ROSUM CORPORATION

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Corporate Fact Sheet

Experienced Team

Chairman	- Dr. Jim Spilker Jr.
CEO	- Skip Speaks
CTO	- Dr Matt Rabinowitz
CFO	- Matthew Lewis
VP Engineering	- Dimitri Rubin
Chief Scientist	- Dr. Jim Omura
Business Development Dir.	- Jon Metzler
Marketing Director	- Todd Young

Board of Directors

- Dr. Jim Spilker Jr., Co-architect of GPS, founder & CEO of Stanford Telecom
- Skip Speaks, former CEO, Kyocera Wireless, Triton Communications
- Paul Baran, co-founder: Stratacom, Metricom, and COM21; invented packet switched data
- James Gibbons, Board Member Cisco & former Dean of Engineering at Stanford University
- Lara Druyan, Allegis Capital
- Bill Tai, Charles River Ventures

Technical Board of Advisors

- Dr. Matthew Rabinowitz, founder Rosum, co-founder of Panopticon
- Jim Omura, founder of Cylink, specialist in DTV
- Dr. Brad Parkinson, head of Joint Program Office that constructed GPS, Professor at Stanford University
- F. Craig Farrill, former CTO of Vodafone, co-founder of inOvate
- Perry LaForge, founder and director of CDMA Development Group, co-founder innovate
- Per Enge, Director, Stanford GPS Laboratory
- Marco Thompson, founder, San Diego Telecom Council

Key Application Segments

- Asset Tracking & Recovery
- Government / Public Safety
- VoIP 9-1-1
- Location-based Services

Investors

- Charles River Ventures
- Allegis Capital
- Motorola Ventures
- Steamboat Ventures
- KTB Ventures
- In-Q-Tel
- Other development partners

Business Summary

Rosum is the first and only company to leverage the commercial broadcast TV infrastructure for positioning of mobile assets. The Rosum Positioning Technology (RPT) delivers seamless indoor and outdoor coverage and is particularly effective in urban and indoor areas, where traditional location systems have difficulty maintaining reliability, accuracy, and cost-effectiveness.

Rosum is engaged in the design and marketing of digital chips, server software and infrastructure products based on this technology. Rosum has established partnerships with leading companies in the public safety, asset tracking and telephony sectors.

Rosum is also the first to combine TV and GPS-based positioning for true hybrid positioning based on the combined technologies. Rosum is conducting product trials for select partners in the government and law enforcement sectors.

Why Use TV Signals for Positioning?

Traditional positioning systems are satellite-based and were designed for outdoor applications. However, they have limitations indoors, in obstructed areas or difficult urban environments. TV signals are plentiful, powerful, low and diverse in frequency, and easily penetrate walls, automobiles, and city buildings, making them optimal for urban-area and indoor positioning applications.

In sum, Rosum transforms the commercial TV infrastructure into a high-power, multi-frequency terrestrial GPS. Further, new broadcast networks, such as DVB-H, MediaFlo, and 1-segment ISDB are creating new signals, and a new platform of devices capable of viewing mobile TV. In sum, TV signals are growing broader and more prevalent. Further, the transmitters themselves are supplied with backup power and highly robust to disaster. TV supplies the backbone to the Emergency Alert System.

Applications

Mobile assets, from devices to people, are nomadic and unpredictable in their movement. The ability to track these assets to date has been limited in the technologies themselves, which either diminish in performance in urban areas, or require extensive pre-installed infrastructure. Rosum delivers robust, accurate indoor/outdoor coverage with a minimum of infrastructure, making it the best possible solution for wide-area location applications, such as asset tracking, emergency services, and location services to mobile handsets, such as customized programming and advertising.

In addition, TV spectrum represents a fully-operational complement to or substitute for the GPS should it be compromised. President Bush, in a December 2004 Presidential Decision Directive, mandated the search for terrestrial complements to the GPS.

Product Development Opportunities

For further information on product trials or development opportunities, please contact *info@rosum.com* or *jmetzler@rosum.com*.

Summary of Benefits

- ***Robust and reliable indoors and in urban areas***
- ***Low infrastructure requirements***
- ***Robust to disaster***