

# Introducing The **Bio-Cast** By Gyroscope Arts

**The simple new idea that just might revolutionize your marketing in 2007**

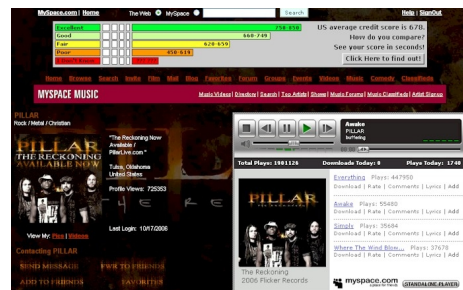
You need an excellent new bio for an upcoming release. You're willing to spend some money to make sure you get a special piece that really captures the heart of your artist, the impact of the record and the spirit of your company. But once you have your bio done, who reads it? How much value does it have for you in this media-driven economy when professionals have less and less time to read it?

You also need excellent new multi-media content to distribute on-line. You know already that peer-to-peer and viral communities are the wave of the PRESENT, not the future. You need media for your official MySpace and YouTube pages, maybe even your official artist pages. You know that podcasting is already a mainstream fact-of-media. You need tools, technology and content.

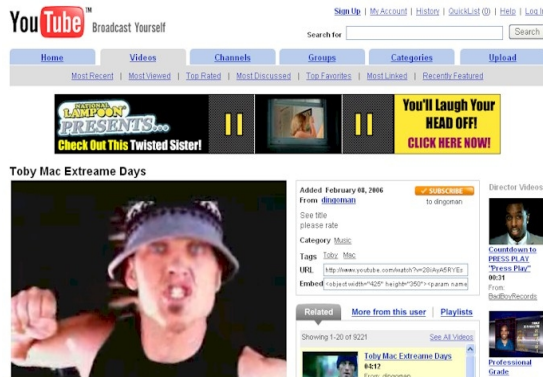
After over twenty years of industry experience, Gyroscope Arts is a step ahead of the game and ready to provide you everything you need to market your new releases in a convenient and cutting-edge way. Introducing the brand new Bio-Cast and Bio-Cast Video!

Gyroscope Arts president John J. Thompson has been a go-to source for top-notch bios and promotional copy for nearly two decades. From major-labels like EMI (Newsboys, The Waiting, PFR) and Warner Brothers (Glass-Byrd, Petra, etc...) to independent artists, Thompson has been a sought-after bio writer with very limited availability. With ten years' experience at retail (True Tunes,) concert promotions (Upstairs, The Warehouse, Cornerstone Festival,) editorial (True Tunes News, CCM, Release, Syndicate, etc...) and audio and video production, he is well suited to help your project cut through the noise of modern media. With the help of a stable of veteran designers, editors and writers Thompson is ready to go.

**THE BIO-CAST** includes a top-flight written bio for your release, based on a new interview with your artist and label reps PLUS a professionally produced audio version of that same bio, with the artist's quotes in their own words, a specially edited musical bed with song clips and quotes from label reps when appropriate. It's a bio you can *listen to* in five minutes that can be downloaded, streamed, or delivered "podcast-style" to your industry contacts via RSS feed.



**PLUS** – the Gyroscope Bio-Cast can be posted on MySpace and artist pages and used as a public marketing piece as well. Empower your street team to really get the word out and let people HEAR highlights from the new record as they hear from the artist himself! Your promo budget just got MUCH more valuable



Also available; **The BIO-CAST VIDEO!** This deluxe high-end package comes with everything above PLUS a specially edited video version of the same, formatted specially for on-line streaming, video podcasting and e-card use. Send a piece specially designed to **SELL RECORDS** out into the YouTube-isphere where fans can forward it around the world! Also excellent as an alternative EPK, in-store loop or Jumbo Screen Feature for festivals, the Bio-Cast Video is a premium tool!

## PRICING:

### Basic Bio-Cast (\$1500)

- Newly Written Bio
- Specially Produced Audio Bio

### Multi-Market Bio-Cast Special Package (\$2000)

- Newly Written "Christian Market" bio
- Specially Re-Written "General Market" bio
- Specially Produced Audio Bio
- 1500 Word Stock Feature by JJT (perfect for web use, advertorials, etc)

### Basic Bio-Cast Video Package (\$3000)

- Newly Written Bio
- Specially Produced Audio Bio
- Specially Produced Video Bio

### Multi-Market Bio-Cast Video Special Package (\$3500)

- Newly Written "Christian Market" bio
- Specially Re-Written "General Market" bio
- 1500 Word Stock Feature by JJT (perfect for web use, advertorials, etc)
- Specially Produced Audio Bio
- Specially Produced Video Bio (EPK)

Also available for an additional charge; **HI-DEFINITION VIDEO!** Perfect for use as enhanced content on DVDs and dual-format discs! Call for availability and pricing. Location shoots, live music clips and more are all available at an additional expense. Call today to talk about what you would like to see Gyroscope make available to you!