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ChronoScribe Enters Next Round of Fundraising
New Online Platform in Partnership with Filmmaker Ken Burns
Will Make History Accessible, Personalized and Shareable

DENVER (Jan. 28, 2015) - A new web-based platform for learning and sharing objective, comprehensive history of our planet will seek secondary financing through a new crowdfunding campaign set to launch May 1, 2014. Co-founded by civil engineer Jon Martinez, web developer Jesus Salazar, and noted documentary filmmaker Ken Burns, ChronoScribe will offer users a single portal for the history of our planet and enable users to customize research to learn where their personal histories intersect with historical events.

"The education and preservation of our history remain central to the progress and benefit of mankind," said Burns, who will be offering support in data acquisitions, subject matter expertise, and marketing. "If we don't know where we've been, how can we possibly know where we're going?"

According to Martinez, who first conceived the project in February 2013, the site will be free to everyone and will enable meaningful understanding and analysis of past events for a wide range of users, from the casually curious to historians, academics, and businesses. "The general public's growing fascination with history can be seen in the dramatic rise in the number of genealogy websites, history books, films, cable channels and TV shows," said Martinez. To be sure, a 2014 report showed that genealogy as a hobby ranks second only to gardening (http://time.com/133811/how-genealogy-became-almost-as-popular-as-porn/). And Ken Burns' historical documentary films, most notably *The Civil War* (1990), *Baseball* (1994), and *Jazz* (2001), have been credited with reaching and growing a more mainstream breed of history enthusiasts; *The Civil War* alone has reportedly been seen by more than 70 million viewers.

The idea for ChronoScribe sprang from Martinez's own frustration in accessing and sourcing reliable, unfiltered historical data. A civil engineering consultant by trade and education, Martinez is also a self-proclaimed history enthusiast. "Throughout time, everyone from students to historians to the general population has relied on small caches of information in the form of text books, films, etc. But of all these sources of

information, what is true, what can be relied on? Napoleon is credited with saying *'history is the version of past events that people have decided to agree upon.'* It is a fact that every text book, article, or document of any kind has been filtered through an individual - or a small group of individuals' - perspective and experience. As soon as events are recorded or reported in any way, they become subject to the interpretation of the author."

ChronoScribe is hoping to change that by creating a single entry point designed to:

• provide a research and educational platform that all can access and contribute to;
• generate reliable and objective interpretations of history in the context of time, event and location; and
• educate and enable deeper understanding and perspectives on history.

The site will provide an objectivity rating scale for all data, allowing users to gauge the trustworthiness of information at any state in its lifecycle. According to Burns, ChronoScribe's unique approach to collecting and disseminating unbiased historical facts will provide users with "the most comprehensive, accurate and accessible tool to date." ChronoScribe marketing consultant Ron Patrick refers to the ChronoScribe initiative as "history unplugged. Unplugged because this is information that - for the first time ever - strives to be free of any amplification, modification or interpretation."

The ChronoScribe platform will also enable and encourage the contribution of personal historic and current events. "Nothing exists today that enables users to gain the perspectives and insights possible with ChronoScribe, while drive the same level of user engagement," said co-founder Jesus Salazar. "Barriers to contribute and share history are kept to a minimum. That allows value to be continually built by the online communities and user base we attract." ChronoScribe users can customize research and create timelines that show where their own personal histories intersect with key moments in history. Users can also store and share these personalized timelines through their own social media networks.

ChronoScribe opened its initial round of financing in June 2013 and has raised $50,000 thus far. The enterprise will extend this initial offering through June 2014 to run in parallel with its IndieGogo campaign and hopefully reach the $500,000 goal. Funds raised in the crowdfunding campaign will be used to cover operating expenses through the launch of the site, set for December 2014.

The founders anticipate that the market for ChronoScribe will be a cross-section of the 500 million-plus users who frequent online platforms ancestry.com, Wikipedia, and Twitter, a market valued at about $31 billion. While the basic ChronoScribe service will be available for free, revenue streams will be built through onsite advertising and

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progressive membership levels ranging from $5 per year to $20 per month. ChronoScribe will also offer financial rewards and incentives for contributions of new, verified data from users.

"ChronoScribe's innovative approach will bring fresh perspectives and deeper insights into the understanding of history, not just for professionals and teachers, but for everyone," says Burns. "I'm thrilled to be part of this project."

For more information about ChronoScribe, go to www.ChronoScribe.com, www.facebook.com/ChronoScribe, or contact Robin Bond at robin@robinbondmedia.com

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