



## PRODUCT LAUNCHES

New product launches are a big deal and should be shared in an unforgettable way. From education to awareness, Fathom's cinema experience offers a highly scalable communications platform to bring your product's story to life.

### IMPACTFUL PRODUCT LAUNCHES

If you're looking for a new and immersive way to engage your employees, distributors, and key business partners, Fathom Events can connect your far-reaching associates in their local movie theaters across the country. The Fathom network can be deployed for:

- Retail Partner Product Launches and Training
- Service and Sales Force Product Launches and Training
- Companywide Re-Branding
- Brand Loyalty and Awareness
- Fan Activations
- Programming and Content Premieres

### WHY THEATERS?

Cinemas are not just for movies anymore. With Fathom, you can engage your stakeholders through the power of the big screen and theater-quality sound. Our immersive and engaging platform takes full advantage of the attributes of hosting an event in movie theater auditoriums:

- Giant HD movie screens and surround sound
- Extensive network of "connected" movie theaters across the U.S.
- Simultaneous and consistent message delivery across all time zones
- Centralized booking with one contract
- Access to theater concessions

### ENGAGE YOUR AUDIENCE

#### Live Satellite Broadcasts

Fathom's proprietary network allows delivery of your event by live satellite broadcast simultaneously and consistently to as many as 1,200 theaters nationwide.

#### Pre-Recorded Content Distribution

Pre-produced content can be securely delivered for simultaneous playback or staggered across time zones to as many as 2,000 theaters nationwide.

#### About Fathom Private Events

Fathom has reinvented "invitation only" events by offering a high-impact way for corporations, entertainment companies, programming networks, and brands to engage, inform, and motivate privately invited audiences through the unmatched sight and sound that only the cinema can deliver. Fathom offers a highly scalable communications platform that connects organizations with their targeted audiences in movie theaters throughout the U.S.

For More Information Visit Us at: [www.fathomprivateevents.com](http://www.fathomprivateevents.com)

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