Owen R. Rubin

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Professional and Skills Summary:

I am a results-oriented technology leader with creative, strategic and entrepreneurial vision, and a proven track record of delivering aggressively scheduled projects on time and within budget. I have 4 patents issued to date in streaming video and download application security to handheld devices.

I have extensive experience in managing research, software, hardware, QA, and IT teams, locally, remotely, and offshore, as conventional, agile or extreme development teams. I am a hands-on leader with experience in design and development, including software and hardware architecture, video games, consumer electronics, embedded systems, user interface, OS, and security. I have end-to-end product experience, as well as experience interfacing with government contractors and managing security and clearance concerns on projects.

In addition to my engineering experience, differentiating me from other pure engineering leaders, I have strong skills in business development, establishing partnerships and alliances, writing business plans, competitive analysis, white papers, and marketing collateral. I also have non-profit board and board president experience, which allows me to understand a company top to bottom.

Startup Experience

For these 10+ years I was a senior executive at several start-ups. Sadly, most of these start-ups closed due to lack of additional funding or bad market conditions:

Edison Labs, LLC. Saratoga CA   Oct 2007 – present
CTO & Co-founder
- Start-up in iPhone development & training, mobile applications & game design, and corporate technology and business consulting for mobile applications.
- Writing code and building apps and games for the iPhone, iPad, and iPod Touch.

Rapport Inc., Redwood City CA   May 2006 - Oct 2007
VP Applications and Field Engineering
- Build and led teams to develop applications for a new processor for this semiconductor company, with a focus on handheld consumer devices.
- Build and lead the Field Engineering team to support pre and post-sales issues, customer support, government contracts, and integration issues with Rapport's technology into customer's designs.
- Investigated and prototyped use of Rapport's chip for MPEG CODECs and FFTs.

Arxan Technology Inc., San Francisco CA   Mar 2004 – May 2006
Senior VP, Product Development, (managing entire San Francisco division)
- Lead engineering teams in the development of our core security technology in anti-tamper and IP protection products, as well as documentation, QA, IT, and operations.
- Instrumental in company strategic decisions as a key member of the senior executive team to choose projects, set goals and schedules, and set company direction.
- Managed many aspects of engineering interface on government contracts.

Quicksilver Technology Inc., San Jose CA   Apr 2001 – Sept 2002
VP Engineering & Security, Director Business Development
- Successfully managed three remote engineering teams to research and deploy a completely new paradigm in real-time operating systems for our embedded, adaptable logic systems.
- Wrote white papers, business plans and strategies and did technical research for spinning off new companies that would own exclusive rights to our technology in specific vertical markets. Four companies were successfully created and launched.
- Led patent committee. Wrote 5 patents, 2 issued to date (US 7,617,396 & US 7,644,279)

- Conducted product research in digital TV, consumer devices and automotive markets.

NetTV / Lumenati, San Rafael CA   Apr 2000 – Apr 2001
VP of Technology
- Conceived product strategy, investigated and selected platforms and tools, wrote patents for a PC-based consumer set top for broadband, digital cable and satellite TV systems.
- Led the hardware, software, visual media, and MIS/IT groups. Also, part of business development team licensing technologies and working on strategic partnerships.
- Responsible for hardware design, system architecture, UI, OS, codec development, and system integration for advanced home gateway system and set top. Led prototype development.

Large Company Experience

Interval Research Corporation, Palo Alto, CA.   Apr1999- Apr 2000
Senior Research Staff & Project Coordinator
Directed multiple research projects in broadband, digital and interactive TV, codecs, and reference platforms for next generation STBs, gateways, and convergence appliances. Aided in investigating and establishing relationships with outside companies to license Interval's IP. Interval closed in April 2000.

- Successfully led five broadband research products through prototype design, receiving accolades by peers and management for one of the best project reviews at Interval.
- Assisted Charter Communications and General Instruments (GI) on improvements to the DCT series set-tops to meet Charter's Personal Video Recorder (PVR) needs.
- Established and developed working relationships with new partner.
- Assisted with due diligence on broadband companies for Vulcan Ventures.
- Worked on several patents. 2 issued to date (US 7,155,735 & US 7,565,681)

Pacific Bell Video Services (PBVS) San Ramon, CA   Sept1994 – Apr 1999
Director, Engineering, Technology & Media
Directed multiple technical and media teams in digital TV and broadband, including wireless TV, head-ends, high-speed data, conditional access, interactive video, programming, codecs, VOD systems, enterprise billing interfaces, A/V production, and web development. Major accomplishments include:

- Designed, led build-out of, and managed engineering, networking, and A/V post-production facility, included engineering labs, post-production suites, graphics and web development, MPEG-2 encoding, IT, and a digital TV head end for research and testing.
- Led architecture, specification, and development of multiple STBs, Pay-Per-View video systems and VOD servers, including all system integration. Several patents authored.
- Successfully designed and deployed California's first cable modem service.
- Provided technical leadership to the deployment of one of the first advanced digital cable networks and a wireless digital TV system successfully launched in the Los Angeles area.
- Establish and create working relationships with partner and vendor companies.

Apple Computer, Inc., Cupertino, CA.   May 1988- Feb 1994
Senior Engineering Manager and Macintosh Generalist
Managed and developed many aspects of Macintosh hardware, system software, UI, and applications including system releases for all new CPU projects, ROM updates, tools and utilities, installer and special projects including assistance to the Apple Unix team, including:
- Managed the Macintosh OS and ROM tools, utilities, and build systems team. Managed the system software integration team responsible for over 30 software releases.
- Led the prototype creation of the first low-cost color Mac, the Mac LC, including technical lead on a Quickdraw ASIC for the LC project.
- Architect and project lead for bootable CD project, technical contributor on a prototype "STB",

designed the "system enabler" to allow new CPUs to run on older OS releases, authored several UI elements of the Mac OS and installer.
* Member of Apple's company wide software architecture design and review team

Previous employment experience - more details available upon request.
* **Interactive Productions,** Foster City, CA.,   September 1987 to May 1988
Director of Technology & Engineering.
* **Bally Sente In**c, Sunnyvale, CA.   August 1984- September 1987
Game Designer, Producer and Director, IT/MIS Manager.
* **Atari Inc (Warner Communications).**, Milpitas, CA   June 1976- August 1984
Programmer, Game Designer, and Producer. One of first software engineers hired into Atari.

Technology and Business Consulting
Between jobs, I have been an independent consultant/contractor to companies on technology and business related issues. Some projects include:

* **Expert Witness**, IP research and consulting, companies confidential   Feb 2008 to present
* **Carpe Media**, Saratoga, CA – Acting COO   Dec 2007 to Jul 2008
Researching advertising and video technology for the web, web design, system architecture
* **Video Ranch**, Sand City, CA. Architecture, IT, and technical consulting   Jan 2007 to Dec 2007
* **Sceenplay**, El Cerrito, CA. Acting CTO   Oct 2007 to Dec 2007
Start-up in social networking web site using advanced video techniques
* **TV Head**, Los Altos, CA. Acting CTO   Oct 2003 to Mar 2004
Designed interactive gaming software for digital TV systems, cell phones, and the web
* **New Leaf Communications**, Oakland, CA   Feb 2003 to present:
Business development, design and support of the company web site, IT technical support

Education:
* **University of California at Berkeley**, Berkeley, CA.
B.S., Electrical Engineering and Computer Sciences, Honors: Eta Kappa Nu Honor Society
* **M.I.T**., Machine Architecture Group, Cambridge, MA.
Classes in design and production of interactive videodiscs, A/V systems, and multimedia.

Committees / Affiliations:
* 2001-present   Member, IEEE, graphics and communications forums
* 2008-present   Member, IEEE intellectual property committee
* 2000-2002   OpenCable Application Platform Standards committee
* 1997-2000   ATSC, digital television standards committee.
* 1994-2001   DAVIC committee for STB standards
* 1987-1994   Advisory Group for People with Disabilities
* 1994-1996   Microsoft INSIGHT for Interactive Television
* 1994-2001   Member, Society of Cable Televisions Engineers (SCTE) and National Association of Broadcasters (NAB)

Other Experience:
* **Alameda County Community Food Bank**, Oakland, CA   1997 to 2006
Board member, board president (2 years), and held positions as Board Treasurer, Chair of the Oversight Committee and Chair of the Operations Committee of this non-profit.
* **Published**   1987 - present
Write articles, technical and product reviews, and technical papers and provide technical assistance to writers. Publications include MyMac.com**,** iProng, IEEE Spectrum, Satellite Orbit, Orbit Video, Video Magazine, The New York Times, and Sunset Magazine to name a few.