



## Apple Up Media Center

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During the past few days I was on vacation at Mt. Snow. For many of us work never really leaves us because we love what we do. What separates Quantum Corporation from its peers is that we understand how

true freedom inspires authentic creativity. Mt. Snow's much anticipated new lodge at Carinthia is currently under construction, and some modest last minute creative innovation could go a log way to allow Mt. Snow to set new resort standards across the industry. Have you ever gone skiing or snowboarding and wished you had taken video footage of the day? Did you bring a friend to film you, but felt awkward about him or her wasting a run on footage? Did you use a selfie stick with a portable camera? How was the quality? Even with your friend taking the film how was it? Did you conclude that the best video footage

comes from when you lay your iPhone, iPod, or related device down in your jacket in the snow, and that hiking back up the mountain was your only option? But even then your device has the potential to freeze. What is the solution to this problem? The solution is to Apple Up.





# iPod classic

Apple Up is a media center interconnected with solar powered Quantum - Apple Red Raven cameras strategically positioned throughout the mountain to take the video of your dreams. At a price point of \$5 dollars for the days video upload, all you need

to do is remember or record the time you hit the run into a note on your device. Riders simply skim to the approximate time and camera in the feed, and like magic the complex filming problem is resolved. This is especially relevant for Mt. Snows Nitro. The Apple Up Media Center is a small Apple store with select promotional Apple devices with about five to ten computers for riders to download all the days action. The Company will partner up with select flash drive vendors to offer riders all the superhero download options imaginable. From DC Shoes to DC Comics the promotional possibilities are endless, and this footage is a relevant source of content not only for winter, but for downhill mountain biking season. This will give riders the ability to better display their skills to sponsors, and give the Company the opportunity to canvas new areas of possible Air Time for Equity innovation. This will allow Mt. Snow to become the leader in winter and summer sports drawing more riders to the mountain. This opportunity allows Apple to display its versatility and interindustry flexibility,





and the Company looks forward to helping develop the solar case that will power the cameras. This clean eco-conscious approach will create positive synergies in niche artistic circles, which will help spawn the next generation of innovation. This is really simple. The riders look at the clock as they

get off the lift. They put the time in a note via Siri, by hand, etc... In many instances they already know how long it takes for the run, say eight minutes. Riders can go to the Apple Up Media Center whenever they would like to download. If the lift closes at 4pm peak download time would probably be at the end of the day from about 3pm to 4pm with the Apple Up Media Center closing at 4:30pm. The rider enters the times of the runs and the Apple Up algorithm delivers quality video compression with the latest signature encryption to deter any mega-uploads. Yes, riders will be able to upload their favorite footage to all social media platforms, but only from the select input times. Plus, the low price point for the download at a healthy \$5 dollars will deter any type of mega-upload scenario. That being said, the possibilities are endless. For example, if Shaun White or iPod was at Mt. Snow that day riding they could upload their ride times to Snapchat, and riders could download their runs. Mt. Snow could have ride of the day competitions where riders enter their times at the Apple Up Media Center creating new dimensions of attractive competition. The Company is proud to introduce this innovation as it has tremendous promotional opportunity, and we look forward to continuing the conversation with Mt. Snow and Apple to bring this video revolution up onto the next level.

