

## **APPLIED MAGIC CORPORATE MANAGEMENT TEAM**

Applied Magic, Inc., is staffed by a diverse group of individuals with backgrounds in software and hardware development, graphics design, sales, marketing, and finance.



### **Bill Hipp, *Chairman of the Board***

Mr. Hipp is a very experienced technology executive from California's Silicon Valley, where he has been president and CEO of the Portfolio Company RadioMail Corporation, president of Dowty Network Systems and vice president of Hughes Lan Systems (Sytek).

Before joining the high-technology industry, Mr. Hipp was a Colonel in the United States Air Force, where he managed advanced technology projects. He has lived outside the United States for 15 years, has extensive international sales experience, and speaks Japanese.

Mr. Hipp is a co-founder of 2M Invest, a venture capital firm, and also an investment director in 2M Invest. He is also chairman of the board of directors of the Portfolio Companies Memory Corporation, Retriever Communication, BlueKite and TeleWeb.

Mr. Hipp holds an MBA finance and economics from University of Southern California.



### **Dr. Robert Hsieh, *President & Chief Executive Officer***

Dr. Hsieh has a broad background in the technology industry, with experience in technology development, business development, new product introduction, investment, and international business.

Currently, Dr. Hsieh is a managing director for two venture capital firms and serves as chairman of Akron Technology, Inc. and chairman of LinkMax, a US-based Internet company. He also serves on the boards of Enable Semiconductor, Inc, EverTrust Bank and ScanView A/S.

Prior to becoming a full-time venture capitalist, Dr. Hsieh was vice-chairman of Microtek International, an early pioneer in the desktop scanner industry. From Microtek's inception, Dr. Hsieh led its research and development, marketing, and sales teams. For the past eight years, Dr. Hsieh has led Microtek's investment activities, which have included investment in companies such as C-Cube, Accton, KYE, Sierra Imaging, iPlanet and Ulead Systems. Prior to joining Microtek, Dr. Hsieh held management and engineering positions in the IC, imaging systems, software, and communications industries for companies such as Xerox, Hughes Aircraft, Technicare and ITT.

Dr Hsieh received his Ph.D. in Electrical Engineering from the University of Cincinnati. He holds two US patents.



**David Newman, Chief Technology Officer.**

Mr. Newman has 15 years experience in software development.

He has been with Applied Magic since its inception. Today, he is responsible for the design and development of Applied Magic's software products, and co-directs the design and development of

hardware products. Mr. Newman is listed as co-inventor for Applied Magic's patents that are currently pending.

In 1990, Mr. Newman completed his bachelor's degree in information and electronic engineering from Curtin University of Technology in Perth, Western Australia. He then entered into a master's research program in the progressive transmission of images. While pursuing his master's degree, he developed software for controlling professional video editing equipment in the construction of animation. Among Newman's credits is the co-authorship of *Producer*, a complete digital nonlinear editing software application used on the Commodore AMIGA platform.



**Jeff Schafer, Vice President, Engineering.**

Mr. Schafer has 14 years experience in analog and digital design, product development and production planning. He co-directs hardware engineering for Applied Magic, coordinates product development scheduling, tracking and production planning. Mr. Schafer is listed as inventor on one AMI Applied Magic patents that is currently pending.

Applied Magic, Mr. Schafer worked for General Instrument (GI) as Senior Engineer on consumer IRDs (direct satellite television), which included NTSC, PAL and SECAM video, audio, data and TELCO modem interfaces. His responsibilities included product design and development, and oversight of the production process. His GI experience involved extensive work with video compression, transmission, and reconstruction. Prior to joining GI, Schafer worked for four years as a design engineer at Magnavox. His formal education includes a BS in physics from California State University, Stanislaus and a MS in Electrical Engineering from the University of California, Irvine



**Peter Fei, Vice President, Asian Pacific Operations**

Mr. Fei has more than 25 years experience in banking and finance - 14 years in banking while working for the Irving Trust and the Bank of Boston. He has held a variety of management positions in banking, including general manager of the Bank of Boston's

Taiwan Operations. In 1985, he went into business for himself. As an entrepreneur, he owned a private US-based technology company, three manufacturing businesses in Taiwan, and numerous real estate holdings throughout the U.S

Mr. Fei holds a master's in business administration in finance from New York University.



**Kevin Mosher, *Corporate Advisor/Board Member.***

Mr. Mosher is a 14-year veteran of the technology industry. He joined Applied Magic as vice president of operations and marketing and as a corporate director in March 1997. He was promoted to president of Applied Magic in February 1998 and assumed the role of president and CEO in April of 1998.

In early spring 2000, Mr. Mosher stepped down as Applied Magic's president and CEO, but remains active in the company as a corporate advisor and member of the board.

Prior to joining Applied Magic, Mr. Mosher held positions in sales, marketing, and operations in companies whose specialties ranged from integrated circuit design to video-assisted minimally invasive surgery. In these positions, he was a key player in the launch of two start-up medical imaging companies for Johnson & Johnson, and in Cadence Design Systems' transition into design services.

His formal education includes undergraduate studies in applied engineering sciences at the U.S. Naval Academy, and graduate studies in business administration at Pepperdine University.

**Alejandro Gómez, *Director of Operations***

Mr. Gomez comes has extensive experience in engineering and operations - from start-up companies to public conglomerates. Mr. Gomez's responsibilities at Applied Magic include manufacturing, facilities management, information systems, technical support, and customer service.

Prior to Applied Magic, Alex worked for Candance Design Systems of San Diego, Calif. where he was a project manager for the design team under the Multimedia Business Unit. His career also includes stints with Stac, Inc. where he was director of engineering, and Unisys Corp. where he was an engineering manager. At Unisys he was honored with an Achievement Award for Excellence and three Unisys Outstanding Performance awards. He also credits a patent to his name: Means and Method for Detecting and Correcting Microinstruction Errors: U.S. Patent No. 5,210,758

A native of Mexico City, Alex holds a bachelors of science degree in electrical engineering from the University of Southern California, Los Angeles

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