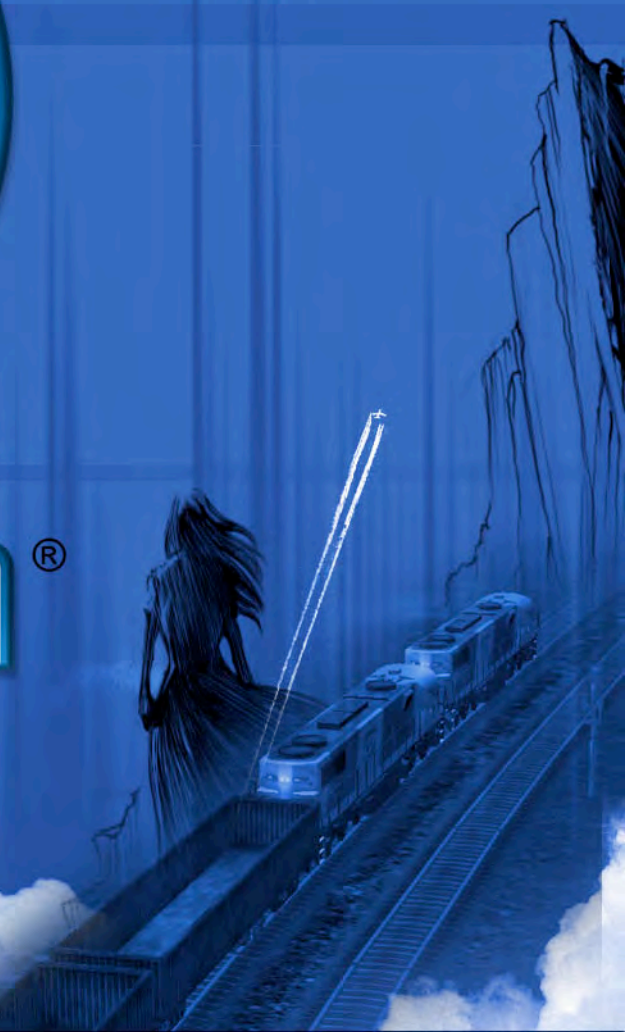




AURAN®



AURAN: Graham Edelsten, CFO



Vision for Auran

To ensure its “**responsive media authorising system**” revolutionises the way that owners of intellectual property can develop, produce and market, entertainment and educational products on an international scale.



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History of Auran

- Founded in January 1995
- Created *Dark Reign* – sold 750,000 copies
- Tactics engine sold to Activision for \$US 250k
- \$4.2 million in royalties
- Commenced *Jet* development in 1997
- \$2.1 million Start Grant
- Game production agreement with EA



History of Auran

- Commenced work on *Trainz*
- Completed Jet v 1.0 2000
- Commenced Jet v 2.0 2001
- Commercial Licensing of Jet v 1.0 2002
- Commenced *Jet* development in 1997
- Launch of Trainz 2002



Awards

- Australian Technology Award 2001
- Australian Export Award
(Arts & Entertainment) 1999
- Qld Premier's Export Award
(Arts & Entertainment) 1998 1999
- Qld Premier's Award for Excellence
(Arts & Entertainment) 1997



Key People

Board

- Greg Lane (*CEO*)
- Graham Edelsten (*CFO*)
- Tony Hilliam (*COO*)
- Harry Hilliam (*Chairman*)



Future of Auran

Three Core Activities

- Licensing of the Jet Authoring System
- Production of Games
- Production of Internet based interactive entertainment



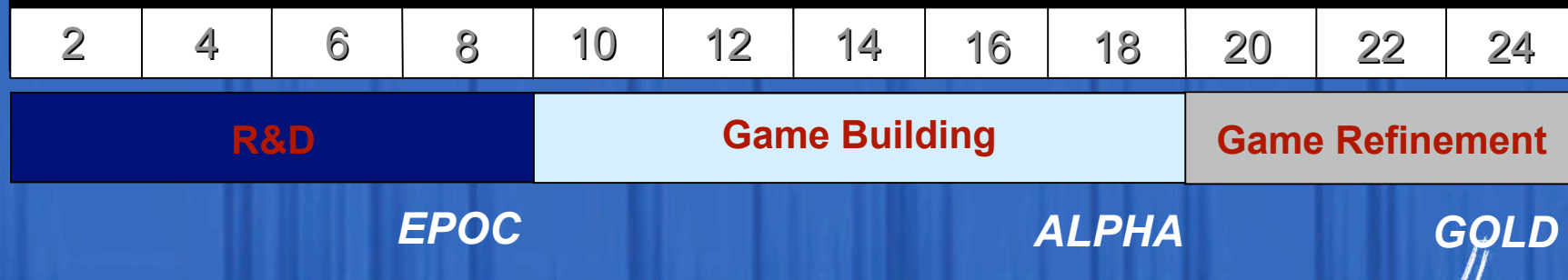
Industry Background

- Entertainment + Technology = HIGH RISK!
- Average Game Development Budget
 - \$US 2.5million
 - 2.5 years

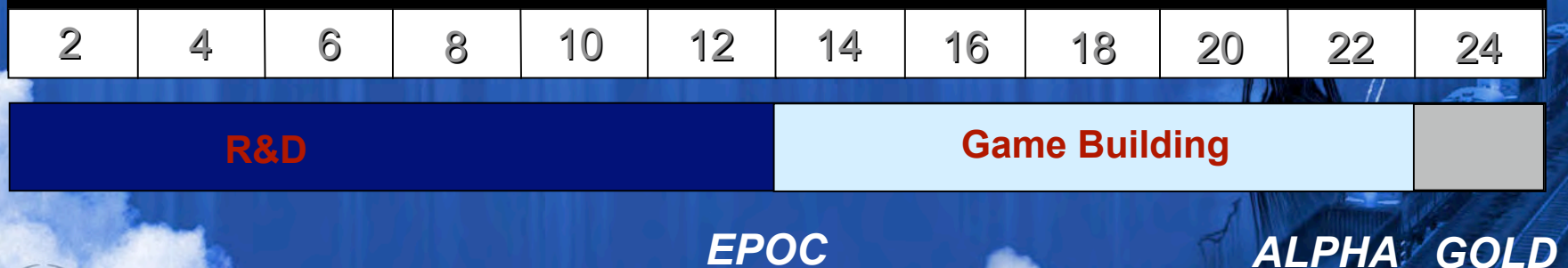


Traditional Development

Typical Game Development Critical Path



R&D Blowout!



By Using Auran Jet[®]

Remove Barrier to Entry

- Massively reduces development *time* and *risk*.
- *Relocation* of resources, to the game building and refinement phases.
- *EPOC* (prototype) within 4 months.



Potential market Size

Interactive Entertainment is already HUGE!
\$US12 Billion

And expanding...

- Expanding Demographic
- Female Market
- Emerging Territories
- IP Owners



The Future...

... of the interactive entertainment industry.

- Greater Online Distribution
- Lower Price Points
- Broader Mass Market Appeal
- Shorter Development Cycles
- Lower Development Budgets & Risk
- Greater Product Diversity



Thankyou

www.auran.com



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