
From: Garrick McIntosh [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=GARRICK.MCINTOSH]
Sent: 6/29/2012 4:32:08 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
CC: Brent McIntosh [Brent.McIntosh@prestocard.ca]
Subject: PRESTO video content refresh

Good afternoon Judy,

We wanted to present our refreshed PRESTO video content to you, which will accompany the enhanced PRESTO website for Ottawa & GTHA, as well as our Facebook and YouTube channels.

- We've created 2 versions, the second containing slightly tweaked narrative speaking to PNG in a present state, versus the current "coming soon".
- We wanted this PRESTO presence on YouTube, (as it is the #2 internet search engine).
- The video is "modular", in that we can film & add new segments as required.
- French versions have been completed.
- This will replace our previous videos, which were included as part of PRESTO's initial launch and are out of date.

To view the video, click the first link on this page:

<http://client.panicandbob.com/clientpage.php?id=2bf5e202fc973a02f417dc9af000177b>

Of note, Steve Zucker is apprehensive about promising future services (open payment, mobile, etc.) for PRESTO at this point. We'd like to get your feedback in order to make a decision moving forward. As background info, the video project was done with Due North and we had consulted with Anthony Bowman for the duration of planning and budget, prior to his departure.

If you'd like to discuss this further with Brent and myself next week, we'd be happy to engage.

Hope you have a great weekend!

Garrick McIntosh

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