

April 20, 2005
*** AGENDA ***
5:30PM Registration
6:00 Welcoming Remarks
6:10 Guest Speaker—
Clarence Wesley
6:30 Speaker—
Dr. Roger Werne
6:40 WhereNet
7:00 Intellex
7:20 B•R•E•A•K
7:30 M&A Panel

Telecom Showcase

Guest Speakers



Clarence Wesley
Partner
McLaren Sachi

Mr. Wesley has 20 years of experience in high technology with 10 years focused on mobile and wireless communications. He is a Partner with McLaren Sachi, a boutique consulting and advisory firm based in San Francisco.

Clarence was previously the President of Zip Mobile, providing management and strategy consulting services to wireless communications firms. He has consulted

with companies including New Venture Partners, Xerox PARC, Symantec as well as several startups.

Clarence was also the founder and general manager of Xerox Mobile Solutions focused on wireless communications and document solutions. He helped launch its first product in 2000 and developed key partnerships with major wireless players including Nokia, Motorola, Vodafone and Weblink Wireless. Clarence was also a Principal at Xerox PARC in the New Ventures Group.

Clarence was also a marketing executive with IBM, and a software engineer with EDS.

Mr. Wesley has an MBA from Harvard University and a BSE (Computer Engineering) from the University of Michigan. Clarence is also an Adjunct Professor at Golden Gate University.

Dr. Roger Werne



Lawrence Livermore Nat'l Labs

Dr. Werne is Chief Engineer for the NAI/Homeland Security Directorate at Lawrence Livermore National Laboratory. He is involved in strategic technology development and oversees project engineering needs associated with weapons of mass destruction (WMD). In strategic technology development, Dr. Werne has been a leader in developing the concept of "Information to Insight," the vision that includes sensors, communications, data fusion/mining, pattern recognition, and intelligence systems applied to countering terrorism.

Presenting Companies



www.wherenet.com

WhereNet's core focus is to optimize supply chain flow in the industrial manufacturing, automotive, and retail industries, and the transportation and logistics markets. As the worldwide leader of wireless location and communications solutions for managing mobile resources, WhereNet is expanding into new markets with ever-evolving applications. Additionally, through its WhereNet Aware Partner

program, WhereNet has partnered with leading application software firms and also licensed its technology to companies integrating applications for the health care industry, security industry and the department of defense.

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Intellex is a Silicon Valley company focused on the next-generation of RFID systems. Their products

will have "best in class" functionality such as the longest read range and the highest read/write reliability available in the industry. In addition to a unique ID, Intellex products offer value-added features such as user-defined memory, application-specific security & privacy protection, long battery life, and the capability to add sensors. Intellex tags will be available in a number of form factors including discrete tags, credit card, labels, etc. Mounting on various substrates such as metal and the ability to embed within

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Technology Panelists for RFID

Mike Dierks **Intel Capital** **Director, Strategic Investments**

Intel Capital, Intel's strategic investment program, focuses on making equity investments and acquisitions to grow the Internet economy in support of the company's strategic interests. Intel Capital invests in hardware, software and services companies in several market segments, including computing, networking, and wireless communications.

Mr. Dierks is a Director of Strategic Investments in Intel Capital and supports activities in emerging technology areas, including MEMS, nanotechnology, and proactive computing. He has led Intel's investment and business development efforts with companies including Crossbow, Iridigm (QCOM), and Nanosys, and serves as Intel's board observer at several portfolio companies.

Prior to his current position, Mike provided legal counsel to Intel and was in private law practice in New York City. Mike holds a JD with honors from Harvard Law School (1993) and a BSE in electrical engineering and computer science from Duke University (1990).

Dory Leifer **Keiretsu Forum,** **Chair of Telecommunications** **Committee**

Mr. Dory Leifer leads the Telecommunications Committee, a group of Keiretsu Forum members involved in identifying and vetting high quality telecom investment opportunities that present to the Keiretsu Forum. The members of the Telecommunications Committee have M&A expertise, consider restructures and spin-outs, and employ their experience to help advise and mentor young companies.



Dory Leifer has 20 years of experience in the telecommunications industry. As an entrepreneur, he has founded and led Publicport, a broadband networking equipment company. Dory has extensive consulting and teaching experience and has contributed or authored several technical Internet standards. He has held positions with the University of Michigan and Merit Network.

Dory holds a B.S. in Computer Science from Rensselaer Polytechnic Institute and an M.S.E in Industrial and Operations Engineering from the University of Michigan. He currently resides in Marin County.

Dr. Roger W. Werne **Lawrence Livermore National Laboratory,** **Chief Engineer**



Dr. Werne is Chief Engineer for the NAI/Homeland Security Directorate at Lawrence Livermore National Laboratory (LLNL) involved in strategic technology development, and overseeing the quality management and project engi-

neering needs associated with the proliferation prevention, mitigation and potential use of weapons of mass destruction(WMD) against the United States. In strategic technology development Dr. Werne has been a leader in developing the concept of "Information to Insight," the vision that includes sensors, communications, data fusion/mining, pattern recognition, and intelligence systems applied to countering terrorism.

Prior to joining ITI in 1995, Dr. Werne was also responsible for overseeing the Laboratory's Technology Transfer Program, the goal of which, was to utilize the considerable technical resources of LLNL to help U.S. industry be more competitive. Under Dr. Werne's leadership, LLNL developed more than 110 agreements with private industry having a research value of over \$125M.

Dr. Werne received his Ph.D. in Structures and Solid Mechanics from the University of California at Berkeley and has been associated with LLNL for over 35 years.

Communications **Technology** **Cluster**

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The Communications Technology Cluster is a business incubator providing strategic consulting and business services for companies with **HIGH GROWTH POTENTIAL** in various technology sectors. The CTC's goal is to be an enabling force in the **ECONOMIC DEVELOPMENT** of the greater metropolitan Oakland region.

Panelists for Mergers & Acquisitions

Greg L. Beattie **Reed Smith LLP,** **Partner**

(Moderator)



Greg maintains a corporate and technology law practice, emphasizing start-up and private company representation, venture fund representation, mergers, acquisitions and strategic joint ventures, technology licensing, protection and transfers, and securities and commercial law. He represents a broad spectrum of computer device, networking and infrastructure companies, venture capital firms and a variety of distribution, retail, service and manufacturing concerns.

Mr. Beattie's industry experience includes UB Networks where he was Corporate Counsel and Secretary.

Mr. Beattie has an undergraduate degree from Stanford University. He holds a JD from Harvard Law School. His personal interests include being an accomplished songwriter and performer.

John Marlow **Entrepreneurs Law Group,** **Founding Partner**

Mr. Marlow is a Founding Partner at Entrepreneur Law Group. John's practice focuses on private and public securities, venture capital, mergers and acquisitions, general corporate law and licensing and strategic partnerships. John has represented several private, venture-financed companies in the telecommunications, life sciences and information technology industries, as well as several venture capital firms and angel investor groups. Mr. Marlow has represented clients in several transactions which include: a privately-held life sciences company in connection with



raising over \$100M in several venture financings; a venture capital/leverage buy-out firm in connection with the multi-million dollar acquisition of a private company; a wireless telecommunications company in connection with a strategic license and joint venture agreement with a large real estate and entertainment company; and a private information-technology company in connection with its multi-million dollar merger with a Nasdaq listed company.

Prior to Entrepreneur Law Group, John was a Director at Crosby Heafey Roach & May. Before that, Mr. Marlow was a Partner at Bay Venture Counsel, LLP.

John holds a J.D. from the University of California, Berkeley, Boalt Hall School of Law and a B.A., summa cum laude, from Colgate University.

Jeff Nolan **SAP Ventures** **Investment Director**

Jeff Nolan joined SAP Ventures in 1998, while having been with SAP since 1997. He has held numerous operational roles in marketing, product management, and sales.



Prior to SAP, Jeff gained extensive experience in the enterprise software market with roles at numerous mid-market companies, including Ross Systems, and several startups in the emerging Internet technology market from 1994-1996. An alumnus of Regis University in Denver, Jeff is a Bay Area native with extensive connections to local organizations, charities and companies.

Brian Ogata **WCA RFID Special** **Interest Group (SIG),** **Chairman**

Brian Ogata is the chairman of the WCA RFID Special Interest Group (SIG). Under his leadership, group membership tripled in one year, and numerous contacts within the RFID industry has resulted from this increase.

At Sun Microsystems, he was responsible for product marketing and product management in the Java 2 Micro Edition (J2ME), Java 2 Standard Edition (J2SE), and Java 2 Enterprise Edition (J2EE) platforms. He released two software products for the high-end, wireless consumer electronics and embedded device markets. He also released a product to integrate Java with XML.

While in another position at Sun, Brian initiated and grew strategic relationships with industry leaders including: ARM, Cisco, Daimler-Chrysler, Motorola, Nokia, Reuters, and Symbian.

Prior to Sun, Brian was instrumental in Micro Focus' successful entry into the Federal market. There, he formed strategic relationships with key US systems integrators (SI) and original equipment manufacturers (OEM).

Brian holds a Masters degree in Communications from San Jose State University.

Presenting Companies (continued)



The WhereNet system provides a single, integrated wireless infrastructure for real-time location, messaging, telemetry, and 802.11b applications. The result is constant, on-demand information about valuable assets in the supply chain, their physical location, and status. Driven by wireless radio WhereTags and WhereLAN locating access points, WhereNet offers both a real-time locating system (RTLS) and an access point for non-WhereNet wireless LAN clients and applications. The WhereNet system consists of four major components.

Through multiple applications of WhereNet's technology, Fortune 500 customers, including Ford Motor Company and Coca-Cola, are operating more efficiently than ever before by achieving higher return on assets, increased throughput, reduced operational costs, and better customer service. WhereNet customers typically experience a rapid time to benefit of about 90 days and a complete return on investment in 9 to 12 months.

Founded in 1997, WhereNet has received the Henry Ford Technology Award; been named a Top 100 company by InfoWorld, Frontline Solutions, Inbound Logistics, and UPSIDE magazines; and been recognized as a wireless innovator and industry leader by Forrester Research, Computerworld ROI, Plant Engineering, Start, and Supply Chain Systems magazines. Headquartered in Santa Clara, Calif., with offices throughout the United States and Europe, WhereNet is funded by Crosspoint Venture Partners, Foundation Capital, Bay Partners, Crescendo Ventures, and Sun Microsystems.

WhereNet's strategic partners include Fortune 500 bellwethers EDS,

FMC, GE Medical Systems, GE Fanuc Automation North America Inc., Symbol Technologies and Unisys. GE Medical Systems is deploying asset management systems powered by WhereNet for health care facilities, and FMC is providing WhereNet-enabled solutions to seaports, airlines and airport authorities. WhereNet has also partnered with IIT Research Institute to bring tracking, identification and security applications to the government market. WhereNet's European partners include Nodus (Spain) and Phi Data (Benelux).



wood or plastic will also be offered.

Intelleflex Corporation's innovative RFID technology provides the industry with break-through products that address critical market needs and enable new functionality. They deliver best in class, standards-compliant RFID tags and readers with the industry's longest read range and highest read/write reliability. Intelleflex advanced technology provides >99% read/write accuracy and ensures that the tags and readers perform reliably in real world environments around liquids, metals, and other RF-unfriendly conditions. Intelleflex tags and readers are highly sensitive, which allows industry-leading read range of >100 meters in free space. Their products offer unique, value-added features such as user-defined memory, application-specific security and privacy protection, long battery life, and the capability to add sensors.

Intelleflex will bring to market high-

performance, high-reliability, EPC-compliant transponders and readers. EPC is an interoperable, global standard, initially developed by the MIT AutoID Center and currently being commercialized by EPCGlobal. EPCGlobal is developing specifications, protocols and best practices for worldwide RFID adoption.

Intelleflex tags will have the capability of interoperating with all EPC-compliant readers, and are targeted to provide the longest read range and the highest read/write reliability available in the industry. In addition, Intelleflex products offer value-added features such as application-specific security, long battery life, and the capability to add sensors.



Management Team



**Michael
Beardsley, CEO
& President**

Michael Beardsley has over 18 years of technology experience and over 9 years of investment banking experience. Mr. Beardsley founded Internet Securities in January 1999 and manages all operational and strategic aspects of the Firm. Prior to Internet Securities, Mike worked for Merrill Lynch in New York City for four years as a sell-side equity analyst covering the data networking and telecommunications equipment industries. Prior to Merrill Lynch, Mr. Beardsley was a management consultant at J.P. Morgan in New York City working in the Firm's telecommunications department. Mike was also a senior telecommunications equity analyst at Pacific Growth Equities in San Francisco. Prior to Mike's Wall Street career, he worked for Hewlett-Packard in Cupertino and Sunnyvale for seven and one half years in marketing management and telecommunications management roles. Mike's positions at HP included: Marketing Program Manager, Product Marketing Engineer, Telecom Operations Manager, and Telecom Engineer.

Mr. Beardsley holds an M.B.A. from Columbia University, B.A. in economics from U.C. Berkeley, and A.S. in data communications from Foothill College. Mr. Beardsley possesses NASD Series 7, 24, and 63 licenses.



**Henry K.
Wong, Vice
President &
CTO**

Henry K. Wong has a marketing management and technology background from companies such as Intel Corporation and McDonnell Douglas (now owned by Boeing Corporation). Prior to joining Internet Securities, Mr. Wong worked at Intel Corporation for six years in product marketing and corporate development roles where he was involved with the Pentium processor/platform and launching the first 64-bit Itanium processor and systems. In addition, he recruited key server software developers and operating system vendors. Prior to joining Intel, Henry worked for an interactive television startup company and a server database firm. Mr. Wong also has engineering experience from McDonnell Douglas where he was a lead information technology engineer developing several mission critical applications.

Mr. Wong has an M.B.A. from Columbia University and a B.S. in engineering from the University of California at Berkeley.

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Keiretsu Forum is an investment community of accredited private equity investors, venture capitalists and corporate/institutional investors.

Keiretsu Forum has chapters in the United States and Canada with 150 investor members per chapter.

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