

The Innovator, not the Imitator

In 2008, Digital Art Solutions invented the process of creating a rhinestone heat transfer with a vinyl cutter. Our Stone Stencil system was introduced in the summer of 2008. Since then, we have helped over 1,000 System Owners succeed in the profitable rhinestone apparel business. In 2009, our owners purchased over 300 million rhinestones from DAS. This works out to approximately 250,000 apparel items. In 2010, our owners are on pace to produce over 1 million apparel items. Rhinestone apparel is hotter than ever, and our owners succeed because they have the best system in the industry. Other companies have tried to imitate the DAS system, but no other competing company is able to provide the same capabilities as the DAS system. Our owners have the best tools including the industry's premier software package, largest selection of stock patterns, exclusive rhinestone fonts, top performing materials, and unsurpassed training and marketing support.

We did the R and D, so you don't have to

Digital Art Solutions did all of the research and development for you. DAS has perfected this process because we produce rhinestone apparel in-house. Our staff has produced hundreds of stencils and apparel items for various events and promotions. Our dedicated team is constantly working to improve the process and workflow. We are not guessing what clients need in order to succeed, because we know firsthand what it takes. No other company in the apparel decoration industry has invested more perfecting this process.

Time is Money

Since we invented the system, other companies have attempted to replicate our process. Designing and producing rhinestone designs can be a tedious and time-consuming process. Before we introduced our Rhinestone System, the most popular design technique for creating rhinestone patterns was using CorelDRAW or Adobe Illustrator to produce a pattern of circles along a path. The design tools in CorelDRAW and Illustrator are not industry specific tools for rhinestone pattern design. As a result, a complex design that would take an experienced designer several hours in CorelDRAW or Illustrator could be produced by a novice in several minutes using our SmartCut Pro 2.0 software. In the apparel decoration business, like any other business, time is money. Our owners can go from a concept to a finished production sample in minutes as opposed to hours. It is not practical to produce a customized production sample if it is going to take several hours to produce the design in CorelDRAW or Illustrator. One of the biggest advantages our owners enjoy is the ability to quickly and easily create customized production samples that enable them to open new accounts.



The Rhinestone Decal System



Testing the Rhinestone Decal System



Peter Perfect, host of the Peter Perfect Show on the Style Channel with a production sample featured on the show and produced by Spiritwear in Richardson Texas

Our System owners enjoy a huge competitive advantage

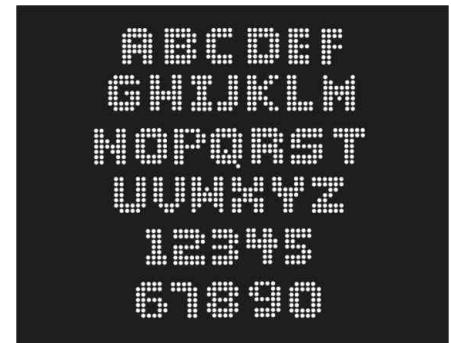
Our Rhinestone System owners have a professional solution. They have better software, access to an extensive library of stock patterns, the industries only collection of rhinestone fonts, better materials, better training and better support than any other competing solution on the market. There is no other solution for rhinestone production in the industry that comes close to our capabilities and ease of use. We are not selling re-purposed scrapbooking or crafting software and off-the-shelf sign making materials. From the minute our owners get their system setup, they can immediately start producing and marketing rhinestone apparel. Our System insures that our owners have an unfair advantage over owners of competing systems. When you invest in a DAS Rhinestone System, you are also investing in the expertise and experience of our staff. Our system has been perfected and we each our clients how to succeed in a competitive marketplace.



Virtual Sample of Multi-decoration Apparel Produced with System

You can do it cheap, or you can do it right

Consumers vote with their dollars. So far, more people have voted for DAS because we have developed the most efficient and professional system on the market. People that invest in our system, value their time. Some Stone Stencil System owners initially tried to get into the rhinestone business with the “figure it out yourself” method. They suffered through under-powered software, did not have the huge advantage of a library of stock patterns or rhinestone fonts and spent unnecessary time struggling with inferior quality stencil materials with little or no training. The initial attraction of a lower cost solution quickly wore off when they discovered how difficult it was to succeed without the right tools, support and training. Our clients don't have to figure out anything on their own in order to succeed. We did the work for them with the best production, design, marketing and training tools in the business.



Exclusive Rhinestone Fonts

You can produce much more than just rhinestone apparel

Our Stone Stencil System is the most flexible and versatile decoration system in the marketplace. In addition to rhinestone apparel, our owners can produce a wide variety of products using their cutter. This system includes all of the tools to produce signs, banners, decals and vehicle graphics. Other apparel decoration processes can also be produced including cutting fabric for appliqué, cutting heat transfer materials for the decoration of light or dark garments and cutting transfer materials for producing simulated sequin apparel. The newest capability of the system is our ground-breaking Rhinestone Decal System™. The Decal System can be added to any Stone Stencil System and adds a profitable and exclusive new capability to the System.



Combination of Heat Transfer Material and Rhinestuds produced with System

We were the first and we are still the best

Since we invented the process in 2008, we have significantly improved our system including better training materials, better production techniques, major improvements to the software, an expanded collection of stock patterns, more rhinestone fonts and better materials. We are constantly working to improve our system. Our staff produces rhinestone apparel in a production environment, this has enabled us to perfect the techniques that insure that our clients succeed. We have maintained our leadership position because we are the innovators.



*Charles Russell, By Design Advertising -
One of the First System Owners*

Our industry firsts include:

- First company to introduce a rhinestone transfer system utilizing a vinyl cutter or laser engraver - **Stone Stencil System™**
- First rhinestone decal system - **Stone Stencil Decal System™**
- First company to introduce a rhinestone design and production software for creating transfers with a vinyl cutter or laser - **SmartCut Pro 2.0™**
- First collection of stock rhinestone patterns – **Stone Stencils Volume 1™**
- First and only collection of editable rhinestone TrueType fonts - **Stone Stencils Volume 1 and Font Pack 1** with over 50 exclusive rhinestone fonts.
- First company to produce specialized vector clipart for rhinestone production - **SmartCuts™**
- First company to introduce multi-decoration templates for rhinestone designs - **Pattern Pack 1, 2 and 3™**
- First company to introduce a manual alignment system to produce complex designs with multiple sizes and colors – **Transfer Application System™ (TAS)**
- First rhinestone apparel decoration training web site – **www.rhinestonesystem.com**
- First company to conduct trade show training events on rhinestone production - **Technology Test Drive™** onsite training events.
- First company to conduct rhinestone training workshops - **Bling Camp™**

We are not selling you products; we are selling you a success template

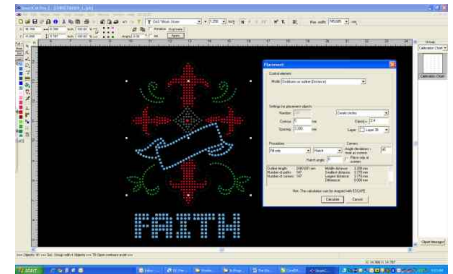
Our clients succeed where their competitors fail because not only do they have the best tools in the industry; they also have the best support and training. We chose not to compete on price, but on value and service. If you are willing to invest in the best rhinestone system on the market, we will do everything possible to insure your success. We are not selling some software and a pack of materials. We are selling a comprehensive system that will insure that you succeed in the profitable rhinestone apparel decoration business. Our rhinestone system is a set of tools that work together to optimize workflow. These tools include software, stock rhinestone patterns, TrueType rhinestone fonts, Single Line fonts, and optimized vector artwork. The system is backed by the best training, technical support and marketing program in the industry. A Stone Stencils System is a turn-key rhinestone system that will enable you to produce and sell a wide variety of decorated apparel. We are not selling parts and pieces but an integrated solution with all of the tools necessary for our clients to succeed with this unique business opportunity. We call our success template **The ASSET Program: Artwork +Software + Support + Equipment + Training = Success.**

Software Components of the System

SmartCut Pro 2.0 Rhinestone Design and Production Software

The core software component in the system is SmartCut Pro 2.0.

SmartCut Pro 2.0 is our third generation of production and design software. This versatile software is optimized for apparel decoration, sign making, laser engraving and rhinestone transfer production. Digital Art Solutions is a software company, and we produced this software to provide our system owners with the best set of tools for producing and outputting rhinestone patterns. SmartCut Pro 2.0 has the most automated and powerful set of design tools for converting existing artwork into rhinestone patterns. This is not a scrapbooking, craft or engraving software that has been modified to produce rhinestone patterns. This is a purpose-built design and production software which enables our clients to easily convert their graphics to rhinestone patterns, edit existing patterns, create rhinestone lettering and output patterns to a vinyl cutter or laser engraver. SmartCut Pro 2.0 is the most powerful and feature rich rhinestone design and production on the market.



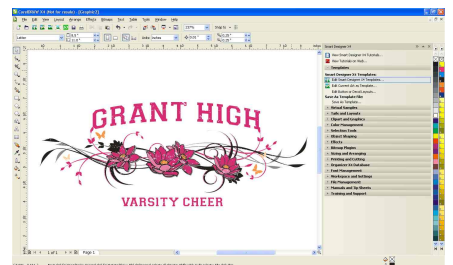
SmartCut Pro 2.0

Exclusive Rhinestone Pattern Design Features

- Convert vector outlines to rhinestone patterns with circles anchored at each intersection point.
- Patterns can be distributed on an outline by distance or specific number of stones.
- Control stone diameter, spacing and offset from vector outline.
- Number of stones is displayed before pattern is created in order to make adjustments to settings.
- Stones can be budgeted by specifying a specific number of stones for a pattern.
- Choose from options to create outline patterns, fill patterns or fill and outline patterns.
- Fill vector outlines with rhinestone patterns including hatch, island and raster fills.
- Fill patterns can be created with vertically aligned rows or variable spacing.
- Hatch fill patterns can be created with variable angles to create effects.
- User defined fill patterns can be adjusted to create custom fill patterns.
- Easily adjust overlapping stones in a pattern.
- Automatically calculate the number of stones in a design by size or color to produce cost estimates.

Smart Designer X4 Add-on Software for CorelDRAW

Smart Designer X4 is an optional component of the Rhinestone System. This software integrates with CorelDRAW and adds a very powerful multi-decoration capability to our system. Multi-decoration is the process of combining different decoration technique. Our Smart Designer owners can easily combine, apparel heat transfers, sublimation prints, screen printed graphics, direct to garment prints, embroidery and appliqué with rhinestone heat transfers. Digital Art Solutions is the industry leader in multi-decoration software and artwork. Our System Owners that invest in Smart Designer X4 have a greatly increased design capability to compliment SmartCut Pro. For instance, an Athletic Tail is created and customized in Smart Designer and CorelDRAW. That design can be transferred to SmartCut Pro and embellished with rhinestones. We recommend Smart Designer and CorelDRAW with every rhinestone system because of the enhanced design and multi-decoration capability.



Smart Designer X4

Available Stock Patterns, Vector Artwork and Fonts

Stone Stencils Volume 1

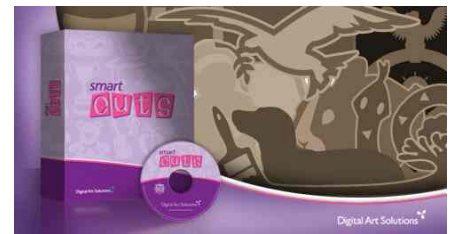
Stone Stencils Volume 1 is the artwork component for the Stone Stencils Rhinestone Heat Transfer System. This companion art volume for SmartCut Pro 2.0, provides the essential tools to start a successful rhinestone apparel business including rhinestone heat transfer patterns and rhinestone fonts. Clients can choose from stock patterns in popular styles and categories. Each category provides a turn-key solution for opening up new markets including bridal parties, church groups, dance teams, cheerleading squads, biker groups, schools and sports teams. A variety of exclusive rhinestone fonts are included.



Stone Stencils Volume 1
Stock Patterns and Rhinestone Fonts

SmartCuts

SmartCuts is a specialized volume of vector artwork designed for cutting custom shapes, images and words. This unique collection includes a wide variety of vector images designed for specialized cutting applications. It is tuned to classic styles and is an ideal solution for creating craft or gift items. SmartCuts is ideal for a wide variety of cutting applications including rhinestone stencil, cuttable heat transfers, vinyl graphics, decals, scrapbooking and appliqué.



SmartCuts Cut-ready Vector Art

Single Line Font Pack

Unlike traditional fonts that have a perimeter outline and fill properties, single line fonts are composed of a single path without fill properties. This makes single line fonts ideal for engraving and routing. Most single line fonts are proprietary to engraving and routing programs and are not available in a format that is compatible with popular graphics programs. This collection of single line fonts are available in both TrueType and PostScript Type 1 fonts ensuring compatibility with most popular graphics programs



Single Line Font Pack

Pattern Packs

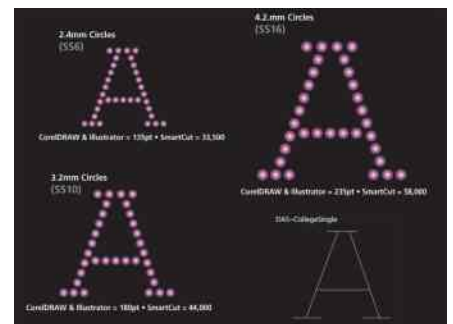
The overall concept of the pattern packs is to provide Stone Stencil System owners with collections of extremely high quality stock patterns with specific themes. Patterns are complex patterns similar to stock transfers that are sold by leading stock transfer companies. The first three packs in the series are focused on Dance and Cheer, Christian and Crowns and Sports themes.



Pattern Packs

Font Pack 1

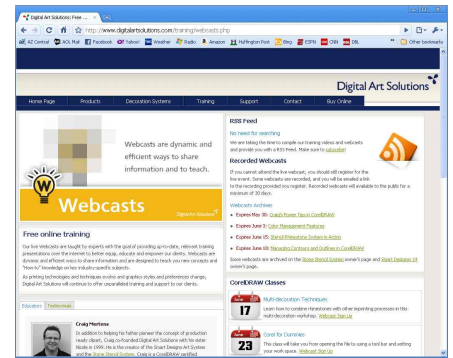
The concept is to provide Stone Stencil System owners with collections of extremely high quality rhinestone fonts with specific themes. Each font is represented in multiple sizes for use on different sized products such as caps or jacket backs. They are also provided in a single line format for the creation of custom single line lettering.



Rhinestone Font Pack

Unsurpassed Level of Technical Support

Each Stone Stencil System is backed by the best training team in the industry. Our staff of support specialists has over 30 years of collective experience in the industry. Support is available via telephone or email. State of the art software tools allow our technicians to provide remote access support on any computer that is connected to the Internet. Live phone support is available Monday through Friday, 7 AM to 5 PM, Arizona Standard Time. All support is provided by in-house specialists that working out of our corporate offices, not an overseas support center. Online support tools enable clients to access a database of support issues without having to contact a support specialist. Our team of support specialists is qualified to provide support for every aspect of a rhinestone system including, software, artwork, materials and equipment.



Fee Weekly Webcasts, including Topics exclusive to owners

Best in Class Equipment including Vinyl Cutters and Heat Presses

The Stone Stencil System does not require an proprietary vinyl cutter or heat press. A majority of new owners that do not own equipment, choose to bundle a vinyl cutter, heat press or direct to garment printer with their system. DAS has chosen best in class vinyl cutters from GCC as the cutter component in our system. Both the SmartCutter and SmartCutter Pro will outperform every comparable vinyl cutter in their price range. We do not believe in providing second place equipment and our GCC cutters, Hotronix heat transfer presses and Smart Garment Printers have been chosen after extensive real word testing. Our clients that invest in equipment receive a comprehensive top to bottom support and training program.

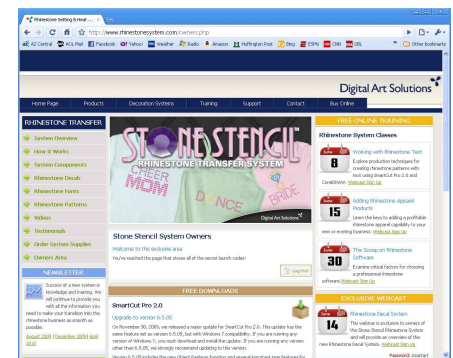


SmartCutter Pro 24" Vinyl Cutter Best in Class Features and Performance

The Best Training Program in the Business

No other company in the industry is more committed to training. DAS is the established industry leader in graphics and rhinestone production training. Our owners enjoy a wide range of training resources including:

- Each system includes our comprehensive 110 page Marketing and Training guide with step by step written instruction to get each user started, plus critical information on marketing, pricing strategies and conducting fund raising programs.
- Hours of interactive training videos on art production and equipment operation are included with each system to reinforce the written training materials.
- Exclusive weekly Webcasts are provided on a wide range of topics including marketing, art production and equipment operation.
- Each owner has exclusive access to the Owners Areas on our website with additional training resources including an archive of webinars, training videos, newsletters and sample files.
- Owners have access to our Technology Test Drive onsite training events at industry trade shows.
- Owners can join our staff of training professionals at our Bling Camp or DAS University training workshops in Arizona.



Exclusive Owners Website