

Collection Overview



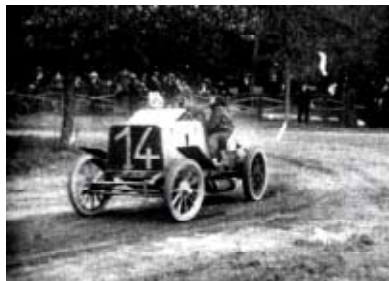


Thought Equity and HBO Sports® have partnered to announce the new HBO ArchivesSM, available online exclusively at www.thoughtequity.com/hbo/. HBO Archives expands on Thought Equity's already extensive library of motion imagery and features premium film, video and HD footage. Entertainment, creative and corporate production companies now have access to select footage from HBO® productions, the leading premium cable television network, celebrating its 34th year on the air.



Motivate Their Minds

HBO ArchivesSM showcases spectacular clips captured on film or in HD and reflects the HBO[®] signature of uncompromised quality, technique and originality. Get instant access to inspirational footage of international destinations, famous landmarks and historic newsreel footage from the turn of the 20th century. Breathtaking aerials and establishing shots add dimension and depth to feature films, television and cable programming, and other film and video productions.



Stimulate their senses

Illustrate sophisticated or emotionally moving concepts for film productions using powerful motion imagery found only in the HBO ArchivesSM. The collection boasts hundreds of hours of dynamic footage to match the concept and budget of any production. Explore extraordinary footage from the acclaimed Time-Life Films[®] series "Wild, Wild World of Animals" or draw from a vast array of timeless sports footage and handpicked action clips.



Captivate your audience

HBO ArchivesSM features the finest HBO[®] footage from sports, special programs, documentaries and wildlife productions. Award-winning footage brings life to productions and helps capture the attention and imagination of film audiences. Own your audience with the compelling and unique motion imagery of the HBO Archives, found only at:

www.thoughtequity.com/hbo/



Accelerate your Productivity

Thought Equity is the online destination of choice for production professionals who want to reduce the time and cost associated with delivering world-class film and video productions.



Efficiency

- Speed View™ provides the fastest previewing technology in the world
- Non-stop Work Flow: Frame accurate comps allow editors to quickly edit and review a project prior to downloading the master file
- Shot Reels: Quickly preview and select clips in the context of a director's shot sequence rather than searching for related clips
- Footage Concierge: 24x7 research assistance and technical support
- The broadest worldwide network of motion content creators
- Really Simple Syndication (RSS) feed for notification of new footage

Footage

- The world's finest hand-selected film and HD footage collections
- Largest selection of premium royalty-free and rights-managed footage
- Fastest-growing film and HD library in the world

Technology

- Film assets stored as Digital Intermediate (2K)
- HD files stored as uncompressed
- Transcoding-on-demand so you can get the file size and format you need, when you need it
- Online master file storage
- Previews in QuickTime, Windows Media and Flash