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## LEAD Technologies

About LEAD Technologies

Fast Facts

Developer Tools

Imaging Applications/Utilities

## Why Use LEADTOOLS

Time Tested

Royalty Free Alternatives and Flexible Licensing

One SDK Vendor Who Does it All!

Industry LEADIng Technical Support

Easy to Use

No Risk, No Worry

Acceptance by Market Leaders

Industry Leading File Format and Compression Support

Up to Date Development Platform and OS Support

Industry Recognition - Peer Approved

# LEAD Technologies

## About LEAD Technologies

LEAD Technologies, Inc. is a privately held company founded in 1990 by Moe Daher and Rich Little. Headquartered in Charlotte, North Carolina, LEAD was established to commercialize Mr. Daher's inventions in the field of digital imaging and compression technology. Over the course of LEAD's more than 20 year life span, LEAD has become the established global leader in the digital imaging development tool sector, with a leading market position in all major countries throughout the world. LEAD is the developer and publisher of LEADTOOLS, the award winning development toolkit.

## Fast Facts

Founded: LEAD was founded in 1990 and is a privately held company.

Corporate Headquarters: LEAD is headquartered in Charlotte, North Carolina.

Target Audience: Software developers and programmers.

Vertical Industries Served: Computer software, Banking, Insurance, Aeronautics, IT, Engineering, Healthcare, Manufacturing, Automotive, Government, Military, Education, Textiles, Food and Drug, Household products.

## Developer Tools

LEAD Technologies is the developer and publisher of LEADTOOLS, the award-winning line of development toolkits. LEADTOOLS is a family of comprehensive toolkits designed to help programmers integrate raster, document, medical, multimedia, vector and Internet imaging into their applications quickly and easily. LEADTOOLS gives developers the most flexible and powerful imaging technology, offering development support for File Formats (150+), Image Compression, Image Processing, Color Conversion, Image Display, Special Effects, Scanning/Capture, Common Dialogs, Printing, DICOM, Annotations, Forms Recognition, Document Clean-up, PDF, OCR, Barcode, Database, and more. The result of 20 years of development, a LEADTOOLS toolkit literally puts millions of lines of code at the fingertips of application developers. Whatever your programming needs, LEAD has a toolkit specifically designed to give you the best imaging technology available.

## Imaging Applications/Utilities

LEAD has also developed its own line of end-user imaging applications and utilities. All applications were built using LEADTOOLS SDKs. The products range from the award-winning LEADTOOLS ePrint file converter and printer driver to a line of audio and video codecs developed using industry standard as well as LEAD's own proprietary compression.

# Why Use LEADTOOLS

For over 18 years LEADTOOLS has been the standard of excellence in imaging developer tools. No other toolkit offers the depth of range of technology contained in our award-winning product line. From time-tested to industry and peer approval, here are the top ten reasons why you should choose LEADTOOLS for your imaging development needs.

## Time Tested

LEAD has been shipping LEADTOOLS for over 18 years. We have a large development and support staff with extensive expertise and experience in both imaging technology and in development component design.

## Royalty Free Alternatives and Flexible Licensing

LEADTOOLS' multi-level product design allows customers to purchase the basic imaging technology on a royalty free basis and at an incredible value. Our Imaging SDK, at only \$495.00, is an incredible value representing tens of millions of lines of code developed over tens of thousands of man hours. More specialized imaging requirements for vertical business segments (Document/Medical) may require runtime licensing, but LEAD offers several affordable licensing models. We will work with you to find a licensing model that will satisfy your deployment needs.

## One SDK Vendor Who Does it All!

LEADTOOLS contains color, grayscale, document, medical, mobile, vector and multimedia imaging technologies. One CD, one development interface, one set of documentation, one tech support call, one software update, one contract.... Why deal with the hassle of using multiple vendors when you can have just one.

## Industry LEADing Technical Support

- 1) Standard Support – Standard technical support is provided free to all registered LEADTOOLS customers. In addition, LEAD offers free Standard technical support to prospective customers working with evaluation versions of our products. Free Standard technical support includes unlimited email communication at [support@LEADTOOLS.com](mailto:support@LEADTOOLS.com), Live Chat at <http://www.leadtools.com/corporate/contact.htm> , and unlimited access to LEAD's online support portal at <http://support.LEADTOOLS.com/> including the community forums at <http://support.LEADTOOLS.com/SupportPortal/cs/forums> .
- 2) Premium Support - In addition to free Standard technical support, LEAD offers Premium support on a per "case" basis. Premium support allows customers to contact LEAD's support representatives by telephone. Support representatives

may be reached by phone Monday - Friday, 8:30 - 6:00 EST, excluding national holidays.

- 3) Annual Maintenance - By purchasing a LEADTOOLS Annual Maintenance plan, you receive any and all development seat updates, enhancements and new versions released by LEAD during the period of maintenance. In addition to updates and upgrades, as an annual maintenance subscriber, you receive five (5) free Premium Support cases to use during the maintenance period. Finally, a maintenance subscriber is entitled to a 30% discount on additional Premium Support cases over and above the 5 free cases provided with a maintenance subscription.

## **Easy to Use**

LEADTOOLS is designed to make your job as easy as possible. Our job is to help you get your project done and out the door on time. We include valuable developer resources, including extensive on line documentation, sample source code how-to videos, demos and tutorials, all designed to make your job easier and to allow your project to be completed sooner.

## **No Risk, No Worry**

LEADTOOLS is available in a fully functional evaluation version. You can test all features and actually program with the evaluation copy before the purchase is made.

## **Acceptance by Market Leaders**

LEADTOOLS libraries are distributed with many of the world's best selling applications. Our code has been stress tested by the best Q/A departments in the business and has passed with flying colors. Our .dlls can be found in commercial products distributed by Microsoft, Corel, Hewlett Packard, Intel, Canon, Sony, Sharp, Symantec, Mattel, Kodak and Motorola to name just a few. While our competition might be able to offer a customer list only LEAD can identify countless mass distributed applications that are shipping with our code.

## **Industry Leading File Format and Compression Support**

LEAD is the market leader in image file format support, both in number of supported formats and depth of flavor support. There are hundreds of subtypes for popular formats such as JPEG and TIFF which have been developed over many years. If there is an image type that we do not support, we will accept the challenge and do all that we can to add it to our list. LEAD also has the best image compression in the market, supporting industry standard types and proprietary alternatives (offering superior compression) for one bit, color, motion video and audio file types.

## **Up to Date Development Platform and OS Support**

LEAD is dedicated to supporting the latest technologies, targeting Microsoft's 32 and 64-bit platforms. LEADTOOLS includes both Win32 and x64 DLL API's, C++ Class Libraries, and .NET Class Libraries. LEADTOOLS also includes WPF and Silverlight components, WCF services and WF activities.

### **Industry Recognition - Peer Approved**

LEAD consistently receives industry recognition including Reader's Choice, Editor's Choice and Best of Show awards, including the most recent award, the 2007 Visual Studio Magazine Reader's Choice Award and the 2007 ComponentSource Best Selling Publisher and Product Award.