



GhettoPhysics

WILL THE REAL PIMPS AND HO'S PLEASE STAND UP!
A film by E Ray Brown & William Arntz



From the street to the boardroom, from the hood to the Oval Office, it's the same dynamic repeated in countless variations. The only difference is that while the street Pimps wear colorful clothes, and the streets Ho's wear little at all, their corporate/government counterparts hide behind marketing slogans and slick double talk to effect the exact same thing...

Part documentary and part "Saturday Night Live" satire, "GhettoPhysics," starts looking at the evocative world of the Pimp and Ho, and then moves relentlessly out to encompass the entire social power game that is going down all around us. The basic tenet of "GhettoPhysics" is that the interplay between the Pimp and the Ho is the simplest expression of the fundamental way that entities interact in the world. But this interaction is so multilayered

that it's hard to see "the game." However by looking at the world through the Pimp/Ho dynamic it becomes very easy to see the manipulations that keep the Ho's of society forever in debt, marching to war, and disempowered.

But between interviews and amusing scenes, an interesting thread emerges - hope. Pimps and Ho's is not about right and wrong, good guys vs. bad guys. It's about awareness of "the game" and letting people know it's up to them to choose the role they play in every situation. It's also about the "GhettoPhysics" march from the street. Through examining the archetypes of the Pimp and the Ho, through the increase of awareness and the paradigm reversal this engenders, the march ends in reversing "the game" and putting everyone equally on the playing field of evolution.





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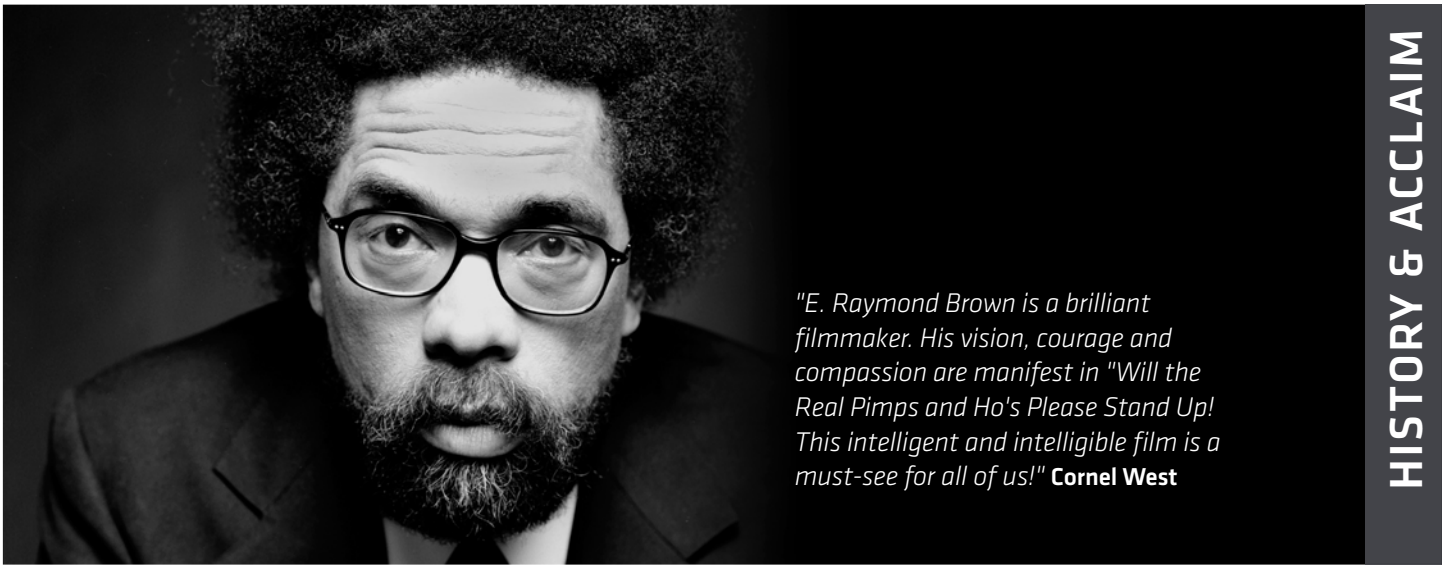
The success of "What the BLEEP Do We Know!?" not only opened the door to many films in this similar genre but also brought attention to William Arntz. It was his cinematic vision and financial resources that made "BLEEP" a reality far before the studios and industry insiders thought films like this were a financially viable product. Every studio and distributor that passed on "BLEEP" lost out on millions of dollars in revenue and continue to do so as the film continues to perform strongly 4 years after its release.

This is significant because *GhettoPhysics* is the first film Arntz will be creating and releasing since "BLEEP," and studios and distributors have made it clear that they don't plan on making the same mistake twice.

And while "BLEEP" did well in the metaphysically inclined demographic, with some cross over to a wider market, "GhettoPhysics," is smack in the middle of the under 30 urban crowd. Or in music terms, from the Christopher Franke, electronic-ambient crowd, to the JayZ, Hip Hop crowd. In other words, the audience is huge.

"GhettoPhysics" is being produced solely with an eye to a theatrical release. "BLEEP" wrote a new chapter on releasing an innovative, thought provoking film. With that experience, "GhettoPhysics," should write a new book.





"E. Raymond Brown is a brilliant filmmaker. His vision, courage and compassion are manifest in "Will the Real Pimps and Ho's Please Stand Up! This intelligent and intelligible film is a must-see for all of us!" **Cornel West**

HISTORY & ACCLAIM

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Archetypes - the primary patterns

or blueprint in the psyche. From the streets to the White House, to Iraq, to the corporate boardrooms, to the preacher with the Rolls Royce, L.A. native E. Raymond Brown saw them all showing up in the conversation on social power when he penned and self-published his underground smash, "Will the Real Pimps and Ho's Please Stand Up- Peeping the Multi-leveled Global Game," in early 2003.

The book received high reviews from a number of local newspapers and campus press. Brown became a popular interviewee on socio-political radio format as well as a requested speaker on high school and major college campuses like Stanford, U.S.C., and Dillard. Soon after, Brown was engaging and exploring the conversation with such brilliant minds as Dr. Cornel West and KRS-1 in what would be his launch into the film world. Brown had taken on directing a docudrama film adaptation of the book.

In February of 2007, the film powerfully debuted at the Los Angeles Pan African Film festival in front of a sold out

crowd before going on to sell out at the Silver Lake Film Festival and the Atlanta Pan African that year. To highlight the incredible year, Brown and his production company, GhettoPhysics Entertainment, screened at the American Pavillion in the 60th Annual Cannes Film Festival in front of a multi-national audience.

Yet the ambitious director still had to complete the film's theatrical preparation and was seeking the right collaboration to create such a deal. "What The BLEEP Do We Know!?" writer, producer and director, Will Arntz, took one look at what E Ray had and realized it was a diamond in the rough. A very bright diamond. The two indie innovators quickly dove back in, further developed and refined the ideas, and prepared to unleash the latest and greatest version entitled, "GhettoPhysics: Will the Real Pimps and Ho's Please Stand Up!" Lookout world, this film, a la "Fahrenheit 911" meets "American Pimp," promises to take the indie scene by storm and be a real discussion piece for years to come.





BIO: WILLIAM ARNTZ

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William Arntz graduated summa cum laude from Penn State University in 1972. He took a job as a research laser physicist modeling high energy gas dynamic lasers. 2 years was enough, so he spent a few years driving around the country enjoying the hippie lifestyle. He landed in Boston where he went to work with a friend producing and directing the film, "Beat the Deva." This 60 minute drama/documentary won the Cine Eagle award and enjoyed a limited showing on the art-house circuit.

Not willing to pursue the standard Hollywood road to success, he became a computer consultant and began studying with his first spiritual teacher. Those two endeavors collided when the teacher (Rama) assigned his students the task of creating a successful software company. William dove in and in 5 months wrote AutoSys, an automated control system for networked computers. The next phase was becoming an entrepreneur, which resulted in selling the company in 1995. (AutoSys went on to become one of the most successful system management products ever, generating over \$1 billion in revenues.)

With time on his hands William became interested in films again and began to wonder how to make a film that would



reflect 20 years of spiritual teaching and inquiry. What started out as a simple documentary took on a life of its own and "What the BLEEP Do We Know?" was born. Financing it through the software profits, he entered a new phase as Filmmaker.

Ignored by distributors, ("Who would ever go see a film about science and spirituality?") and every major film festival, he and co-filmmaker, Betsy Chasse, shifted gears again and began distributing the film themselves. By the time they racked up \$3 million in the box office, the distributors were scratching their heads and opening their checkbooks. "What the BLEEP" went on to become a worldwide phenomena (distributed in over 30 countries) and the poster child of the emerging genre: Transformational Cinema.



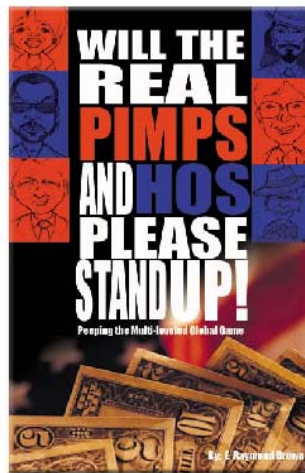


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E. Raymond Brown is an African-American writer, director, actor, producer, author, musician, lecturer, and workshop facilitator. He has studied geo-politics, pan-Africanism, archetypal and aboriginal psychology, Taoism, shamanism, metaphysics and quantum theory which can be seen in his first book "Will the Real Pimps and Ho's Please Stand Up! Peeping the Multi-levelled Global Game."

A native of Los Angeles, CA, Brown's love for raising the Black conscious level and insight on past and present day issues emerged while he was a student at Long Beach State University studying Pan African courses while at the same time writing and producing music. Many of his experiences, both personal and professional, gave birth to the idea of publishing the book, while his love for music eventually led him to making movies. From the time he matured as a teenager, Brown had been pimped too hard by the American system. "Finally I said 'the hell with it' and put it all down in this book."



Brown has big expectations for his first film, "GhettoPhysics. Will the Real Pimps and Ho's Please Stand Up!" and believes that many others will relate to the common feeling of being pimped one way or another. The film integrates the conversation of politics, global economics, psychology and theology, ownership and power, with the goals of expanding the world view, transformation, and ultimately creating breakthroughs.

Brown currently resides in Los Angeles and has one daughter.

