

## **Metabeam Executive Team**

### **Chris Brown, CEO and President**

Entertainment technology pioneer and award-winning DVD artist Chris Brown co-founded Metabeam in 2005. He established his reputation during 15 years working with digital media, particularly at the intersection where Hollywood meets the Internet.

In 1995, Chris co-founded InterActual Technologies, Inc. ([www.interactual.com](http://www.interactual.com)), which produced the technology standard for enhanced DVD-ROM. Chris served as both Hollywood evangelist and executive creative director, and helped successfully launch VideoSaver, PCFriendly and InterActual Player. In 2004, InterActual was acquired by digital media leader Sonic Solutions (NASDAQ-SNIC – [www.sonic.com](http://www.sonic.com)).

Known for his innovative vision, Chris specializes in bringing together artists and fans through technology. Chris received a Discus Award for his work on The Matrix Virtual Theater, blending group DVD screenings with live chat interviews of film directors and crew. Chris enjoys the distinction of having created the only DVD-ROM feature ever nominated for a DVD Exclusive Award: Terminator 2 Extreme Effects Studio, which enabled users to input their own pictures, then use actual film assets and effects to generate “cyborg” or “liquid metal” versions.

Chris has contributed to many entertainment franchises including Austin Powers, Harry Potter, Jurassic Park, Paul McCartney, Pirates of the Caribbean, Star Wars, Spider-Man, Shrek and many others.

In addition to his duties as Metabeam CEO, Chris currently serves as marketing chair for the Media Experience Trade Association ([www.mediaexperience.org](http://www.mediaexperience.org)). He has lent his services to the industry as a frequent event panelist, and was a charter member of the Content Committee for the Digital Entertainment Group ([www.dvdinformation.com](http://www.dvdinformation.com)).

### **Bram Wessel, CTO**

With nearly two decades of experience in the media industries, Bram is a co-founder of Metabeam.

Bram believes passionately that technology should enable natural experiences for human beings. “If you look at usability studies, a pattern emerges,” Bram says. “As people, we care about having experiences, not learning interfaces. We want the technology out of our way.”

Bram’s unique approach spearheaded experience design engagements with Agilent, Amp’d Mobile, Disney, Hyperion, Lionsgate, Microsoft, Nike/Converse, Real Networks, the Seattle Supersonics, Sony, Volvo and Warner Bros. among many others.

Bram’s end-user advocacy was cemented during over a decade providing strategic communications and information technology consulting with a particular focus on enhancing the user experience. His clientele included Ogilvy & Mather, Foote Cone & Belding, Euro-RSCG, Barnes & Noble, Innovative Artists, CF2GS, Hunt Marketing Group, Stewart Tabori & Chang, Zaaz, Blitz Digital Studios and numerous others.

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