—with today's technology, entertainment can be too.



LIFE IN THE METAVERSE - FUTURE

1st VIDEO GAME - 1958

1st FULL COLOR MOV. - 1908

1st MOVIE - 1888



### ADVENT FILM AND TELEVISION SLATE

We have developed a powerful film and television slate of projects with worldwide appeal which includes many films and an upcoming television series called **ADVENT**.

## OUR VISION

### Advent Entertainment

Advent is a visual effects, animation and interactive multimedia company that is connecting powerful storytelling and the latest technology to expand entertainment capabilities beyond the brink of human imagination.

### OUR MISSION

Our mission is to create wonder, inspire amazement, and provide experiential fulfillment to an interactive and engaged audience across the globe.

Check out the full slate of films at  
[www.advententertainment.com](http://www.advententertainment.com)

# OUR INSPIRATION

**Stan Lee imagined what entertainment could be—and created it.**



## THE STAN LEE EFFECT

“I used to be embarrassed because I was just a comic-book writer while other people were building bridges or going on to medical careers. And then I began to realize: Entertainment is one of the most important things in people’s lives. Without it, they might go off the deep end. I feel that if you’re able to entertain people, you’re doing a good thing.” — **Stan Lee**

Today’s technologies will allow audiences to immerse themselves in entertainment like never before. Capitalizing on these technologies, Advent is shaping and casting what entertainment can and will be.

# ACCELERATING THE ADOPTION OF CHANGE

The pandemic forced us all to stay home, and forced Hollywood to release films on streaming services — a move that changed entertainment and watching-behavior forever.

70% of people would rather **watch a movie for the first time at home** (vs 13% in the theatre)

Not just the pandemic: Movie theatres had **17 straight years of falling ticket sales** before 2020

10% said they **may never go to the cinemas** again

# THE FUTURE OF ENTERTAINMENT

Cinemas may be struggling, but it's not due to a lack of interest in entertainment.

In fact, the very opposite is true, with audiences getting their entertainment via other forms of media. Some of the biggest movers are streaming platforms, immersive online gaming, and digital art (NFTs), all which have experienced rapid growth in recent years.

The team at Advent have extensive experience in entertainment and beyond. We aim to utilize this experience to advance the evolution of entertainment in the following areas:



Movies and Television



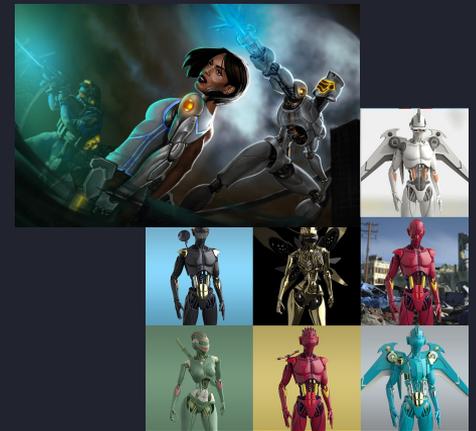
Real Estate



Interactive Gaming



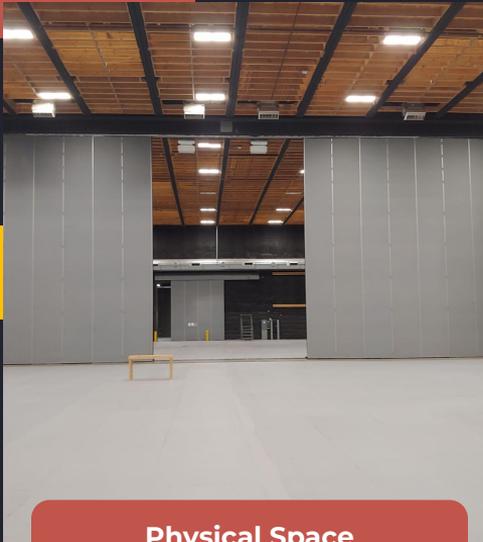
NFT's



# THE ADVENT MODEL

## A BIRDS EYE VIEW

Advent Entertainment approaches the evolution of entertainment in three areas.



**Physical Space**  
A strategic portfolio of production studios and real estate.



**Immersive Entertainment**  
An ecosystem with metaverse, gaming, NFTs and digital tokens.



**MOONLIGHT SONATA**  
**Family Screen Entertainment**  
Film, television and associated merchandise.

# THE OPPORTUNITY PRIME REAL ESTATE

The real estate market is hot. Stay-at-home orders shifted families into bigger and better homes to better suit the WFH lifestyle. But it's not just homes in high-demand—studio space is more sought after than ever.

The explosion of content creation, a trend well underway prior to the pandemic, has created more demand for studio time, space, and longer leases on studios.



The race to produce content among major streaming platforms, from Disney+ to HBO, is **pushing up demand for studio space**.



Netflix alone is estimated to have released **more original productions** in 2019 than the **entire TV industry did in 2005**.



The industry has moved away from a seasonal approach — now studios are **opting for leases lasting up to a decade** and beyond.





#### UTAH FILM STUDIO

Advent has an MOU for the purchase of the Utah Film Studios. Many notable projects have utilized the studio including:

- **Yellowstone**
- **Wind River**
- **Hereditary**
- **Damsel**
- **Blood & Oil**
- **Food Network Shows**

# ADVENT

## Future Studio Real Estate

In addition to our production and technological endeavors, Advent has embarked on lucrative real estate investments that provide current revenue generation and the infrastructure to build out future film and television projects.

# REVENUE GENERATOR

## UTAH FILM STUDIOS

In addition to seeking to purchase the active Utah Film Studios, Advent Entertainment is endeavouring to own and operate a new studio space and create a City Walk in Utah on the Silicone Slopes.



### Current Rental Revenue

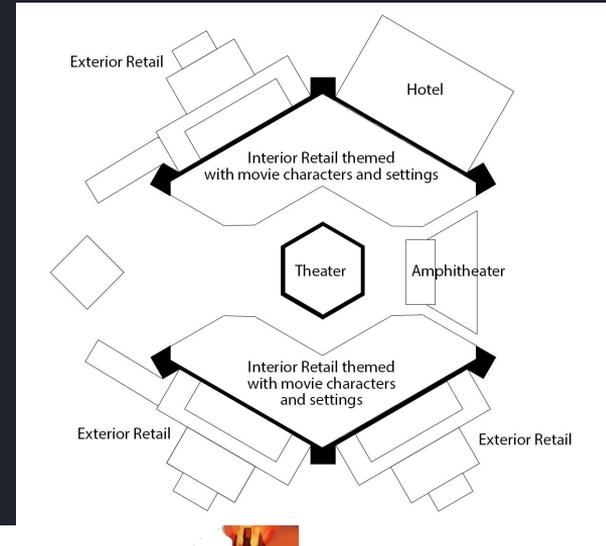
When rented out the Utah Film Studios currently costs \$170k - \$200k per month.



# ADVENT CITY WALK

Similar to the Universal Studios City Walk, the Advent City walk brings to life the world of Advent. The interactive experience connects followers of the game, TV series, metaverse, and NFT's together in a real life augmented reality experience.

To hear the full vision, please watch the [Advent City Walk Vision video linked here.](#)



# THE OPPORTUNITY EXTRAORDINARY FILMS

At Advent we seek out film and television projects that are high-quality and have strong market appeal. Our goal is to create entertainment projects that are visually stunning and creatively inspiring.

“

“Speed of Light by Lee Baker is a terrific read that takes you on a fast-paced, thrilling experience and journey with twists and turns that surprise and entertain! It’s a book you won’t want to put down.”

— Larry King



Marvel Creative Universe movies have made over **\$25 billion** worldwide

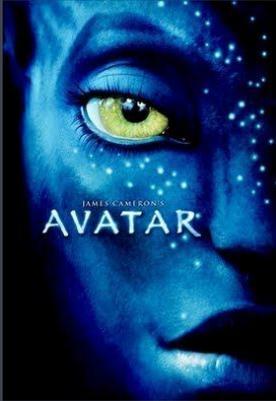


DC movies have made **\$5.28 billion** worldwide



**4 of the top 10** highest grossing movies of all time are superhero films



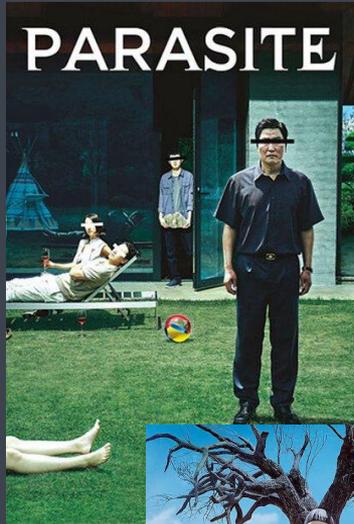


# EXCELLENCE IN FILM DEMONSTRATED

In an industry that is all about who you know, Advent Entertainment has the connections and experience to create powerful, story focused, box office hits. Their team members have worked on many films including:

- Race to Witch Mountain
- Pushing Daisies
- Grimm
- Trauma
- The Aquabats
- Raising Hope
- A Gifted Man
- The Closer
- iZombie
- Man of Steel
- Avengers
- The Adventures of TinTin
- X-Men: First Class
- A-Team
- Culliver's Travels
- Avatar
- Ice Age: Collision Course
- Rio 2
- Ice Age: Continental Drift
- Rio
- Ice Age: Dawn of the Dinosaurs
- Horton Hears a Who!
- Ice Age
- Osmosis Jones
- The Iron Giant
- The Brave Little Toaster Goes to Mars
- The Magic Sword: Quest for Camelot
- The Brave Little Toaster to the Rescue

**In an industry that focuses on who you know, Advent has the pedigree for success.**



# PRODUCTION PARTNER DIMA STUDIOS

Advent Entertainment and DIMA (Dong-Ah Institute of Media and Arts) in Korea who worked on Academy Award winning project *Parasite* and the Netflix worldwide sensation *Squid Game*, have joined forces.

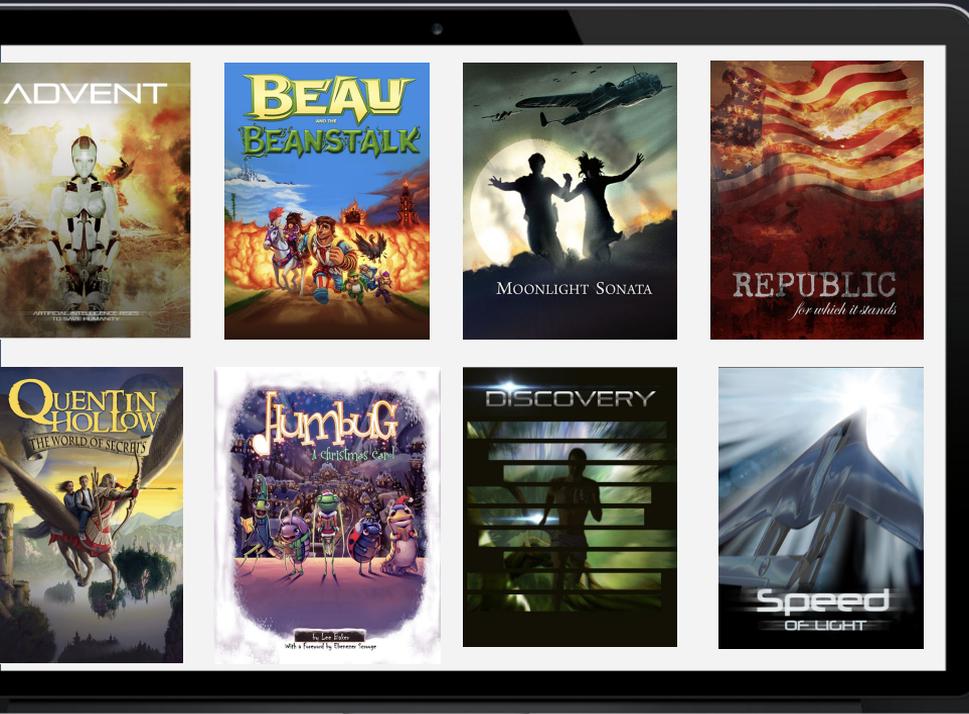
ADVENT and DIMA in the Press:

[Yahoo!](#)

[Korea Daily](#)

[Asia Big News](#)

“Advent Entertainment and their Advent Robots NFT collection have joined forces with DIMA, internationally known for their work on *Parasite* (Academy Awards®) and *Squid Game*, to involve fans across the world to participate in films, television shows, and video games.” -**Yahoo!Life**



## COMING SOON ADVENT FILM SLATE

Capitalizing on our exceptional industry connections, gift for immersive storytelling, and advanced technology, Advent has built a slate of upcoming films made to capture audience interest.



Check out the full slate of films at  
<https://advententertainment.com/>

# THE FRONTIER OF IMMERSIVE ENTERTAINMENT

Advent Entertainment has created an immersive entertainment experience centered around a star powered TV Show with connections to a video game, metaverse and an opportunity for investment through unique NFT's.



## NFT's

NFT's based on robots from the tv series. Robots are designed by VFX artists who worked on Avatar, Avengers, and with Stan Lee.



## TV SERIES

ADVENT is an epic serialized drama showing the rise of Artificial Intelligence in a fight to save humanity. Set in the modern day, a meteor strikes the Earth, destroys most of the life on the planet and brings with it strange creatures determined to take control. Actress Rosario Dawson headlines the epic adventure.

## VIDEO GAME

In the tv series, robots train humans to fight in a huge holographic training arena. This creates the basis for both the video game and metaverse.

## METAVVERSE

# THE OPPORTUNITY

## STREAMING ON THE RISE

When the world locked down in 2020, audiences relocated to a different cinema—their homes. We collectively streamed hours and hours of film and television to fill the hours we couldn't spend elsewhere.

Yet even after lockdowns were lifted, cinemas failed to pull in the same numbers as before the pandemic and **streaming continued to rise—up a full 21% from 2020-2021.**

Audiences still crave entertainment, but have evolved to prefer content that is more accessible and cohesive with their day to day lives.



>**80%** US households have at least one streaming subscription



Netflix added **36 million new subscribers** in 2020 with almost 16 million subscribers in the first three months of 2020 alone.



Netflix has over **222 million** subscribers



Streaming accounts for 25 percent of all TV usage — a 6 percent increase in less than a year (2021)



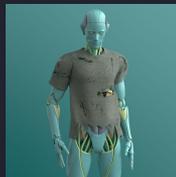
Disney+ earned 10 million subscribers on the day it launched





## THE CONCEPT TELEVISION SERIES

ADVENT is an epic serialized drama showing the rise of Artificial Intelligence in a fight to save humanity. Set in the modern day, a meteor strikes the Earth, destroys most of the life on the planet and brings with it strange creatures determined to take control. **Actress Rosario Dawson headlines the epic adventure.**



### Huge demand for dystopian genre:

Squid Game, the most popular show on Netflix with 111 million viewers

Other popular titles include Raised by Wolves, The 100, Snowpiercer, 3% and Black Mirror

# MEET ROSARIO DAWSON

Rosario's top 20 films, have made a collective \$2,070,897,470 worldwide in the box office. Rosario joins the team as both a producer and leading actress in the Advent TV Series. She has acted across male leads such as Kevin James, Todd Garner, Will Smith, and Denzel Washington.

#### Notable Film Credits Include:

- **Star Wars: Mandalorian**
- **Rent**
- **The Lego Batman Movie**
- **Unstoppable**



# THE OPPORTUNITY

## GAMING GROWTH

The video game sector is larger than the movie and music industries combined.

Video games have evolved from 8-bit side scrollers to expansive open worlds with mind-blowing graphics in a shockingly small amount of time. The adoption of gaming accelerated in 2020, with upticks of interest across generations and even a 200% increase in online gaming searches for the 60+ crowd.



Tech giants Google, Meta, and Apple have entered the gaming industry.



Subscription streaming services are adding video games to their offerings.



Gaming and Fitness: Companies like Peloton and iFit are creating fun and immersive gym experiences at home



Over two billion gamers across the world, or 26% of the world's population.



In 2020, the gaming industry generated \$155 billion in revenue, expected to grow to \$260 billion by 2025.



# INTERACTION

## THE GAMING CONNECTION

Connected to Advent: the television series, the game follows the premise of the series where audiences get a chance to interact with the show in an immersive online landscape.

### Advent Video Game Credits:

Nerf  
Hotspot Battles  
Battleship  
Shrek  
Nanovar  
Monopoly  
Black 9

- The series and game will be connected and separately engaging
- In this Metaverse, gamers will be able to interact with the environment and other gamers, purchase avatars and virtual real estate



# THE OPPORTUNITY

## DEMAND FOR DIGITAL ART

NFTs, non-fungible tokens, or perhaps better stated—digital artworks, have taken the online world by storm. Thanks to the transparency gifted to us all by blockchain, it's possible to claim ownership of a few pixels online. And much like its crypto cousins before it, the demand is through the roof.



The most expensive NFT sold for \$91.8 million on Nifty Gateway in December 2021



NFT Trading Volume Added Up to Nearly \$11 Billion in Q3 2021



NFT sales average between \$10M and \$20M per week



There were 39,000 unique buyers in March 2021



# THE NEW AGE

## CAPITALIZING ON NFTS

The Advent world is to be rebuilt by artificial intelligence, and since audiences are joining this digital restoration project, it's only appropriate they should have access to their own registered robot or cyborg.

"NFT" has become common vernacular in 2021 and 2022. Thanks to blockchain technology, it's possible to register ownership of digital art including music, video clips and Advent's proprietary digital illustrations.

### A spectacular success

The Advent team has developed 11,111 limited edition Advent Robot NFTs which will be open for sale soon, and a special collection of 1,111 Advent Worlds NFTs which minted out in 3 hours on the day of release.



# INTERACTIVE NFTS

## BUILDING OUR COMMUNITY

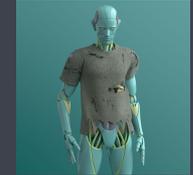
We are building a worldwide community which will be able to join with us on the production of our film and television slate in a way never before experienced. Modern technology opens the door to greater communication, community involvement and participation in the creation of entertainment.

Get your NFTs, join the Advent Community and become a part of film, television, video games and the Advent metaverse.

### ADVENT NFT PROJECTS

The Advent team has developed 2 initial NFT collections. They are based on the ADVENT TV Series and provide VIP privileges!

## ADVENT ROBOTS



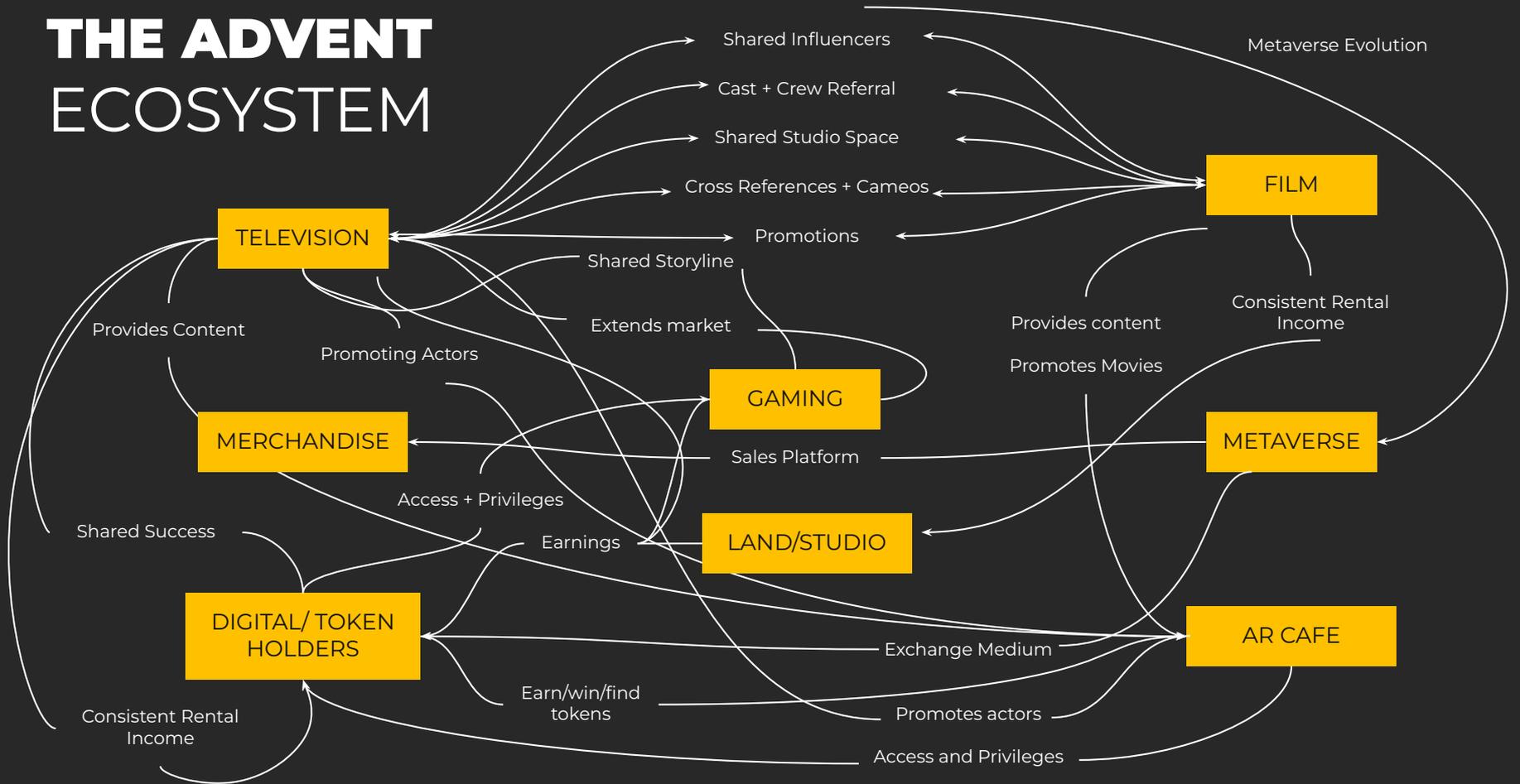
[VISIT WEBSITE](#)

## ADVENT WORLDS



[VISIT WEBSITE](#)

# THE ADVENT ECOSYSTEM



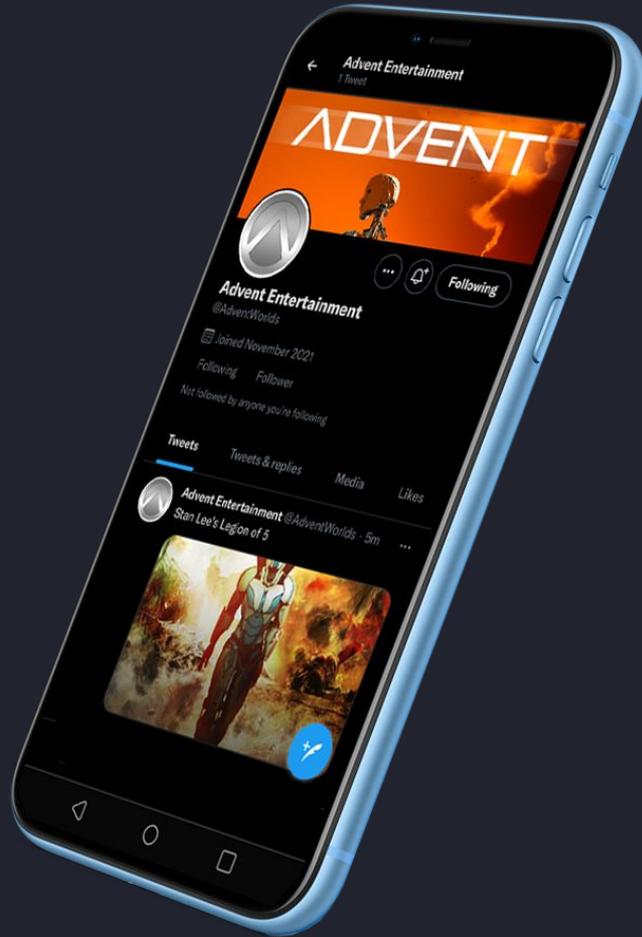
# ADVENTS 10 YEAR PLAN

## EYES ON THE FUTURE

Advent aims to become a premier, globally-recognized production and entertainment studio:

- Adapting to changes—Consumer entertainment consumption habits are rapidly evolving and expanding beyond traditional media forms
- Capitalizing on emerging technologies—Advent has a slate of offerings designed to capitalize on market shifts and growing trends, including immersive gaming
- Blurring the lines between the physical and digital world





# HISTORY OF SUCCESS POWERHOUSE LEADERSHIP

Advent and our collaborators have a long history of established results for successful storytelling and visual artistry—and the connections to make them a reality.

- Worked on some of the most successful film franchises in entertainment history, including the Marvel Universe, Spiderman, and Avatar.
- Our Advent City Walk and Studios project will bring entertainment and the modern technologies of web 3 together.
- Leverage our extensive networks and strategic partnerships to bolster our technical agility in new frontiers (the Metaverse, virtual real estate and NFTs)

Champions of the entertainment and real estate industries join forces to bring the future of entertainment to the **\$2T+ global entertainment and media industry.**

# MEET THE MANAGEMENT TEAM

## EXPERIENCE SPEAKS



### Cameron Curriden

CHIEF FINANCIAL OFFICER

- In 2020, Cameron was nominated for the Top 100 people in Finance and in 2021 he was listed as the top 40 under 40 professionals in the US.
- He built a real estate company from scratch to multimillion dollar valuation in 18 months.
- Actively involved in over \$6.5 Billion in transactions.
- Founded and exited 3 companies and also has invested in and has sat on the advisory boards for multiple startup companies in the tech, entertainment and digital securities space.
- Cameron is currently publishing a book that is scheduled for release in April 2022.



### Lee Baker

FOUNDER, CEO

- Former owner/president of Sandman Studios Entertainment, LLC.
- Film & TV Credits include Race to Witch Mountain, Pushing Daisies, Grimm, Trauma, The Aquabats, Raising Hope, A Gifted Man, The Closer, iZombie
- Video game credits: Advent Rising, G.I. Joe, Monopoly, Stuart Little, & Pirates of the Caribbean.
- Team recipient of 10 Telly Awards, 2 Davey Awards, 2 W3 Awards, 15 Horizon Awards, 5 Communicator Awards and 6 Interactive Media Awards.
- Author *Speed of Light* and illustrated books *Humbug*, *A Christmas Carol* and *Beau and the Beanstalk*



### Jarom Sidwell

PRODUCTION VFX SUPERVISOR

- Career credits include work with Digital Domain and the films Transformers, We Own the Night, The Hitcher, Texas Chainsaw Massacre—The Beginning and Zoom.
- Produced VFX commercials at Radium/Reel FX
- Animation department for Weta: Man of Steel, Avengers, The Adventures of TinTin, X-Men: First Class, A-Team, Gulliver's Travels, Avatar
- Currently leading Advent FX teams and perfecting use of Virtual and Augmented Reality

# MEET THE ADVISORY TEAM

## EXPERIENCE SPEAKS



**Phil Goldfine**  
PRODUCER/ADVISOR

- Phil is an Academy Award winner and an Emmy Award winner.
- Produced or Executive Produced over a hundred films and television shows.
- Currently has his offices on the Universal lot next to the old Alfred Hitchcock offices.
- Phil is a member of the Producer Guild of America and the Academy Television, Arts & Sciences.
- Currently has many films in development and production.



**Keith Merrill**  
DIRECTOR/ADVISOR

- Academy Award Winner: Keith won the Academy Award for Best Feature Documentary for his film *The Greatest American Cowboy*.
- Directed over 20 feature films including *Windwalkers*, *Amazon*, *12 Dogs of Christmas*, *Broken Hill*, *Alamo: the Price of Freedom* and many more...
- Directed many television shows including *The Wild West*, *Mr. Krueger's Christmas*, *The Magical World of Disney* and others....
- Published author and has written many novels.



**Rosario Dawson**  
PRODUCER/ADVISOR

- Rosario Dawson has starred opposite some of Hollywood's top leading movie men including Will Smith, Denzel Washington, Chris Pine, Collin Farrell, Channing Tatum, Bruce Willis, Chris Rock; and Woody Harrelson.
- Focusing also on TV projects, Rosario has graced such action series/mini-series as *Daredevil*, *Iron Fist* and *The Defenders*. She appeared in *Star Wars: The Mandalorian* and currently has the starring role of the upcoming *Star Wars* series based upon her Jedi character called Ahsoka Tano.

# ADVENT ENTERTAINMENT

## BE PART OF OUR GROWTH

Advent has created a unique ecosystem calibrated to drive revenue and growth from multiple risk averse sources. There are multiple avenues for investment.



Advent offers a growth-focused equity investment opportunity through an SEC authorized Regulation D/S offering to accredited and foreign investors, operationalized with the benefits of a digital security token.



Advent tokens offer the opportunity for exceptional incentives and expected returns from a highly credentialed and accomplished team and revenue-sharing capabilities through a slate of highly advantaged production projects.



Advent offers a unique blend of risk mitigating real estate investments with high upside entertainment elements, blended with an array of exclusive perks for heightened integrated experience.



**ADVENT**  
ENTERTAINMENT



# ADVENT ENTERTAINMENT



For more information visit:  
[www.advententertainment.com](http://www.advententertainment.com)

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