

About New Potato

New Potato Technologies was founded in 1986 in Danbury, Connecticut as a creative design firm specializing in electronic, entertainment, communications, consumer, and commercial product development.

Today, New Potato is currently located in the sunny city of Wilmington on the Cape Fear Coast in south eastern North Carolina.

The team at New Potato has developed a wide range of innovative products credited for driving various markets where invention, function, and performance have led the competition. Our experienced and talented design team applies their skills to quickly design, build, and launch new products and product concepts that excite the consumer marketplace while offering quality and value.

Since its inception, the team at New Potato has been involved in hundreds of product development programs bringing expertise in a spectrum of disciplines to a wide variety of industries and applications. With an emphasis on creative design, the company performs more than raw design and engineering, and has contributed to the emergence and evolution of new product categories in the market place.

Excellence in innovation...
Generating energy and excitement...
Going one step beyond.

The company has delivered solutions and technologies for a wide range of applications including mobile device accessories, electronic toys, video games, videoconferencing, interactive television, computer graphics, presentation systems, industrial automation and control, and a full suite of software solutions for PC and embedded systems.

The team at New Potato offers a comprehensive range of products and services that utilize our extensive product and market expertise to realize design objectives with a commitment to excellence. Our goal is not only to exceed customer expectations, but to create new experiences that go a step beyond.

Our Product Philosophy

1. Functional design, leading technology

The best products are ones that best suit customer needs. We're driven to design and deliver outstanding products and innovation with the best technology, service and care we can imagine. That's what we do, that's our promise.

2. Well done is better than well said

It's about the quality. Start with a quality idea, a product idea that will genuinely serve a consumer need. Then add good science, sound engineering and quality materials and we're well on our way to introducing a product that'll make us proud.

3. Make the complex simple

Surprising performance, simple to use. That's what we sell. Making the complex simple, that's what we do. We are driven to design and build simple little products that do big things, unexpected things, things that surprise, things that delight.

4. Value for the money

High performance, low cost. Early on we learned we will be judged purely on how well our products perform. High performance yields happy customers. Deliver exceptional performance at unexpectedly low prices, and happy customers become dazzled customers. We love to dazzle.

Our Mission

To be a community of talented professionals committed to delighting our customers, our investors, and ourselves by delivering outstanding products and innovation with the best technology, service, and care we can imagine.

Our Goals:

- To design, develop, and deliver to market state of the art, high quality, low cost, and easy to use communications and technology products.
- To dazzle and delight our customers, providing competitive and attractive products for their sales channels.
- To stretch the envelope of applied technologies with leading edge solutions and technical leadership in the industry.

Our Perspective:

Our success depends on creating value and delivering it to the customer in the most powerful way with a commitment to quality, reliability, and ease of use.

Executive Summary

Stuart E. Ross, CEO / President

Stuart Ross founded New Potato Technologies, Inc., a technical consulting and creative design firm in 1986 with a vision to specialize in electronic media, software design, consumer electronics and communications systems. Guided by an extensive technical and business background and more than 28 years of professional experience in communications systems, digital signal processing, embedded systems engineering, multimedia software development, and electronic design, he leads a creative and capable design team with over 200 man years of cumulative professional experience. He holds a B.S.E.E. with High Distinction from Worcester Polytechnic Institute. He, his wife and two children live in Wilmington, NC. Mr. Ross is an avid runner and cyclist.

Rick Case, Vice President of Sales

Rick Case is an experienced innovator and leader in the field of consumer electronics and MP3 accessories. As a co-founder of Digital Lifestyle Outfitters (DLO), a leading consumer electronics company that went from startup to #3 in Inc. Magazine's fastest growing companies in under 4 years, Mr. Case has an excellent understanding of market trends and industry infrastructure. He brings New Potato proven leadership and a professional outlook with in-depth knowledge of product development, go-to-market strategies, distribution and retail sales execution. Having "built the boat before", Mr. Case has already brought to New Potato his ability to leverage his existing retail relationships as well as building a strong results-oriented sales focus on profit margin.

David J. Powell, Director of Product Development

David Powell contributes an extensive background with product realization processes, production engineering, and supply line management. His twenty-two years of professional experience include product design with Bell Laboratories, engineering management with AT&T Advanced Technology Systems, and program management with AT&T Custom Manufacturing Systems. His broad range of competencies includes quality engineering, mechanical design, program management, and manufacturing resource planning. Creative and capable, Mr. Powell's abilities go well beyond his design and production background. He possesses a broad perspective and diversity of experience that has come from wearing hats on both the product design and the manufacturing sides of product realization. He holds a B.S.M.E. from Clemson University (1984).

Yuli Starodubtsev, Director of Hardware Development

Yuli Starodubtsev, an Electronic Design Engineer who has made the US his home after relocating from Russia, brings creative insight and extensive experience in electronic design, analog instrumentation, RF, optical, and digital communications technologies to the New Potato team. A versatile and equipped professional, Mr. Starodubtsev's role is unique compared to other design teams in that he is a hardware designer, PCB layout engineer, and compliance engineer. This combination of skills provides New Potato with unique benefits as these three disciplines, often separated and each problematic, are instead combined into one. He holds a M.S.E.E from St. Petersburg Technical University, Russia (1983).

Chris Bonser, Director of Software Development

Chris Bonser possesses 16 years of experience as an Electrical Engineer with an emphasis in electronic communications and computer engineering. Since his addition to the team, he has focused on system software development and as a result of a background solidly rooted in system engineering. He is a software designer of major accomplishment. Mr. Bonser contributes extensive knowledge and expertise to the New Potato team a result of direct design experience in creating solutions and software for the visual communications industries. Of special distinction, Mr. Bonser has been a key resource responsible for the design and evolution of a variety of multimedia applications where various communication standards and protocols are used. He holds a B.S.E.E and B.S.C.S. from North Carolina State University (1994).

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