

SPIRALAI MARKETING PROPOSAL

From: Sigurdson, Cassie <@amazon.com>
Sent: Thursday, April 2, 2026 4:07 PM
To: Matthew Lehr <mlehr3@SpiralAi.Music>; Jon <@amazon.com>
Cc: Vernon Gibbs <vgibbs@SpiralAi.Music>
Subject: RE: AMAZON STACK

Hi Vernon and Matt,

Great meeting with you today! And thank you for sending over the items below. I'm excited about the Maroon Island concept and the innovative approach you're taking with the interactive [REDACTED]"

As promised, here's a summary of our discussion and the AWS resources we covered:

Meeting Recap ()

We discussed your two-part project structure:

- *Part 1: Traditional streaming/theatrical movie with Bondit Media Capital*
- *Part 2: Interactive gaming sequels featuring 1-hour narrative experiences with embedded tournament segments (4-5 minutes each)*

The key innovation is that [REDACTED], creating a unique competitive experience within a narrative framework.

Recommended AWS Stack

Based on your requirements, here's the technical architecture we discussed:

Video Streaming & Delivery:

- *Amazon Interactive Video Service (IVS) - Low-latency streaming for the watch-and-play experience*

- AWS Elemental MediaLive + MediaPackage - Broadcast-grade encoding
- Amazon CloudFront - Global content delivery

Interactive Gaming Backend:

- Amazon GameLift (with FlexMatch for matchmaking) - Game server hosting
- AWS AppSync - Real-time messaging for countdown timers, choices, and leaderboards
- API Gateway + Lambda - Serverless backend for processing player decisions
- Amazon DynamoDB - Leaderboard data and player session management

Identity & Security:

- Amazon Cognito - User authentication
- AWS WAF + Shield - DDoS protection

AI Content Generation:

- Amazon Bedrock - AI-generated video content (you have \$100 in free credits to test different models)

Relevant Resources

- [Interactive Gaming with GameLift Streams + IVS](#)
- [What is Amazon IVS Real-Time Streaming?](#)
- [Live Streaming on AWS Reference Architecture](#)

Next Steps

Cassie - Submit request to connect you with AWS gaming specialists for detailed architecture consultation

Jon/Cassie - Investigate Luna platform requirements and connection process for potential distribution

Matthew - Explore Amazon Bedrock playground for video generation testing

Vernon - Forward James's email with AWS stack recommendations to the team

I'll be reaching out soon to schedule a follow-up conversation with our gaming specialists who can dive deeper into the technical implementation. In the meantime, I'd also encourage you to explore [AWS Activate](#) for startup credits that could help offset prototyping costs.

Looking forward to seeing Maroon Island come to life on AWS!

*Best,
Cassie*

Cassie Sigurdson

Associate Account Executive
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