

FIRST IMPRESSIONS

When it comes to people, you can't judge a book by its cover. Or can you?

Perception and reality meet head-to-head in an explosive, and often times humorous, television confrontation

First Impressions is the world's only television show that puts the age-old cliché, 'You can't judge a book by its cover' to the test. Can you tell what kind a person someone is just by looking at them? Do you form split-second assumptions about people based solely on the way they look, the way they sound, the way they dress, or the way they carry themselves?

Each week people will put it all on the line as they attempt to reduce complete strangers, products, (list sample categories) - based solely on a fleeting glance, the sound of someone's voice or just - to character and personality types, monetary values and overall worth trying to determine what kind of person they are, including: what they do for a living, how much money they make, their marital status, age, sexual preference, whether someone is a 'nice' person, conceited, stand-offish, arrogant, funny, warm, a ladies' man, a loose woman, or whether they've had plastic surgery, breast implants, have tattoos and myriad other personal, professional, economic, educational and character traits based on split-second appraisals.

First Impressions will reward participants with cash and prizes according to how accurate they are in their assessments of the subjects.

We all form the most basic assumptions about people and objects - what kind of person he/she is - based on nothing more than a fleeting glance or by the sound of someone's voice. Just how accurate are these First Impressions? The results will astound viewers as Americans take a good look at themselves -- and others -- in a revealing self-portrait.

Other show segments include:

- *First Impressions* based solely on someone's voice. Just as we paint mental images of people with whom we've spoken on the telephone but have never met in person, this segment also will put pre-conceived notions to the test. The segment will feature offstage voices from which contestants have to form their First Impressions including what the speaker looks like, their race/ethnicity, what kind of person he/she is, etc. This segment offers great fun for viewers and contestants and an insightful look into the human psyche.

- *First Impressions* based on the host's general descriptions of three individuals who appear before the studio audience. Contestants and the audience must match the people with their descriptions based on looks only.

- An online segment which spotlight photos of three individuals along with a general description. Users must pick which person fits that description based on the photographs alone.

Each episode will have three contestants vying to win cash and prizes. There will be two preliminary rounds and the player with the highest point total will go on to compete in the final round for the chance to win the grand prize.

One randomly selected player will choose the first game to be played in round one. The winner of that round selects the next category. In the event of a tie, the winner who completed his/her answers first will select. In the event of a tie, a second previously randomly selected contestant will choose the next category. Among the categories from which to choose are:

- Voice match – contestants will have to match photos of individuals to their spoken or singing voices
- Spouse match – contestants will have to match photos of individuals to photos of their spouses or significant others
- CV match – contestants will have to match photos of individuals to their CV
- ipod match – contestants will have to match photos of individuals to their ipod playlists
- contact match – contestants will have to match photos of individuals to their im buddy lists, or cell phone contact list
- Name that criminal – based on their photo and CV, contestants will have to determine which individual was convicted of a serious crime
- Criminal to crime match - based on their photo, contestants will have to match convicted criminals to the crime they committed
- Car match – contestants will have to match photos of individuals to their cars
- Career match – contestants will have to match photos of individuals to their job description
- GPA match – contestants will have to match photos of high school or college students to their major or GPA
- College selection -- contestants will have to match photos of high school seniors to the college they'll be entering in the fall
- Athlete match – contestants will have to match photos of individuals (kids and adults) to the sport at which they excel
- Home match – contestants will have to match photos of individuals to their homes, teenagers to their bedrooms, college students to their dorm rooms
- Chef match – contestants will have to match photos of chefs to the cuisine at their restaurant
- Artist match – contestants will have to match photos of professional artists to their work
- House locator – contestants will have to determine what city a home is located in based on a picture of the home and sketchy information about it and the surrounding neighborhood

- Supermarket sweep - Contestant will have to match photos of individuals to the contents of their shopping carts
- Product first impressions – contestants will have to rank similar products by price from lowest to highest, without knowing the brand name of each product
- Pick the knock-off – contestants will have to identify which model is dressed in authentic, expensive designer duds (from a store such as Neiman Marcus or Saks) and which is wearing similarly-designed attire that was purchased at a low-end retailer (such as Wal-mart or Kmart)
- Wallets and purses – contestants will have to accurately match wallets/purses to their owners given only photos of the contents of the wallet/purse and photos of the possible owners (identifying driver license information such as photos, age, physical descriptors, etc. will be obliterated).

Within each category, three to five matches will have to be identified. Strict time limits will be imposed to ensure that contestants are answering based on their true first impressions. Each round lasts approximately 7 minutes. Once a category is selected, it is out of play for the remainder of the game.

Each correct match earns the contestant 25 points (which translates directly into dollars). Contestant can also win prizes as are available based on sponsorship sales. For example, if the ipod match game is selected, the winner of that round would, in addition to the cash they've earned, win an ipod.

Round two is similar to round one but with more challenging matches. Prize values are doubled in this round.

At the end of the two preliminary rounds, the contestant with the highest point total earns the right to compete in the final round where he/she can compete for the grand prize. In the event of a tie, a lightning round match game will be played where contestants have to quickly answer questions from one of the unselected categories. This can be done using total accumulated points or as a sudden death match

In the final round, the winner will have to correctly identify – based solely on looks -- which of three audience members (previously selected and screened) fits the provided description of his/her professional and personal life (I'm an attorney from San Francisco with a spouse and two children. I drive a BMW and love foreign films).

The grand prize could be cash, prizes, or a combination thereof, depending on sponsorship availability.