**MEMORANDUM**

**From**: Jack Horner VP Product Development

**To**: ExCom Legacy

**Subject: Product Development Partners**

As discussed further development of the D-AR offering would benefit dramatically from (1) add-on technologies that we have no interest in developing and (2) developers that would like to use our offering as a platform so filling out what is known as the WHOLE PRODUCT. In this regard we have learned from our Pear experience. A stable of committed developers adds considerable value to the offering.

Attached is a first list of potential developers interested in working with us. Agree to work with at least a few of these and others will follow. We know that our competitors are wooing these same candidates. We would like to win as many of these high value partners as possible.

**LIST OF POTENTIAL B2C FOCUSED AVR DEVELOPMENT PARTNERS**

Below is a tabular summary of the criteria we use to measure the value of a potential Technology Partner

**CRITERIA**

The objective of partnering is to fill out the customer's perception of our offering as a 'whole offering'. Range is 1 to 5 with 5 high

Technical quality is important, but sometimes it is valuable to take an underdeveloped technology and rapidly improve it.Range is 1 to 5 with 5 high

Market reputation her refers to the reputation of the firm amongst its technical peers.  Range is 1 to 5 with 5 high

|  | MARKET REPUTATION | TECHICAL QUALITY | IMPACT ON PERCEPTION OF WHOLE PRODUCT |
|---|---|---|---|
| TRUFO Inc | 3 | 3 | 5 |
| GREN Inc | 5 | 3 | 5 |
| LP Inc | 4 | 4 | 4 |
| HOD Inc | 3 | 5 | 4.5 |
| PRB Ltd | 3.5 | 3.5 | 4.8 |
| BGA Inc | 2.5 | 4 | 4 |