MEMORANDUM

From: Jack Horner VP Product Development

To: Henry Morgan

Subject: Product Development Partners

As discussed over dinner last week, further development of the B2B 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 OFFERING. 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. Although we should consider developers working on multiple platforms, in this the first round we would like to win 2 of these high value partners.

Jack

Attachment

LIST OF POTENTIAL B2B-FOCUSED AR DEVELOPMENT PARTNERS

CRITERIA

TO BE DEVELOPED

	MARKET REPUTATION	TECHICAL QUALITY	IMPACT ON PERCEPTION OF WHOLE PRODUCT
HiTach Inc	99	1	
BRC Ltd	95	1.2	
BRNM Inc	98	1.1	
CAST Ltd	115	1	
JOHN GmbH	160	1.05	
TRUFO Inc	120	0.99	