

Pix2o Vendor Financing



Introduction

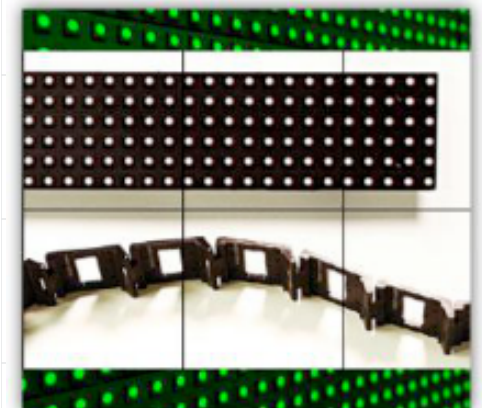
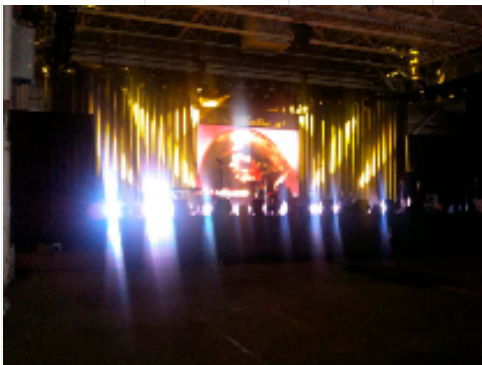
Pix2o's new vendor financing program makes it easy to put the VideoReel™ to work for you today. Offered in partnership with First Star Capital, our vendor financing program lets you lease Pix2o products for 2 to 5 years with very attractive terms. Leasing the Pix2o VideoReel can help you grow your business quickly. It takes only a few rental days each month to cover the payments on a 60-month lease, and the rest is profit for you. A simple VideoReel business case (see reverse) for a 60-month lease and one rental week per month yields 100% return on investment -- your rental income could be twice as much as the monthly lease payment!



The Pix2o leasing program helps you:

- **Conserve Working Capital.** Purchase the equipment and technology you need today while spreading your payments over the useful life of the asset. This allows you to preserve your capital for other day-to-day expenses such as inventory, personnel, and marketing.
- **Increase Your Company's Value.** Since a lease is not considered a long-term debt or liability, it does not appear as debt on your financial statement, making you more attractive to investors and traditional lenders when you need them.
- **Stay Flexible.** As your business grows and your needs change, you can add to or upgrade through a master lease or add-on addendums.
- **Move Fast.** Leasing allows you to respond quickly as your need for equipment and technology arises. You can be approved with minimal documentation and have the equipment you need generating revenue for your business quickly.
- **Minimize Taxes.** The IRS does not consider an operating lease to be a purchase, but rather a tax-deductible overhead expense. This means that you are able to pay for the equipment with pretax dollars rather than after-tax profits.
- **Keep It Simple.** The lease application is only a single page and approval can come in as little as 24 hours.





Example Lease

Sample Pix2o VideoReel™, including all hardware and software, service contracts, training, and delivery: \$200,000.

Estimated Lease Payments

24 months	36 months	48 months	60 months
\$9,320	\$6,340	\$5,020	\$4,200

Cost Analysis

Equipment, etc.	\$200,000
Monthly lease payment	\$4,200
Tax deduction	\$1,680
Net cost per month	\$2,520

Return On Investment

Assume 1 week rental per month	\$85,000
Monthly lease payment	\$4,200
Net rental profit	\$4,300
ROI	102%



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