

This

is

not

Silicon

Valley



It's a crisp, clear and cold day in the Pacific Northwest and I'm headed for the new headquarters of Splyce Inc. in Gig Harbor, Washington. As I drive west across the very scenic Narrows Bridge the deep blue waters of Puget Sound stir beneath me while Mt. Rainier fills my mirrors and a view of the snow covered Olympic Mountains consumes everything ahead. There are traces of snow from a weekend flurry as the massive evergreen trees stand silent. The scene is made complete as a full moon heads for the horizon. Splyce owners Michael and Christie VonDitter have just returned from a weekend in Squamish, British Columbia to photograph one of the largest natural concentrations of Bald Eagles this side of Alaska. As I walk from my car to the front door, a sea-plane passes overhead, probably headed for the harbor. In the lunch room someone has already put out a plate of fresh smoked salmon and the staff is starting to assemble on this cold morning with hot espressos in hand.



This is living in the Northwest



Amidst all this northwest beauty, and tucked away among the evergreens is the new headquarters of Splyce Inc. They re-located in June of 2007 into a +7,000 sq ft facility with room to grow. Complete with generators, the new building boasts 100% secure connectivity providing real-time online ticketing despite any major weather issues in the area. The staff arrangement is also more concentrated, now all sharing the same floor with offices laid out specifically

to improve service, communication and creativity. It's not your typical boring cubicle matrix. It's an environment that fosters success and the end results are felt at the customer level.



2007 has been a good year and Splyce's customers have had much to cheer about. The Santikos' group in Texas is opening a new 100,000+ sq. ft. facility as we speak, complete with dining, 19 screens and an IMAX. The Admiral Theatre joins the growing list of Splyce Non-For-Profit Grant recipients along side The Empress Theatre, Key West Film Society, California Film Institute and The Kid's Discovery Museum. And Galaxy Theatres is opening two new locations in Carson City and right here in Splyce's backyard of Gig Harbor.

There has also been much to celebrate at Splyce. In response to customer growth, Splyce has not only increased its working space but has also added some 7 new members to its staff. The Splyce technical support team welcomes Marie, Alan and Drew. The programming team welcomes Rick. Chelsea is the new administrative binding tape that helps all of our channels stay in communication. Marketing and New Business Development is now driven by Dean Burke and the checks and balances are governed by new CFO Jason Bryant.

But even with this great new location and great staff (old and new), we're still not done and now we're rolling out our latest software package, Splyce 4.0. With such a great support vehicle surround it, the Splyce product has been groomed to the next level. When you call Splyce with feedback about its award winning software, you can bet that you are heard. It's one of the most defining attributes of



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the company. Splyce listens. And because Splyce is not rolled up under the umbrella of some conglomerate mother-ship company, they can effectively turn-on-a-dime and respond to the pulse of the market. This is evident of the new 4.0 operating system, which was tuned specifically based on customer feedback.

Efficiency was probably the word most used when re-shaping the 3.9 system into 4.0. Efficiency was always being put on test. So 4.0 is born with that agenda in mind – to create cleaner, more effective ways for you to manage your business. Time is money and time wasted is money down the drain – so Splyce enhanced the new system with all kinds of time saving and profit driving features. Splyce 4.0 can even communicate to you in 4 different languages. Other features include seamless controls with more intuitive methods for using the information that drives your business, improved features at the point of sale stations and increased security controls to eliminate theft. But don't let these words sell it short – this is the result of an entire team challenging each other to push their efforts to the next level. You really have to see it to believe it.

So how does a company book-end so many great new things?

What better way to celebrate all of this success than to share it. And that is where the Splyce Not-For-Profit Grant Program comes in. The small arts houses, live theatres and independent film houses around the country all deserve the same opportunity as the big guys. The problem is that most of the other companies won't give the NFP's the time of day, and even the "NFP specific" brands are a stretch for many. Splyce has taken the time to work with several small NFP's around the country in 2007 and already has a stack of applicants for 2008. With an attitude of "no customer is too small", Splyce has taken a very organic and relational approach to cultivating and supporting the NFP sector. Splyce simply believes in supporting the very roots of theatre and film. This is after all how this whole industry began.

We invite you to come and experience Splyce. In a sea of competition, Splyce product is superior and our people are impeccable. Our attitude, involvement and raw interests in this industry separate and define us as a brand. We offer the most comprehensive, real-time, state-of-the-art software available and back it with a winning attitude of people that money cannot buy. Come see why Splyce is different.

