



neubloc company overview

NEUBLOC OVERVIEW

Neubloc is a U.S.-based, outsource software design and development firm – founded in 1999 in San Diego, CA – that employs a unique *Rightsource* model, coupling the best of US-based design and project management with highly educated, experienced, and proven engineering resources nearshore and offshore. Neubloc resources can be found in our offices throughout North America, nearshore operations in Argentina and Ecuador, and offshore operations in multiple cities under management by our Central and Eastern European locations. We transcend the failed offshore models of the past and the broken promises of cost and time savings never achieved. We understand that work shipped offshore will fail without a market-driven product development philosophy, defined



processes, clear communications, and the right balance of onshore, nearshore and offshore resources that can work in concert to deliver 7/24 productivity. Only when this equilibrium has been found can productivity and savings be delivered.

We draw on our teams' many years of experience to develop market-driven solutions, delivered by our strategy consultants, designers, and experienced engineering teams worldwide. These teams understand how to solve tough customer challenges with creative, market-driven, and scalable solutions that are built on solid technical foundations, utilize leading-edge technologies and extend communication capabilities to a mobile audience. Our team utilizes multidisciplinary experts incorporating:

- Software design and development
- Strategic assessment consulting
- User experience design
- Embedded software development
- Website design and development

We deliver solutions by leveraging proven user-centered design and development methodology with effective project management. Technical expertise coupled with strong project management practices ensures that each project is delivered within the client's time and budget requirements. Our project management guidelines, development framework and best practices methodology ensure that consistent and reliable procedures and practices are maintained throughout client engagements. We are committed to continual improvement and provide training on leading-edge technologies to our consulting, development and project management staff. Our depth of expertise and management practices makes us a premier development partner for leading companies.

How We Are Different

Expertise

Our broad expertise, integrated project management style, senior level interface and customer centric approach is the combination for delivering an industry-leading product. Outlined below are areas we believe are critical in differentiating us from many other companies. A more detailed description of our development process can be found at <http://www.neubloc.com/services.asp>.

Product Philosophy

Our core differentiator is that we think like product development specialists, not web designers. Our philosophy is that we look at your website as a product, one that has to provide an ROI and evolve over time in advance of customer needs. As such, we bring a senior level multi-disciplinary team together to go far beyond web design.

Our approach leverages the depth of expertise of our user interface specialists, designers, technologists, senior engineers, and strategic business consultants who work together to build powerful brands and products. Our expertise not only encompasses designing user interfaces and information portals but products for a variety of industries including: the computer industry, consumer electronics, medical, and telematics. This allows us to take a more holistic view of any project. Our goal is not to execute but add value and insights that will make the user experience optimized.

System Architects, Not "Developers"

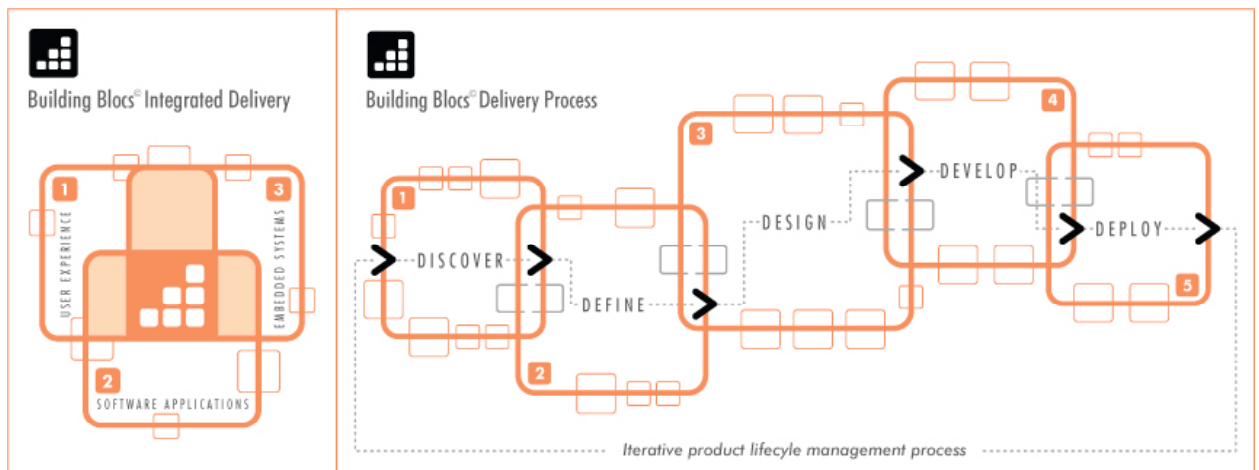
With our product driven philosophy, we are truly system architects. What makes us your advocate is that we are technology agnostic. Our goal is to design the system that makes the most sense for our client and anticipates your growth. From evaluating platforms, to software packages, to developing software and websites, our objective

is to provide you options and clear recommendations. We have development capabilities across three continents, with over 150 highly trained developers, systems integrators and architects. We have offices in Europe (Poland); the United States (San Diego and Oklahoma City) and Latin America (Argentina and Ecuador). We are currently evaluating facilities in Japan. This will allow us to serve our client across many time zones. Many companies are development or design oriented. We marry both capabilities at a senior level.

User Experience Architects

Our user-centric design and development process is nothing short of world class. The success of a website development effort is the user experience. Many consider that the domain of designers. We know that usability is the core underpinning of a successful website. Hence, we have some of the foremost user experience architects as part of our team. The ability to understand user motivations and interpret them in a website (as well as CMS interface) design is critical to being a reference leader. Our usability approach and infrastructure allows us to operate in Europe, Asia and the United States.

Project Management and Development Processes



Building Blocs – Neubloc's process model for executing both nearshore and offshore – has been successfully implemented numerous times for global product development companies. Neubloc's background in product development and services has made our people think differently than typical outsource engineering firms because we have "walked a mile in your shoes" and therefore know what it takes to deliver commercially viable, supportable, maintainable, and quality designs and solutions. A more detailed description of our development process can be found at <http://www.neubloc.com/building-blocs.asp>.

Business and Marketing

We bring a deep level of business and marketing expertise across the entire development value chain. Our branding and business strategy practice that drove the web strategy methodology and development will provide strategic and project oversight for this project. We are business and brand experts that will help translate the brand vision online and ensure that the core values that form the foundation of our client's brand platform are reinforced. We will work with our client to help plan the launch of the new website (both internal and external) for maximum impact.

Award Winning Design

Our design team has developed integrated brand packages and marketing campaigns that live both on and off-line. This perspective allows us to better develop designs that will reinforce the brand in all environments and that will begin to showcase our client as both a leadership brand and reference leader. What sets us apart is our experience in developing creative for a strong balance of business and consumer brands. This expertise allows us to see creative in a holistic manner and apply best practices across business categories.

Management Team

Armando Viteri – CEO and President

Armando Viteri joined Neubloc in 2006 as president and CEO. Neubloc is a wholly owned subsidiary of Ameritege Technology Partners, a privately equity firm, headquartered in San Diego, California, with a focus on investments in more than a dozen enterprise software companies. In addition to his role as CEO of Neubloc, Mr. Viteri joins Ameritege as a principle investor and partner.

Mr. Viteri brings to Neubloc more than 25 years of executive management and expertise in the enterprise computing, software, networks and services market with an impressive record of accomplishments. Prior to Neubloc and Ameritege, Mr. Viteri was most recently President and CEO of RF Code, Inc., an emerging growth RFID solutions business where he successfully raised Tier 1 venture capital financing and delivered premier RFID hardware and software products to market. Prior to RF Code, Mr. Viteri co-founded and served as president of Pinpoint Corporation, the industry's first active RFID and Real-Time Locating Systems (RTLS) company where he pioneered the use of this technology for mission critical applications. Previous to Pinpoint, Mr. Viteri was executive vice president of TriTeal Corporation where he was responsible for creating both domestic and international sales

channels and infrastructure, drove the advanced JavaTM development organization resulting in three patents, and was responsible for growing direct and OEM sales significantly over a three year period. Following three private financings, Mr. Viteri played an instrumental role in TriTeal's successful IPO in 1996 and secondary public offering in 1997.

From 1983 to 1993 Mr. Viteri held various sales, marketing, and management roles with Sun Microsystems, Inc. Joining Sun during its start-up phase he held numerous management roles for multiple disciplines during his tenure, and created, managed, and executed many initiatives that account for the success and growth of the business today. In addition to building and managing highly successful sales and marketing organizations, Mr. Viteri also managed systems engineering organizations.

Mr. Viteri has served on technology company boards and variety of industry standards bodies. Mr. Viteri earned a B.S. in Electrical Engineering from the Massachusetts Institute of Technology. Member of MIT Educational Council.

Patrick Howell — VP of Product Design

Neubloc's user experience expert has more than 20 years as an interaction architect and graphic user interface designer. He leads a team of experienced Information Architects, Usability Engineers and Graphic Designers. His work in user-centered design has received recognition as being innovative across multiple platforms, from enterprise software systems to interactive television and mobile handsets. Prior to joining Neubloc, he served as Vice President of User Experience Engineering at both Vytex and Calamp for 5 years. In addition he was principal at Digital Asylum, a User Experience consulting firm for over eight years specializing in user interface design for web and software applications. During this time, he designed and developed a proprietary User-Centered Design process and methodology.

He has received numerous awards in new-media design, including the Presidential Design Award for his contribution to Arctic Data Interactive, an electronic science journal. He also received How Magazine's International Top Merit Award for his design and direction of Digital Asylum's innovative interactive portfolio. New Media Magazine recognized him as one the Top 100 worldwide interaction architects. His latest article "Utilizing Co-design to Create Market-driven Products" was published by *The Pragmatic Marketer* in April 2008. Patrick holds a Bachelor of Arts in Fine Arts with a minor in Art History from San Diego State University.

Clay Shinn — CTO/VP of Engineering

Clay Shinn is the VP of engineering and CTO at Neubloc, where he is responsible for overseeing all the product development efforts for our clients and global technology operations. He brings 19 years of experience in

designing and delivering over 200 custom engineering products and solutions for many different sized companies and industries. The products and solutions he has worked on ranged from enterprise applications; web portals; mobile & wireless products; video on demand systems; ecommerce systems; imaging systems; and embedded software products. Prior to joining Neubloc, Mr. Shinn was Sr. Vice President at CalAmp's Solution Division, running the software applications division.

He holds Bachelor degrees in Mathematics/Computer Science and Economics from the University of California at San Diego.

Larry Marine — Director of User Experience

Larry is well known and highly regarded in the user-experience field. He has been involved in usability and user-experience design consulting since 1990 and has written many articles for various publications over the years.

He recently co-authored a chapter in the new PDMA ToolBook 3 with Dr. Chad McAllister. The chapter describes Larry's renowned process that objectively quantifies new product opportunities and aligns the business and user needs to provide a product that meets or exceeds the business objectives in addition to serving the needs of the target market.

Larry earned his Cognitive Science degree at University of California at San Diego under the tutelage of the father of usability, Dr. Don Norman.

He most recently earned his New Product Development Professional certification, a rigorous product management curriculum sponsored by the Product Development Management Association.

Michał Piwowarczyk — Lead System Architect

Michał Piwowarczyk is one of our Technical Project Managers as well as a very experienced Software Architect and Software Developer. He has an excellent knowledge of software development process and computer programming techniques including design and development of multi-tier and distributed applications.

Michał has participated in many international projects including the very prestigious DNA DataBank of Japan—financed by the Japanese government—where he architected a high performance DNA database and search engine, resulting in dramatic improvement of search response times (from original 5 - 10 minutes to 6 - 10 seconds). This system was based on a custom-built CMS system using Java-based technologies.

Michal has experience working in a multinational environment as he has worked in the United States, Japan, Ireland and Austria.

To learn more about Neubloc please contact:

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<http://www.neubloc.com/>

To view case studies go to:

<http://www.neubloc.com/case-studies.asp>