

Introducing their SmartStick Portable Computer-like Device that plugs into the USB Drive on a Television turning it into a Smart TV, Sky is the Limit for FAVI Entertainment in the vary large Home Entertainment Consumer Electronics Market

**Consumer Goods
Entertainment**

FAVI Entertainment
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Jeremy Yakel
CEO

BIO:

Jeremy Yakel founded FAVI Entertainment in his college dorm room. Since that time, he has become a well-rounded entrepreneur and executive, with responsibility for all aspects of the business. Jeremy was highlighted as one of 2012 Crain's Business '20 in Their 20s'.

About FAVI Entertainment:

FAVI Entertainment designs and markets consumer electronics that deliver a world class entertainment experience. FAVI's product line includes mobile and tablet accessories, handheld projectors, LED displays, and Android and iOS applications. The FAVI brand can be found at retailers

across the globe including in China, India, and other emerging markets.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Yakel, would you tell us what you do at FAVI Entertainment?

Mr. Yakel: We specialize in audio/visual entertainment technologies. With our latest product line, we have projectors and projector screens, LED televisions and our latest product, the SmartStick which is a portable computer-like device that plugs into the back of your television in a USB drive. It displays and makes your television a smart TV. You can download apps in the Google Play store, stream videos and use your laptop wirelessly. Basically it is a computer on a stick.

CEOCFO: How long has that been available?

Mr. Yakel: We announced it in September and it shipped in early December.

CEOCFO: How has it been received?

Mr. Yakel: Excellent! We have lined up quite a few retailers in distribution channels since we announced its release and it is going great so far.

CEOCFO: Your website indicates that you provide your customers with a world class entertainment experience. Would you tell us what you are doing different from others and how you provide that level?

Mr. Yakel: We are always looking at what we can do better as a company.

A couple examples of that would be when we first founded the company, we came out with a bulb technology for a projector that would last four times as long as the competitors. It is a value to the customer with bulbs back in the day ranging from \$300 to \$400 dollars to be replaced almost as expensive as the projector. That was one of our value adds early on. We since evolved to strictly LED technologies in our projectors, which provide the same added benefits. With televisions, we differentiate ourselves by providing cabinets and frames of the PD in different colors such as pink and white when primarily your TV has been available only in black. Our latest innovation has been Smart Stick, which obviously has the huge advantages in form factor, being the size of essentially a USB drive and packing more functionality than our comparable media players or laptops.

CEOCFO: What is the demographic and how do people find out about FAVI?

Mr. Yakel: It is a great deal of word-of-mouth. We do a lot of online marketing as well.

CEOCFO: Would you tell us about the industry in general and the growth of the industry?

Mr. Yakel: The market that we serve is the entertainment technology market, which has been explored over the last few years. There has been an explosion in the area of Technology such as iPhone, iPad and android enabled devices as well as mobile technologies in general. Many of our products are companion products for

those, so naturally there is a huge demand for our products.

CEO CFO: How do you decide what will stick and where you want to look to enhance or improve?

Mr. Yakel: There are certain things that we just know are going to be around for the next three to five years. We are heavily focused on developing our own android platform. It has been well received generally by consumers with Android having the majority of the smartphone market share. The consumer as well is aware of the technology and has used it before, so having a use case like that with mobile phones where we know that building around a platform, especially with Smart Stick, is probably a good bet.

CEO CFO: Are you having any trouble getting shelf space?

Mr. Yakel: It is always a challenge but every retailer wants something different. They do not want the same thing. They want something unique and we provide that need.

CEO CFO: How did you decide on pink for your products?

Mr. Yakel: Something dear to my heart has been breast cancer aware-

ness so that is how it evolved. The show The View contacted us. We did a project with them and we thought it would be a great thing to raise awareness for breast cancer. We launched it out on the show The View in 2008.

CEO CFO: What is on the drawing board that?

Mr. Yakel: We are just continuing to concentrate on SmartStick. There is a next-generation version that we are working on. We are hard at work.

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CEO CFO: How do you reach the people that are not very tech savvy?

Mr. Yakel: A great example of something in the works right now is we really want to reach that type of consumer with this product. We partnered with the Dummies brand to help guide the instruction process and co-brand a

Stick for retail distributions and try to reach out to those customers because SmartStick truly is a very powerful technology but very user-friendly.

CEO CFO: How is business these days?

Mr. Yakel: Great! I could not be happier.

CEO CFO: Why should the business and investment community pay attention to FAVI?

Mr. Yakel: We are focused in one huge space that has a great deal of opportunity for growth and I believe with our new products they all kind of complement each other and the sky is the limit for growth. There are so many different things you can do with our platform and SmartStick that it is attracting many different investors.

CEO CFO: What should people remember most about the company?

Mr. Yakel: Our Enterprise business is growing very quickly as well. This year you will see many large-scale business deployments where we provide customized SmartStick software solutions.



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