

# CEO CFO

**MAX SOUND**  
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## MAX SOUND® is One of Those Once in a Life Time Companies with a Once in a Life Time Technology that will Revolutionize the Transfer of Audio Files – Solving Size, Bandwidth and Quality Problem All at the Same Time



**BDC**  
Technology  
(SOAN-OTC: BB)



**John Blaisure**  
President and CEO

### BIO:

John Blaisure is the President and Chief Executive officer of So Act Network, Inc. Previous to Mr. Blaisure joining So Act Network, Inc. He was the Founder and President CEO of Effective Network Systems in 1996-2010 a telephony software company that was debuted at the Intel Technology Summit in 1999 as one of the top

40 telephony software companies in the world. Previous to that was the founder President CEO of a cellular communication reseller and retailer in Dallas Texas in 1990-1996 and achieved success as a market leader in the Dallas Fort Worth area in retail sales. The company also achieved success as a national leader in Cellular rentals. Mr. Blaisure brings over 20 years of experience in managing and marketing of communication technology companies from the ground up.

### Company Profile:

#### About MAX SOUND®

MAX SOUND® is to audio what HD (High Definition) is to video. The MAX SOUND® HD AUDIO™ Patent Pending Process can convert any audio file to high definition quality while maintaining its existing format without encoding or decoding and greatly reduces the file size. Visit <http://maxsound.com> to watch audio and video demos to hear the difference for yourself.

HD Video and 3D Video are clearly two of the fastest growing segments in the multi-media industry. But due to bandwidth limitations, there has been no solution for HD AUDIO™ to accompany this shift to advanced video. By significantly reducing the file size while increasing the quality of the audio, it makes MAX SOUND® the clear solution for many major film studios, major record labels, online video streaming websites, mobile phone manufacturers, video game makers and all industries that have struggled with delivering high definition audio to their customers.

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

**CEOCFO:** Mr. Blaisure, there have been lots of changes with the company, would you give us a brief overview?

**Mr. Blaisure:** We are excited over here at MAX SOUND. We have filed for a 14-C name change, and a symbol change due to our technology that we own called MAX SOUND®. The technology is a revolutionary breakthrough to basically deliver audio in any format to its original acoustic form as it is originally recorded in the studio, without increasing the file size.

**CEOCFO:** What is the technology that allows you to do that?

**Mr. Blaisure:** Basically the technology is a software based technology that was invented by Lloyd Trammell, who is now our CTO. We purchased him and the technology about eight months ago for a little over \$7 million. Lloyd is the first inventor of surround sound, so he is a very intelligent audio man. He was voted one of the top three audio people in the world. He is on our team. Basically what this technology does is dynamic. Within nanoseconds, it recreates the music to its original source file and increases the audio quality to when it was originally recorded. It basically takes what was removed due to compression and restores it. The reason why that is such a breakthrough is because in the past the only way that you could do that is using encoding and decoding hardware on both sides of the transmission to where now where it is on the sending end of the transmission via streaming audio or streaming video or

download audio or download video. We can then change right there at the source and we can also encode on a DSP chip at the hardware receiving end and convert at that source. So whether we are at the sending end or the receiving end we can now give you true high-definition audio.

**CEO CFO:** What is your revenue model and how will you be delivering it to the marketplace?

**Mr. Blaisure:** We are beginning now at the manufacturing source. We have a business-to-business model where we will be contacting the largest entities that provide streaming audio and video and hardware manufacturing that already has the end user consumer captured. We are going to basically do deals with them and then deploy our software licensing at that level. It is designed to be a recurring revenue model to where we will get a minimal licensing fee, non-recurring engineering fee. Our main revenue will be from the millions of downloads, or millions of units being delivered into the market.

**CEO CFO:** Has the industry been actively looking for this solution?

**Mr. Blaisure:** Yes, it has. As a matter of fact, CNN today just issued a news article on the entire industry looking to go back to 24-bit files in order to recreate the quality or higher fidelity of audio that has been lost. Right now, it is a collaboration between mentioning Apple, HP and some of the larger companies trying to come up with a solution. By going back to a 24-bit process from an existing 16-bit process, what that actually does is that it provides a higher quality music track or audio track. In addition, it ends up increasing the file size, which comes back to the problem we are having with the internet. Basically the internet is finite, so we are looking at growth in the next three years that is basically going to start causing brown outs.

This is because we just have too much data going over the internet and with the increase in audio and video traffic of up to 90% of the internet traffic over the next three years it is a big problem.

**CEO CFO:** What is the timetable; what happens now for you?

**Mr. Blaisure:** We have just announced our launch of our latest version of MAX SOUND. We have entered the market just in the last seven to eight business days, so we are currently deploying and we are talking to businesses. We are trying to get our deals going so that we can move into our revenue model.

**CEO CFO:** What is the cycle to get it off the ground?

**Mr. Blaisure:** The cycle to get it off the ground is pretty short-term. As far

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as the movie industry and the audio industry we were able to convert those files immediately here at our studios in Santa Monica California. As far as adapting to a software audio source, our video source, we probably would have a thirty to sixty day turnaround to just customize our codec, so that it is adaptable to their procedures.

**CEO CFO:** So this is going to be up and running quickly!

**Mr. Blaisure:** Yes it is!

**CEO CFO:** What is the financial picture like for MAX SOUND?

**Mr. Blaisure:** We have about a \$40 thousand a month burn rate for overhead. We have about five employees with two contract employees. We expect to be in a revenue model with

cash flow in the next thirty to sixty days.

**CEO CFO:** What challenges do you see ahead?

**Mr. Blaisure:** We are protecting our IP (intellectual property). We are in patent pending right now, so we do not expect to have anybody publicly see our architecture for at least several years. We have been out there looking and quite frankly we cannot find anybody right now that is going public with any type of technology that is even close to ours. We definitely feel that we are the first market mover and we are the game changer right now in this industry.

**CEO CFO:** Why should potential investors pay attention to MAX SOUND today?

**Mr. Blaisure:** If you do not pay attention to this right now, you are going to miss one of the biggest building industries that I have seen in twenty years of my background in technology companies that I have run as a CEO. I have never seen the growth that we are going to see in video over the internet and audio over the internet. I have never seen a growth like this and I was there at the beginning of cellular and wireless communications and I was there in the beginning of voice and data over the internet. Right now, the growth is just off the charts.

**CEO CFO:** Final thoughts, what should people remember most about MAX SOUND?

**Mr. Blaisure:** What people should remember is that they are here at the beginning and are able to capture a company with a generation audio-changing technology. We are going to make a big difference in the internet and make a big difference in the way you hear music and audio in general in the future.