

CEO CFO

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As Television Manufacturers are Switching Their Focus to Developing 3D Television Sets, Empire Post Media, Inc. is Focused on Providing the 3D Programming and Content that will Take This Industry as well as Television Viewing to Another Dimension



Services
Entertainment –
2D/3D TV production, conversion
and post production

(EMPM-OTCBB)

Peter Dunn
Chief Executive Officer

BIO: Peter B. Dunn

Peter B. Dunn has forty years of experience as a creator, owner, investor and manager of entrepreneurial companies in the media, communications, technology, energy and financial services sectors.

Prior to joining Empire Post media as its President, Mr. Dunn was President of Norris Capital Partners, Inc., a private equity management firm, specializing in public stock investments in the Energy field.

In 1997, Mr. Dunn created VNOW, a public company which developed proprietary high speed internet video software and produced internet/CDROM videos for a wide range of corporate clients including Victoria's Secret, Cheesecake Factory and Arco.

For nearly two decades beginning in 1980, Mr. Dunn created, produced and some cases directed 138 major sporting and entertainment events.

His Classic Golf International company produced a variety of golf home programs for Paramount Home Video and "Fairways to Heaven," a television special for BBC/Lifetime.

His Integrated Special Promotions marketing consultancy produced many major projects for The Coca-Cola Company in the late 1980s and early 1990s, including a live show called "A Gala Premiere: Introducing Diet Coke," starring Paul Anka at the Los Angeles Music Center, which was the centerpiece of the Western states rollout of Diet Coke: 'A Centennial Celebration,' a live show at the Universal Amphitheatre starring George Burns and Kenny Loggins celebrating Coke's hundredth birthday; and the gala entertainment event at the Queen Mary in Long Beach celebrating the West Coast end of the line for "Hands Across America. During this period, Mr. Dunn also consulted for Coca-Cola in connection with the pre-opening ceremonies of the 1984 Summer Olympics in Los Angeles and the hundredth birthday celebration of the Statue of Liberty in New York, attended by President Ronald Reagan.

During this same period, Mr. Dunn found time to produce a Spanish language TV game show, "La Caja de Suerte" in the 1980s and a feature film titled "Slow Burn" in 1994. Mr. Dunn had his first experience in the energy field as President of C & E Coal Company, which specialized in the secondary recovery of metallurgical coal along the Oklahoma-Arkansas border, most of which was shipped directly to National Steel.

In 1972, Mr. Dunn founded and became the first President of Western Corporate Services, owner of U.S. Stock Transfer Corp., the third largest independent stock transfer agency in the United States. Mr. Dunn remained an owner and a member of the Board of Directors until the U.S. Stock Transfer was sold in 2007, after 35 highly profitable years, to Computershare Ltd., the largest share registry company in the world.

Mr. Dunn graduated from Clarkson College of Technology. He is married with two children.

Company Profile:

Empire Post Media is an entertainment company pursuing opportunities in the television field, based on bringing cost-effective production methodology and 3D technology to established television genres, using market demand to stimulate production.

The company focuses on three key areas in the television industry: the creation, development, production of 2D/3D television programming: 2D to 3D conversion; and post-production services.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Dunn, what is the focus of Empire Post Media?

Mr. Dunn: Primarily Empire Post Media is developing and producing 2D and 3D television shows. In addition to that, we provide 2D to 3D conversion for television product only and do other post production functions for both film and television.

CEOCFO: Would you tell us about the 3D TV industry?

Mr. Dunn: The industry is a relatively new industry that has developed over the last couple of years. Sony TV and some of the major television manufacturers feel that by the end of 2012, half of the television sets sold worldwide will have 3D capability and what is missing is programming for that demand. Today certain live events are televised in 3D, but not very many other TV programs are available 3D. Our company is providing that content and we are doing it in the reality television field at this time. We plan to expand that into documentaries and other types of shows in the near future.

CEOCFO: Why is the reality TV shows the right place to focus?

Mr. Dunn: I do not know that there is a right place. For our company with the personnel that we have on board, this is an area of expertise that we feel most comfortable. We are already producing one 2D/3D television show, which is presently being sold worldwide. Also, the cost factors in producing this type of show fit well into our capital structure.

CEOCFO: Where does 3D really make an effect?

Mr. Dunn: Not all television or theatrical features, for that matter, lend themselves to 3D. However, there are many action type events where the third dimensional gives the viewer much more enjoyment; it can be anything from a game show to any kind of action or a comedy show. You could have said the same thing about television when you had radio or television when it went from black and white to color. 3DTV is the wave of the future. If you can provide 3D content on television with a minimal inconvenience to the viewer, we believe that there is a bright future for 3D TV.

CEOCFO: What has the reaction been to Journey Beyond?

Mr. Dunn: Very strong. We are presently selling Journey Beyond in the international market. Our distributor just came back from MIPCOM in Cannes, France, and we have found interest for the show in all of the major markets. We believe that the show will be extremely profitable. Our production philosophy is to produce shows, they must be market driven. We create the concept and take it to the market. Then, if the market likes and wants the concept and is willing to pay for it, we go ahead and produce it. If the market does not show an interest for the programming, we go on to the next project. We are a market driven company and we do not speculate on a new show.

CEOCFO: Will you be moving that platform to things other than TV in the future?

The 3D TV market is just around the corner and Empire Post Media is positioning itself to be a major contributor of 3D TV programming. Our current 2D/3D production model allows us to supply programming at low cost thus making the programming extremely profitable especially if the shows go into a second and third year of release. Our 2D/3D conversion ability will allow us to increase our stake in other product. We believe that we are on the right track and excited about our future.

- Peter Dunn

Mr. Dunn: Yes. With the Journey Beyond project, we are already doing a print and electronic graphic book for it, and looking at several internet broadcast opportunities including an interactive electronic game. The way we produce these shows, they are shot in 3D, but then converted to high definition 2D for the present market with the 3D version being available when needed. Actually, what we are doing is creating two shows for the price of slightly more than a 2D show would cost. It costs about 10% more to shoot in 3D than in 2D. In that matter, we are building inventory for not only today, but for the future.

CEOCFO: Would you tell us about the 2D to 3D conversion side of your business?

Mr. Dunn: First, we do not produce a 3D product for anyone else. We convert existing 2D product into 3D product and we are specializing in the television market. We have proprietary software that we are continuing to develop to be able to convert 2D into 3D at a reasonable cost, so that existing television product can be available for 3D television when the demand comes. This is an area of the business that will continue to grow and we believe that it will be the most significant contributor to the company's revenue stream in the near future. The third function is pure post production and we believe over the next three to five years we will fade out of that end of the business and concentrate solely on 3D production and conversion.

CEOCFO: What is it about your technology that makes it different and better?

Mr. Dunn: Better is hard to define because converting 2D to 3D is a matter of cost. We believe our technology allows us to provide a quality service at a much lower cost. 2D/3D conversion for television is different than conversion for film. For example, the movie Titanic has just completed conversion from 2D to 3D and will be released in 3D next year.

My understanding is that it was a \$25 million project to convert, and I am sure you can understand that no television show can afford those kinds of budgets; no matter how popular it is or was. Therefore, we are attempting to get the price of conversion down to about \$5,000 a minute. We have a proprietary technique that we also will be using to enhance the 3DTV experience but we have not released information on that product yet and it is not available to the public at this time.

CEOCFO: Is Empire Post Media working on other programming at this time?

Mr. Dunn: We have several programs in development. Some are farther along than others, but we have

not announced them as of yet. Because of the nature of the entertainment industry, which tends to cannibalize ideas very quickly, we have chosen not to announce the shows until we are close to going into production on them. Announcements on this front will be made over the next few months.

CEOCFO: What is the financial picture like for Empire Post Media today?

Mr. Dunn: Presently, Empire Post Media is a small company. We are fully funded at this time. We have a business philosophy of funding production with third party financing thus minimizing our risk. We do finance our own development and the acquisition of properties, but the actual productions is done with an outside partner and third party financing. Production for Journey Beyond, which is our first show, has been funded and is going forward. We have other produc-

tions that we will seek production financing and we are very confident that existing sources will provide that financing.

CEOCFO: Why should potential investors pay attention to Empire Post Media?

Mr. Dunn: The 3D TV market is just around the corner and Empire Post Media is positioning itself to be a major contributor of 3D TV programming. Our current 2D/3D production model allows us to supply programming at low cost thus making the programming extremely profitable especially if the shows go into a second and third year of release. Our 2D/3D conversion ability will allow us to increase our stake in other product. We believe that we are on the right track and excited about our future.

CEOCFO: In closing, what might potential investors not understand about

the Empire Post Media story that they really need to understand?

Mr. Dunn: Everything we do has not only current value, but built in value for the future. As we currently sell 2D programming, we are building a library of 3DTV programming that a relatively new company in our industry rarely does, 3D TV is in its infancy and both the industry and our company have a bright future. Our business model is visible and straightforward; so if the investor takes the time to look at our information, they will be able to get the information needed to make a judgment of whether our business model has value. Our web site has all the current company information, including company description, current press releases, new shows, SEC filings, and investor relations information. Therefore, our website can be a great source of information for current and potential investors.



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