

How Lumenz Works

[Lumenz Networks](#) provides to opportunity to connect with trusted experts and ask your own questions. Anyone interested in advice or answers from hosted experts can search the existing library of HD video for answers, or submit questions for mentors to answer personally on camera.

“In challenging times, more people are seeking expertise and guidance from their chosen mentors, with more ways to satisfy their desire for personal access and a more intimate conversation,” said Phil Ressler, CEO of Lumenz Networks. “However, it’s not practical for published mentors to give every fan impromptu personal attention, so Lumenz bridges that gap. Experts and mentors can now build their communities through ongoing Q&A and the personal projection intrinsic to HD video. It’s a uniquely personal way for mentors to enable their followers to start and continue an extended conversation that’s also preserved to educate others.”

The videos are produced to uniformly high quality standards by Lumenz, and the topics are primarily shaped by subscriber interests. On average, each expert will be recorded ten times per year answering 40 – 60 new questions submitted by Lumenz subscribers. This Q&A format enables fans to personally engage their chosen mentors, with the whole community benefiting from the wisdom revealed. When subscribers watch videos, the Lumenz recommendation engine mines the full cache of accumulated wisdom from all experts to offer additional videos finely-matched to a subscriber’s interests. Visitors can sign up for one free three-day trial with full browsing access and rights to watch any ten videos in their entirety, no credit card needed. Payment options range from \$1.99 for a single video to \$29.85 for a month of unlimited access.

High Quality Video

A Lumenz video production crew shoots partner experts in their homes and other casual settings with the aim of conversation tone. The Lumenz production team ensures each video clip is produced to a standard high bar of quality. Lumenz maintains ongoing partnerships with its member experts to provide a steady supply of fresh HD video clips answering questions asked by site subscribers. Each expert’s video library will expand on average at the rate of about 50 additional answer clips per month.

Demand for Mentorship and Self Help

Demand for Lumenz is fueled by widespread hunger for guidance and leadership. Americans alone spent \$11 billion in 2008 on self-improvement books, CDs, seminars, coaching and stress-management programs -- 13.6% more than they did in 2005, according to Marketdata Enterprises. Marketdata’s last forecast for the self-improvement media market projected 6.2% annual growth through 2012. This self-help sector in the leaders and experts market has proven resilient, having grown throughout the post-2008 economic crisis. However, Lumenz will host experts and content beyond the self-help market, leveraging the steady expansion of academic and professional experts who are popularizing sciences, medicine, politics, philosophy and religion outside their research and classrooms.

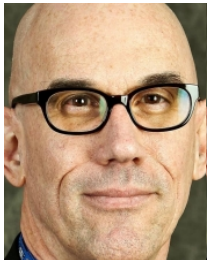
About Lumenz Networks

Lumenz Networks, based in Los Angeles, CA, USA, was founded in Austria by Hubert Hofmann, Johannes Koch and Michael Meirer, where its European operation (Lumenz Networks GmbH) is located. The company connects special interest audiences with the mentors and experts who guide them, offering a unique Internet platform for cataloging and accumulating experts' answers to fans' and followers' questions about research, science, professional development and personal well-being, in searchable HD video.

Mission

Lumenz mission is to provide – to people world-wide – inspiring, online conversations with opinion and knowledge leaders, so that everybody can get guidance for enhancing his or her life. We want to see people be able to pursue happy, productive and spirited individual paths.

Management Team



Phil Ressler, CEO

Phil's operating career with entrepreneurial and public companies spans a broad spectrum of technology markets, including online media, enterprise software, databases, analytics, software development tools, desktop and mobile applications, collaboration applications, and consumer electronics. Additionally, he has had extended investing experience in venture capital and creative roles in advertising. Phil's career is rooted in creation of new markets and re-direction of companies navigating transition through changing markets. His leadership experience in entrepreneurial growth businesses exceeds 30 years in private and public companies, from pre-revenue to billion-dollar sales environments.



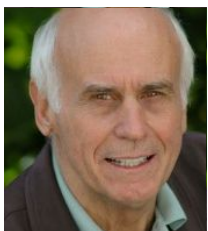
Hubert Hofmann, Managing Director and Founder

Hubert has held executive positions in venture capital and corporate-funded start-ups and multi-national corporations in the USA and Europe. He created innovative interactive video-based learning systems, online applications, and established efficient operations with lean production and outsourcing.



Johannes Koch, Chief Technology Officer and Founder

Johannes is a technology executive and architect of online video solutions and community portals. He pioneered the first European database-driven online content management system and headed up data centers for various firms and universities.



Michael Meirer, Strategy & Business Development and Founder

Michael has held executive positions in European and USA corporations as well as in start-ups. As CEO in Silicon Valley, Michael has built organizations, raised the required capital to grow them, and led companies to success.