

What is Streaming Video?

Streaming video will allow you to sell and provide instant digital viewing of DVD content. Your customers will have instant and direct access to previously-purchased streaming videos when they log into their account on your website. Customers can build and add to an entire library of DVD content through your website login. Our Streaming Video program will act much like Netflix's "Watch Instantly" program. The streaming video will work on any flash-enabled device: laptop, desktop, smart phone, etc.

What Are the Benefits of Streaming with Murphy's Magic Supplies, Inc. (MMS)?

Create Additional Sales:

- Customers must return to YOUR website where they originally purchased streaming videos to view their past purchases. This will lead to repeat traffic and potential up-sell opportunities for other items.

Save Money:

- No shipping costs from MMS.
- No shipping costs from you to the customer .
- Lessens your overhead costs (No inventory logistics, packing materials, manpower to pick, pack and ship, etc.).
- No cost storage and delivery. MMS handles all content storage and delivery. There are no Content Delivery Network fees for storage or bandwidth).

Save Time:

- No inventory to track, store or handle.
- With the Webservices automated product uploads, adding streamed and/or physical products, requires no manpower.

Security:

- The system we have developed minimizes the opportunity for a customer to share their streaming videos with others (reducing the potential of lost sales for you) through encrypted video streams, multi-layer authentication and unique session tokens/IP tracking to restrict the content to the original user.

Increase Customer Satisfaction:

- Your customers can view their previously purchased streaming videos instantly. We have eighteen servers located across the globe.
- Your customers can view their previously purchased streaming videos whenever and as often as they wish, 24/7. Videos can be easily paused or restarted with a play/pause button.
- Your customers will have access to the largest selection of streaming videos available in the magic industry. Many of these are exclusives with some of the biggest names in magic. New titles will be continually added.

Easy Use of the Streaming Tool Technology:

- MMS will provide you with an easily installed streaming tool which allows your customers to create a user account and login to watch their videos. Just install this tool on your site and copy the files to your server and the streaming video works automatically. **NOTE:** Some minor programming/configuration on your part will be required.

- Tracking of customer purchases in one location. MMS will provide you with “real time” reports, through your dealer account on our website, so you can track your streaming video sales by date, title and user ID.
- MMS has configured the streaming video system so that you will be automatically invoiced monthly for streaming content customers purchase from your website.

What Products will be Included in the Streaming Video Library?

We are continually adding new vendors and will continue to add new products as they arrive. We anticipate launching the Streaming Video service on August 16th, 2010 with over 100 titles.

At this time, PDFs are not an option to stream. Currently, we have the following vendors participating in the Streaming Video program: Paul Harris Presents, Wizard FX Productions, Big Blind Media, Murphy’s Magic Supplies, A-1 Media and Kozmo Magic. We will add more vendors as new products are released.

Will Customers Feel They are Leaving Your Website to Access Streaming Videos?

No. The design of the player can be customized for your site. Since the customer must log in to your site to access the streaming video player, and their previously purchased streaming videos, the customer will not feel as if they are leaving your site.

Will MMS have Access to My Customer Information?

No. MMS will only have access to the customer ID code given by the dealer. MMS will not have any email addresses, names or other customer information. This customer specific information will remain solely with the dealer.

When is Streaming Video Available to Sell?

August 16th, 2010 is the target release date for MMS streaming videos. Dealers must have MMS product and streaming Webservices information connected with their site before being able to sell streaming videos.

To Get More Information:

Contact Brad McKelvie (brad@murphymagic.com) or your MMS representative for more details regarding Webservices, streaming or to obtain a test ID. Dealers can get a free test ID to see all the services available and to test their systems.