



**MAX-D** is a disruptive technology!

23 Patents Pending  
HD Audio Technology

Targeted to Multi-Billion Dollar Vertical Markets in Multi-media, Entertainment & Communication Technologies

No Need to Change or add new Equipment to Adopt MAX-D

**ANYWHERE AUDIO CAN GO, SO CAN MAX-D**

- Mobile
- Music
- Movies
- Games
- Streaming

**MAX-D** is rolling out

- Celebrity Endorsements
- Consumer Adoption
- Industry Integration
- Brand Awareness

**Recent Acquisition of Liquid Spins Provides:**

- \* Music download gift card program (both Liquid Spins branded and white label)
- \* Download free MAX-D App for HD audio
- \* Distribution to InComm's 225,000 retail outlets
- \* Pitbull Endorsement and App to 45mm dedicated fans

**OVERVIEW :**

Max Sound Corporation is a cutting edge technology company that has developed and recently begun to market its proprietary HD Audio Technology MAX-D which is the first **Consumer Audio Brand**. MAX-D is currently being commercialized for Smart phones, mp3 players, tablets and electronics. Consumers have unknowingly given up better audio quality for portable convenience which is why MAX-D is an enormous breakthrough, not only because it restores the lost audio harmonics and natural sound fields, but also because it does so without increasing original file size and without requiring consumers or entertainment and multi-media industries to change to new equipment or infrastructure.

The improvement in the audio quality that MAX-D provides cannot be described in just words alone. You truly have to hear it to believe it - <http://www.maxsound.com/maxd-demos/>

**SOFTWARE LICENSING BUSINESS MODEL :**

MAX-D is a revolutionary software process that needs no special decoders or expensive hardware to utilize. **Target Markets include:**

- \* Mobile Devices
- \* Recorded Music, Movies, Audiobooks
- \* Broadcast Live & Televised Events
- \* TV Network Programming
- \* Video Games
- \* OEM Manufacturers

**MAX-D IS THE FIRST AUDIO BRAND CONTROLLED BY CONSUMERS**

In December 2012, after 30 months of R&D, and now more than two dozen patent filings, MAX-D has begun to implement its go-to-market strategy and multi-pronged licensing approach; going directly to the consumer, and at the same time, targeting companies that bring entertainment, multi-media and communication technologies to consumers worldwide.

MAX-D has developed a substantial Intellectual Property Portfolio with the goal of becoming the standard in audio playback and voice transmission.

- \* White Label Music Stores Powered by Liquid Spins
- \* White Label Free and Pro MAX-D HD Audio Apps
- \* MAX-D Mobile Technology

MAX-D Apps are now available on Google Play for all Android Devices - IOS and Windows apps are coming soon.

**PARTNERS & CUSTOMERS :**



52-Week Range:	\$0.13 - \$0.78
Avg. Daily Volume (three-month):	174,000 shares
Shares Outstanding:	281 million
Insiders' Ownership:	74% approx.
Approx. Float:	25 million
Market Cap.:	\$62 million
Fiscal Year End:	December 31

## LIQUID SPINS ACQUISITION :

- Liquid Spins is the **other digital media distribution company** with contracts with all major record labels (more than 2 million songs) including:



- Launching Liquid Spins music download cards and white label music stores through InComm to the world's biggest and most successful retailers
- Music buyers receive a free MAX-D HD app after purchasing music from the Liquid Spins site with a direct link back to purchase more music

## LICENSING REVENUE MODEL :

- Smart Phone and tablet OEM's – **Licensing Royalty Per Chip Set**
- HD Audio Branded Apps – **Paid Upgrade Apps Marketed by Celebrities**
- Music Retailers – **Shared Revenue from White Label Music Stores**
- Audiobooks – **50/50 Split on Retail Sales and Paid App Upgrades**
- Home Entertainment/Smart TVs/Cable Boxes – **Per Unit License Fee**
- AEG Live Events – **Concert Broadcast Fees and Branded Apps**

## 2013 MILESTONE TARGETS :

- \* Q1 - demonstrate MAX-D technology on Qualcomm's Snapdragon DSP - S4 processor and Q2 - expand licensing partnership with Qualcomm to gain access to its 86 OEMs
- \* Q1 – Secure major deals to launch White Label Music Stores, White Label MAX-D Apps and Gift Cards into several of InComm's biggest and best retailers
- \* Q1 - further expand availability of MAX-D HD Audio App (currently available on Google Play for the Android platform). Complete and launch Apple iOS and Windows platform Apps
- \* Q2 - launch MAXDONLINE.com – offering branded MAX-D HD App with audiobook inventory from some of the largest publishing houses on 50/50 split of retail
- \* Early in Q3 - have created enough traction in various business segments to be able to forecast growth for 2013-2014-2015

### SAFE HARBOR STATEMENT

Statements in this Company Summary which are not purely historical, including statements regarding Max Sound's intentions, beliefs, expectations, representations, projections, plans or strategies regarding the future are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The forward-looking statements involve risks and uncertainties including, but not limited to, the risks associated with the effect of changing economic conditions, trends in the products markets, variations in the Company's cash flow or adequacy of capital resources, market acceptance risks, technical development risks, and other risk factors. The Company cautions investors not to place undue reliance on the forward-looking statements contained in this summary. Max Sound disclaims any obligation and does not undertake to update or revise any forward-looking statements in this overview.

## LISTEN TO THE OPPORTUNITIES

MAX-D has a number of near-term multi-million dollar opportunities to dramatically grow and effect the bottom line. MAX-D will build revenues through:

Consumer Products – Mobile App and White Label Program, Liquid Spins Retail Sales, Liquid Spins Mobile HD App, Pitbull MAX-D HD App, Upgrades (to Pro App and Membership Versions)

Entertainment – Shared Revenue with Artists, Brands & Retailers, QR code music sales at live AEG events, Audiobooks, Expansion of relationship with AEG beyond live event broadcasts



### MAX-D delivers:

- **MAX**imum **D**efinition
- **MAX**imum **D**imension
- **MAX**imum **D**etail
- **MAX**imum **D**ynamics

**MAX-D IS THE WAY AUDIO WAS MEANT TO BE HEARD!!!**

### Investor Relations Contact

Terri MacInnis, Dir. of IR  
Bibicoff + MacInnis, Inc.  
[terri@bibimac.com](mailto:terri@bibimac.com)  
818.379.8500

### Max Sound Corporation

2902-A Colorado Ave.  
Santa Monica, CA 90404  
888.777.1987  
[www.maxsound.com](http://www.maxsound.com)  
[www.liquidspins.com](http://www.liquidspins.com)