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Platypi Launches, Acquires DCPA Production Facilities

Company offers a full-service production facility coupled with an integrated intellectual property firm

/24-7PressRelease/ - DENVER, CO, April 04, 2008 - Platypi Inc., a business offering a unique set of services to help intellectual property owners cultivate their ideas and turn them into reality, has launched in the heart of downtown Denver.

The name Platypi (plural for platypus) was chosen because, like the animal, the company is a combination of many elements. Through the purchase of the Denver Center for the Performing Arts (DCPA) production facility, Platypi features an award-winning production center with complete film, video, interactive media and recording studio capabilities, as well as the services of a fully integrated intellectual property development firm.

J.F. Rick Romano III, an entertainment, sports and intellectual property attorney, is the founder, chairman and CEO of Platypi and its parent company, JFR Holdings Corp.

"Simply stated, intellectual property is an idea that can have value to other people - a product, a song, a script - just about anything. Every person on the planet owns at least one piece of intellectual property. However, very few know how to cultivate and develop these ideas into real dollars," said Romano. To address this need, he spent years developing the innovative Platypi business model to help intellectual property owners bring their ideas to the marketplace efficiently and successfully.

Romano's vision came to fruition when he acquired the DCPA production facilities, which completed projects in all areas of media for the DCPA for more than three decades. While still providing media and creative services to the DCPA, Platypi is now opening this award-winning center - coupled with extensive business and legal services - to the domestic and international marketplace.

The need for Platypi's unique business model is driven by today's rapidly changing business world and the continuing convergence of media. The distinctions that once separated various forms of intellectual property have given way to an environment in which nearly all intellectual property - a film, song, script, book, software, or nearly any product - have the same requirements. Platypi brings together a team of experts in each aspect of intellectual property development to provide a fluid development process in which a single company manages the project from beginning to end.

"There are many organizations that offer experience in one or two areas of intellectual property development," said Romano. "By contrast, we offer a unique solution where all aspects are handled under one roof. This prevents costly disconnects in the process when transitioning from one aspect to the next and avoids multiple fees from multiple companies," he added.

Platypi's services include:

- Business consulting, entity formation and concept review
- Global and domestic intellectual property protection
- Contract negotiations and licensing agreements
- Supplier and distribution channels development and management
- Marketing strategy development and brand positioning
- Complete in-house production facilities, including multiple studios, location shoot capabilities and sound editing and mixing
- Media planning and placement for print, radio, television and online
- Marketing legal expertise
- Capital acquisition

About Platypi

Located in the heart of downtown Denver in the Denver Center for the Performing Arts Complex, Platypi offers the state-of-the-art in film video and audio production facilities combined with legal, talent, business, product development, financing and entertainment industry expertise. Platypi gives companies, entrepreneurs, product developers/inventors, artists, songwriters and bands the tools they need - all under one roof - to succeed. The company works with clients to create, brand, package, protect, promote and distribute their intellectual property through converging media and distribution channels, helping bring their product, music or movie to the broadest market possible. For more information visit www.thinkplatypi.com.

For more information, or to schedule an interview, contact Stephen Ludwig, Metzger Associates, at (303) 786-7000 ex. 2311 or sludwig@metzger.com.