



new potato

TECHNOLOGIES

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New Potato: A company with character

Who (or what) is New Potato?

New Potato is a slightly unorthodox name, but it suits a company comprised of the talented individuals who make up our team. Our design professionals possess unique vision in combination with the technical expertise needed to bring vision to reality.

The New Potato creative design team specializes in bringing imagination to life, hatching ideas for unique consumer electronics products and bringing these ideas to market. New Potato is currently focused on extending the iPhone, iPod, and iPad platforms into groundbreaking new areas.

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New Potato Technologies, Inc.

2010

Company Overview and Executive Summary



TOOLS OF THE TRADE: A glimpse into the New Potato EMC chamber - just one division of Santa's workshop.

Where We've Been

New Potato's story began when CEO Stuart Ross founded New Potato Technologies in 1986 in Danbury, Connecticut in what he affectionately calls "an inspiration and a reckless moment." His early focus led New Potato to specialize in electronic, entertainment, communications, consumer, and commercial product development.

Through offering technical design services, Stuart Ross became a key player in designing the first prototype videoconferencing system for Target Technologies, Inc. Mr. Ross' growing involvement resulted in his relocation to Wilmington, NC and he became VP of Engineering with Target Technologies.

In 1994, Target Technologies became C-Phone Corporation, and Mr. Ross and his engineering team delved further into developing an array of visual communications products for business and consumer applications.

Following mergers with Motion Media Technology, Inc. and Scotty Tele-Transport in 2000 and 2004, the core engineering team established by Mr. Ross in 1994 continued to devise and implement products and systems for various markets. The team extended their expertise into consumer, business, security, and telehealth markets.

Having been put into "cryogenic suspension" in Connecticut in 2000, New Potato Technologies incorporated in North Carolina in 2006. The core engineering team remained together for this transition, with over ten years

of collaborative and over one hundred years of cumulative professional experience.

New Potato has since expanded and relocated to accommodate for the addition of software, hardware, and product development directors. Our design and development capabilities continue to grow.

Where We're Going

The past is an integral part of New Potato's story, but New Potato is laser focused on our role in the ever-evolving consumer electronics market.

In 2009, New Potato was granted iPhone 3.0 application developer status. This marked New Potato's entrance into the Apple developer community. Soon afterwards, New Potato was granted the Made for iPod, Works with iPhone Licensee Status, opening the door for New Potato to design and develop Apple-approved iPod and iPhone hardware accessories.

As part of the past, New Potato has offered creative and technical design services to a number of consumer electronics brands. New Potato now brings our unique vision and expertise to product design and development under our own New Potato brand. New Potato is growing, with products available in both the U.S. and international markets.

Apple's announcements in 2010 have introduced us to iPhone 4 and iOS 4.0 - a new operating system that offers new features for New Potato to leverage and expand upon. While the present is exciting enough, the New Potato team can't wait to meet the future.

PRODUCT PHILOSOPHY

NEW POTATO'S CORE VALUES

1. **Functional design, leading technology.**
The best products are the ones that best suit consumer 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 serve a consumer need. Then add good science, sound engineering, and quality materials. This is how we begin to introduce a product that will make us, as well as our customers, proud.
3. **Make the complex simple.**
Surprising performance, simple to use: that's what we sell. Make 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 that we will be judged largely 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.

Mission Statement

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:

We set the bar high and work to exceed our own expectations.

- 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.

- To never stop learning, working to anticipate, understand, and respond to the needs of our customers.

Our Perspective

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

EXECUTIVE SUMMARY

STUART 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 their 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 and build a strong results-oriented sales focus on profit margin.

DAVID POWELL, Director of Product Development

David Powell contributes an extensive background with product realization processes, production engineering, and supply line management. His decades 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 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, resulting from 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).

[app]cessory Innovations

app + accessory: New Potato Products



FLPR

Released March 2010

MSRP \$79.99 USD

www.newpotatotech.com/flpr

FLPR is the most comprehensive IR universal remote control solution available for iPhone, iPod touch, and iPad.

FLPR contains a frequently updated device code database of over 46,000 codes. FLPR supports most common home entertainment devices, including blu-ray players, televisions, cable boxes, and more. Pre-programmed setup is a snap, allowing users to quickly and easily take control of the electronic devices in their home.



Jackpot Slots

Released June 2010

MSRP \$39.99 USD

www.newpotatotech.com/slots

Jackpot Slots is a fun charge and sync dock that delivers a completely new experience. The dock's one-armed-bandit lever works with the free Jackpot Slots app to create reel-spinning slots action within the app. The Jackpot Slots app contains vibrant graphics and multiple slots tables that unlock as players earn more points. The Jackpot Slots dock + app creates an engaging hands-on (and most of all, fun) user experience.



LiveRider

Released August 2010

MSRP \$99.99 USD

www.newpotatotech.com/liverider

LiveRider is the first wireless cycling computer + mounting system for iPhone and iPod touch. LiveRider integrates advanced 2.4 GHz wireless technology to track and capture real-time cycling data within the LiveRider app. The free LiveRider app provides a high-res full color cycling computer interface for immediate performance feedback. The included mount protects iPhone/iPod touch from vibration and debris. LiveRider provides cyclists with a useful and intuitive tool.



Pinball Magic

Released August 2010

MSRP \$39.99 USD

www.newpotatotech.com

Pinball Magic is an exciting addition to the entertainment line of [app]cessory products. Pinball Magic is a working pinball machine cabinet, faithful to the classic design of arcade-style pinball machines. Ball-launching plunger and flipper buttons work to provide hands-on pinball fun within the free Pinball Magic app. The app contains multiple playboards with both unique and vintage design. The realistic gameplay is sure to engage any pinball or arcade enthusiast.



Additional product information, including user guides and high resolution photographs, can be found online at www.newpotatotech.com.

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