

The Rules

Overview

The Treasure Chronicles™ is an interactive media adventure series presented by Immagix Media LLC. In our media format you, the viewer, are directly responsible for the outcome of the story. During the course of the season, there will be key decision points at the end of each episode. These decision points will require the viewer to employ knowledge, intuition, and perhaps their skills of persuasion to keep the characters on the right track. The viewer will have the option to provide their choice via an electronic vote.

Votes will be tabulated and the choice, or in some cases - choices, receiving the most votes will drive the course of the next episode. We need to make this point absolutely clear: There is no set narrative to each season. The choices made for each episode will impact subsequent episodes.

As you may derive from the name, each season will involve the investigation (and potential pursuit) of a lost treasure! It seems like human beings have a serious penchant for losing valuable stuff. The Treasure Chronicles™ is all about trying to uncover those mysteries, and maybe finding some of those lost treasures in the process.

Logistics

The Treasure Chronicles™ is currently only presented in an online medium. We will attempt to adhere to a weekly episode schedule whenever possible. Any deviation from this weekly schedule will be clearly noted on our website. In addition, we intend to post the episodes at a regular time.

In order to be an active participant in The Treasure Chronicles™ you will need to register at www.immagix.com. We know, we hate registering for stuff too. But with the reward aspect of our series, there just isn't any good way around it. We need to make sure that you are who you say you are so we have a way to identify you if you are a winner. Everybody tells you that they aren't going to sell your information to nefarious spammers, so we'll tell you

that too - we really won't though. Although, you are certainly free to watch the series unfold without registering, we hope you decide to participate in the interactive component of the series.

From the moment that the video is posted, viewers will have 48 hours to submit their electronic vote for the current week's episode. This 48 hour cutoff is only relevant to deciding the course of next week's episode. Viewers may submit their vote after the 48 hour deadline, for scoring purposes, but those votes will not be counted when calculating the outcome of the Decision Point. If you want to affect the story, you'd better vote early!

You absolutely must submit your vote for the last episode before the next episode is posted. Votes posted after the next episode is posted will not be counted at all - no exceptions.

Scoring

In order to know how you are doing in relation to other viewers, we need to provide you with a scoring mechanism. Your score is known as your Treasure Quotient, or TQ for short. Yes, technically it isn't a quotient, since there is only addition used to obtain the value. However, we are going for the equivalent in treasure hunting of your IQ, and it sounds way better than Treasure Sum or Treasure Aggregate.

How do you build your TQ?

Decision Points

At the end of each episode, the viewer will be presented with a number of choices. These choices will be instrumental in furthering the plot, for better or for worse. The viewer will have to determine what they believe is the best decision to help the characters in the story reach the goal. You may also want to engage your powers of persuasion of others, to make your case as to why your choice is the best. Why do you care what others decide? Because if the audience chooses incorrectly, the story could end badly. This could mean be that no treasure is found.

Each of the Decision Point choices is assigned a TQ value. The value corresponds to how effective the choice will be in furthering the goal - or finding the

treasure. You will receive TQ points based upon what you vote.

As in life, one bad decision rarely causes catastrophe, thus it is with The Treasure Chronicles™. The Decision Points in the early episodes will not have as large of an impact on the story as the later Decision Points. Hence, the TQ points you can receive from early decisions will be worth less than later episodes. If you are a slow starter, it means you might have a chance to catch up as we near the end.

We will provide you with a means to view your updated score total as well as your standing amongst other viewers.

So what happens if at the end of the season, we have one or more viewers who have tied scores? This is where things get interesting!

Tie breakers

In the event of a tie, for both members and non-members, you will be required to perform the following tests if you want to claim your share of the reward:

1. Test of Knowledge: Those non-members and members who have tied, will be required to test their treasure hunting IQ with a timed online quiz. The subject? Your just completed treasure hunt. The quiz must be taken within 48 hours of the season conclusion.

2. Test of Persuasion: If there is still a tie at this point, the viewing audience will now have their say at deciding who should be the winner. The winning candidates will have 48 hours to persuade the rest of the viewing audience why they should win. And both members and non-members will be able to vote.

3. Test of Luck: And if by some miracle, there is still a tie. The final decider will be left to the test of chance. An official drawing with pointy headed lawyers will be conducted.

The Reward

If we are keeping score, there must be a winner? The answer to that depends entirely upon you, the viewing audience. We absolutely want there to be winners.

Everybody loves a winner and we are no exception. However, whether or not the treasure gets found is ultimately up to all the viewers who chose to participate.

So what can you win? For each season the treasure will vary. However, the reward that the audience can potentially reap will be set as follows.

Non-Members

Our interactive media will be available to anyone in the world who wants to participate. You will be able to register, vote, find clues, and potentially claim a reward. The amount of the reward will be a fixed amount to be announced at the beginning of each season. That's it. No catch. You register and participate and you can win.

Members

We will also be offering another option to the potential treasure award. We will be offering individuals the option to join for a season as a paying member. Members will be viewing the exact same episodes as the non-members. In fact, both groups will be controlling the same season, though members will have a bit more sway. Another difference for the Pay to View viewers is the potential reward.

Half of all of the membership fee will go towards the potential reward. What about the other half? We will be using that to reinvest in the production, to improve it and to run our business.

One caveat on the membership. You must decide whether or not you want to become a member prior to the start the third episode of any given season. You cannot win both the non-member and member awards. You'll need to decide which way you'd like to participate in the season.

Transparency will be a critical component for our member viewing audience. We will be providing an online feed of the member count and a running total of what the potential reward would be during the season. All of the funds that we receive from our members will be held in an escrow account at a legitimate US banking facility until the end of the season. If the audience is successful in finding the treasure, then the non-member and member winners will receive their share of the treasure. We will

award the top three members a share of the treasure. There will only be one winner in the non-member group.

And what if the audience drives the season into the ditch and the treasure remains lost? For both the non-member and member viewers, there will be no winner for that season. Bad audience. Shame on you. The good news, however, is that the unclaimed reward for both members and non-members will carry over to the next season!

That's it for the rules and regulations. Now get out there and find some treasure!