

chris borowiecki
professional portfolio

Strategic **Multidisciplinary** Design Leadership

chris borowiecki

introduction:

The process of design yields results both tactically **AND** strategically. It can support **any** vertical. It can strengthen **any** initiative. The approach and qualities of conscientious design, however, can benefit more than just the end product. Integrated design can work its way outward to create **new opportunities** and support larger organizational objectives.

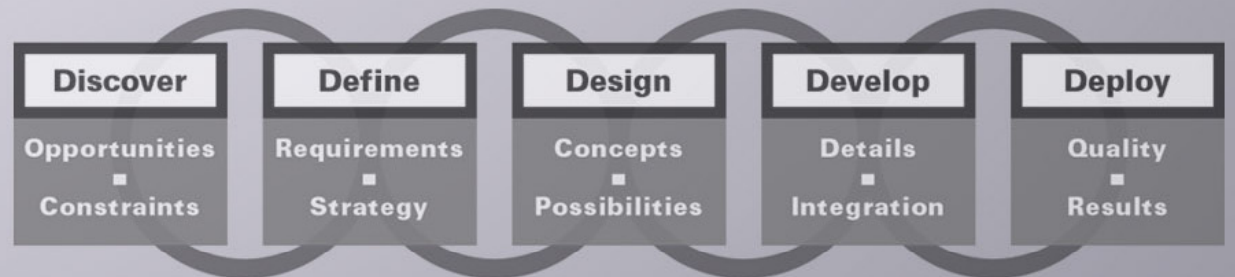
Whether it is physical product, user experience, online presence, brand evolution, corporate communication and storytelling, strategic road-mapping...or any other business activity, **strong design collaboration** and **leadership** can net measurable value.

The following pages show a sampling of some project work from my 12+ year career as a professional, helping companies (large and small) see a **greater potential** and **produce better results**.

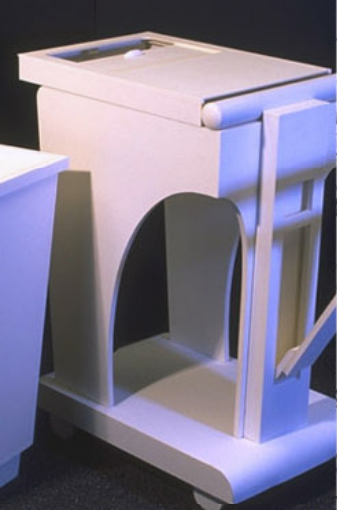
Centers of Focus

- Industrial Design
- User Interface Design
- Branding and Online
- Business Strategy Development

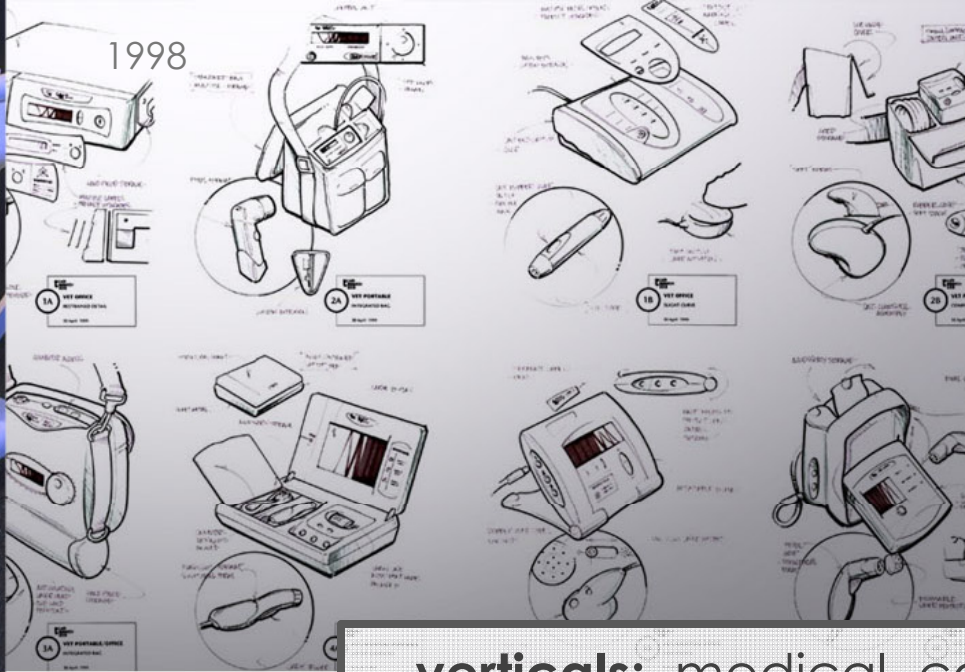
ProvenProcess



industrial design



1999



verticals: medical, commercial, consumer



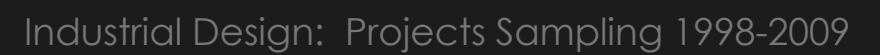
2001



2004

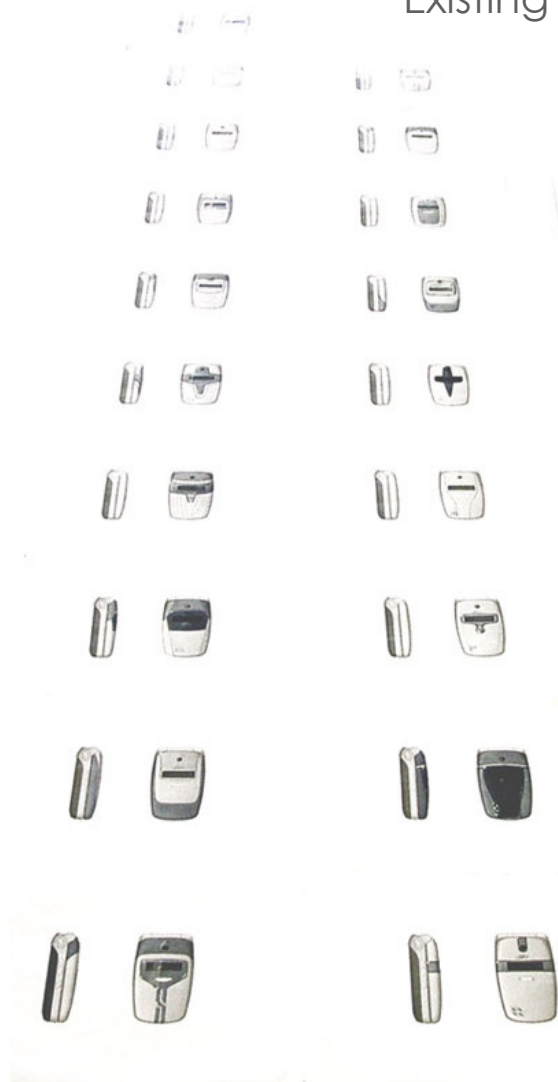



2007



client spotlight

Took inherited programs and managed issues resolution between Kyocera, Virgin Mobile and ODM vendor.













Schedule

	Entry Camera	Reskinned Thunder
Ship to BP* (14 days)	4/20/07	4/20/07
Software Signoff (16 weeks)	4/5/07	
Lab Entry	12/15/06	2/09/07
ID Lock		10/10/06

Assumptions: 1 day lab time. The lab time is expected to be shorter given the fact that the software code is based on current VMU Thunder.

The nature of the customization of the ID makes the schedule very sensitive to VMU's prompt commitment.

The keypad shape will be as shown, but color and fonts can still be changed

Entry Camera

Option II – Reskinned Thunder

Kyocera Wireless Proprietary



Platform Refresh-

Exploration of design alternatives that can leverage existing phone components.

Fresh Direction-

Conceived and developed color and graphic recommendations for special edition phone. Later sold by Virgin Mobile exclusively through Best Buy.



Standard Model



Festival inspired graphic and color combo

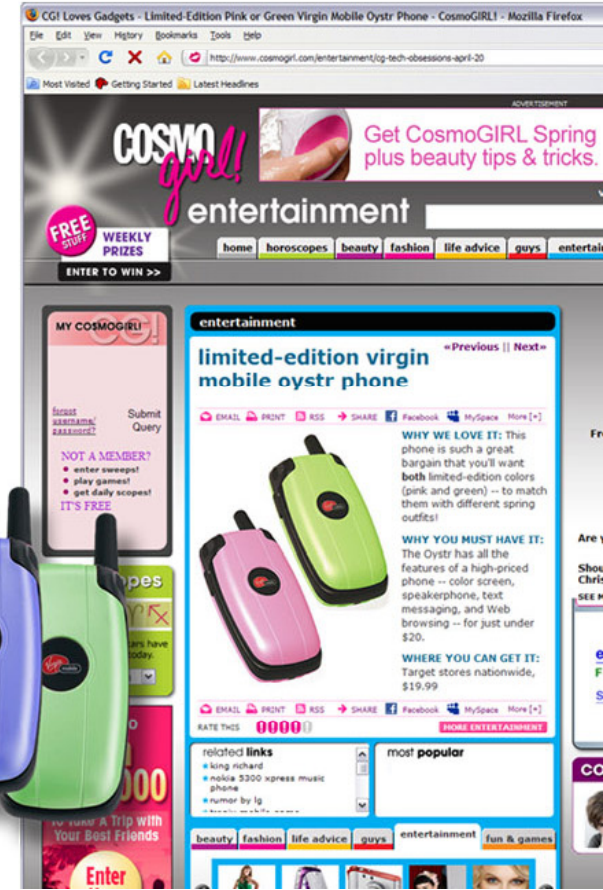
Connectors



Market Segment Trend Board and Select Accessory Concepts

Kyocera & Virgin Mobile Market Segment Specific Projects (2006 - 07)

"The Wild Card is already an extremely popular phone, but adding this iconic styling and the perks that come with this limited supply make it just that much more appealing. We don't expect these 15,000 phones to last long on Best Buy's shelves." -Tom Maguire, divisional vice president of global marketing at Kyocera Wireless Corp

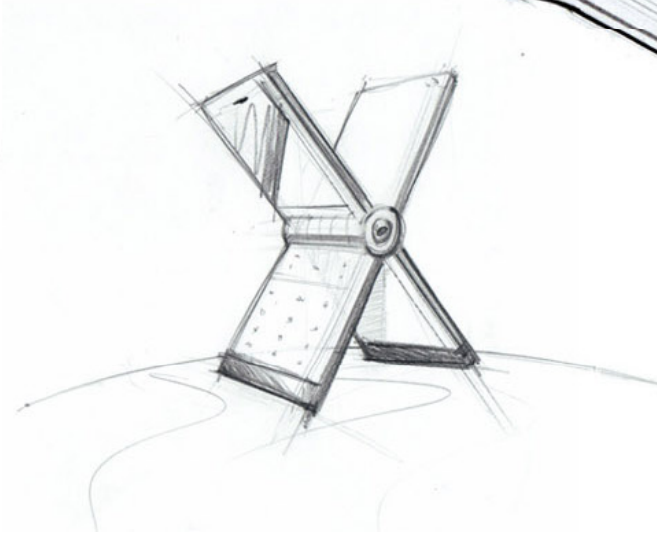
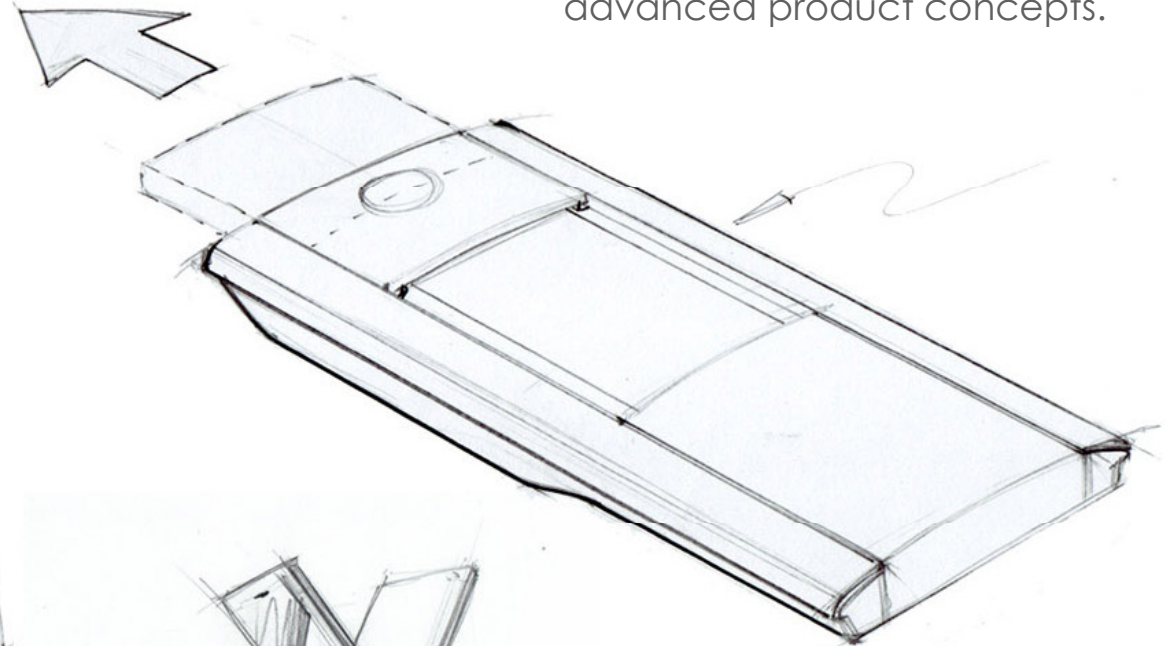
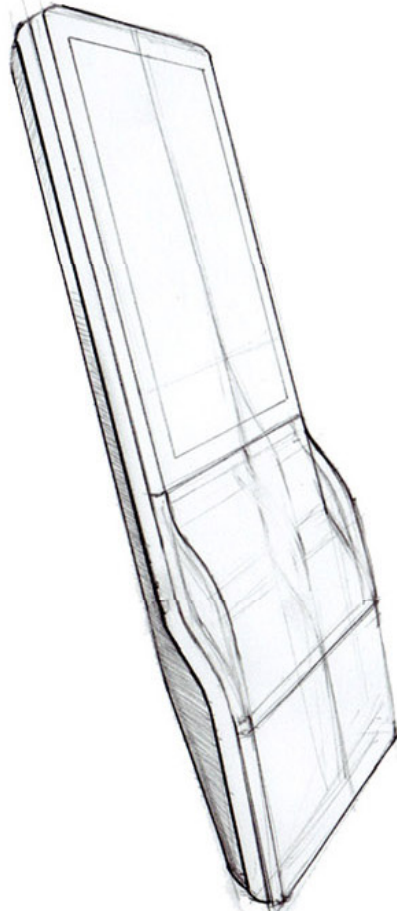
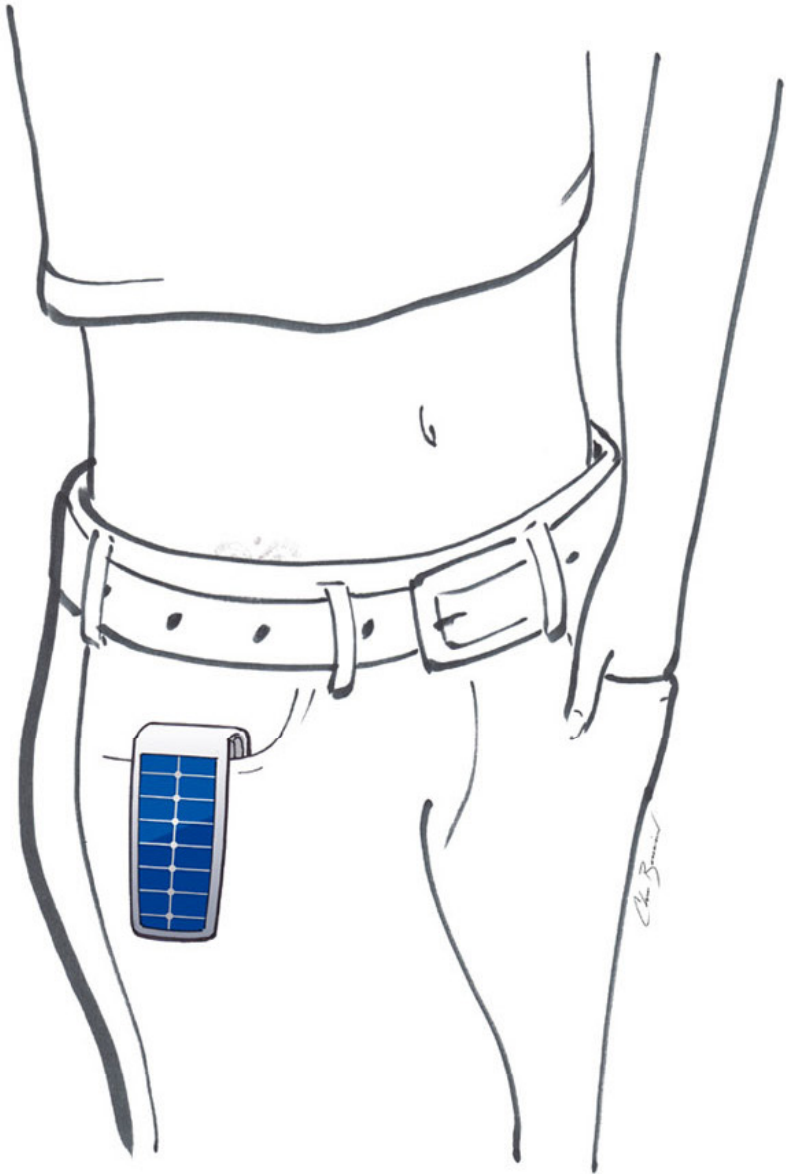


Color Studies and Specification

Kyocera & Virgin Mobile

Innovation Project (2007)

An exploratory project to look at Virgin Mobile USA's key market segment and users and develop advanced product concepts.

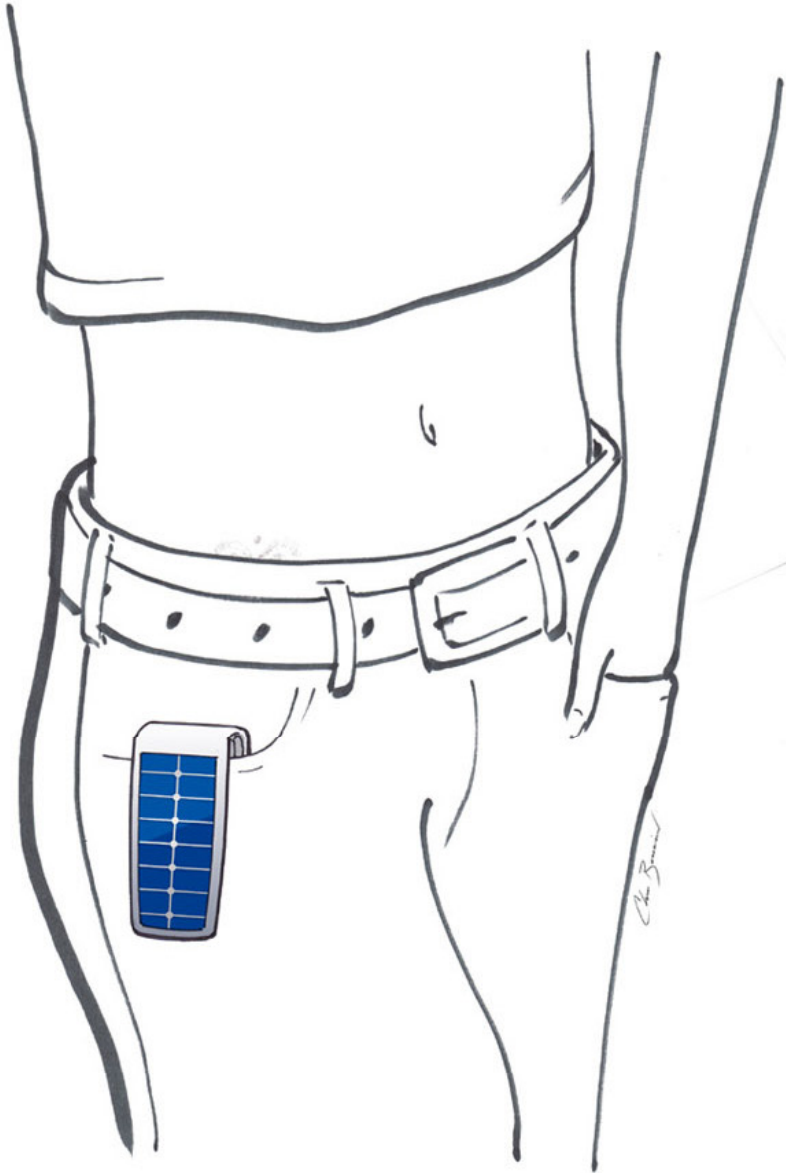


Kyocera & Virgin Mobile

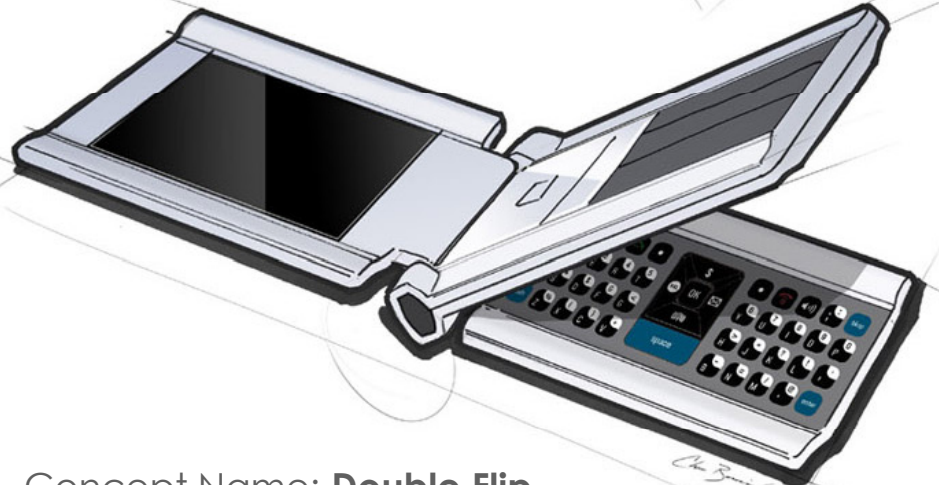
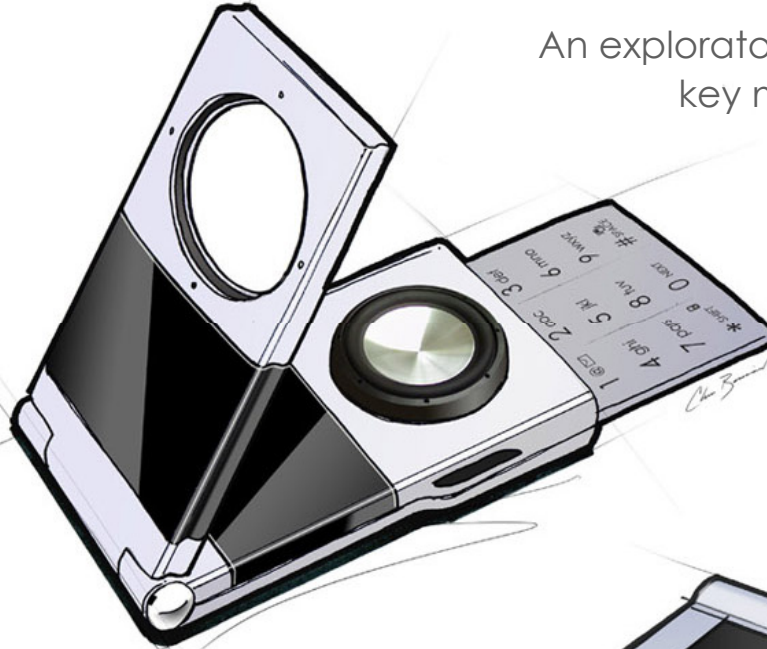
Innovation Project (2007)

An exploratory project to look at Virgin Mobile USA's key market segment and users and develop advanced product concepts.

Concept Name: **Solar Flap**



Concept Name: **Driver**



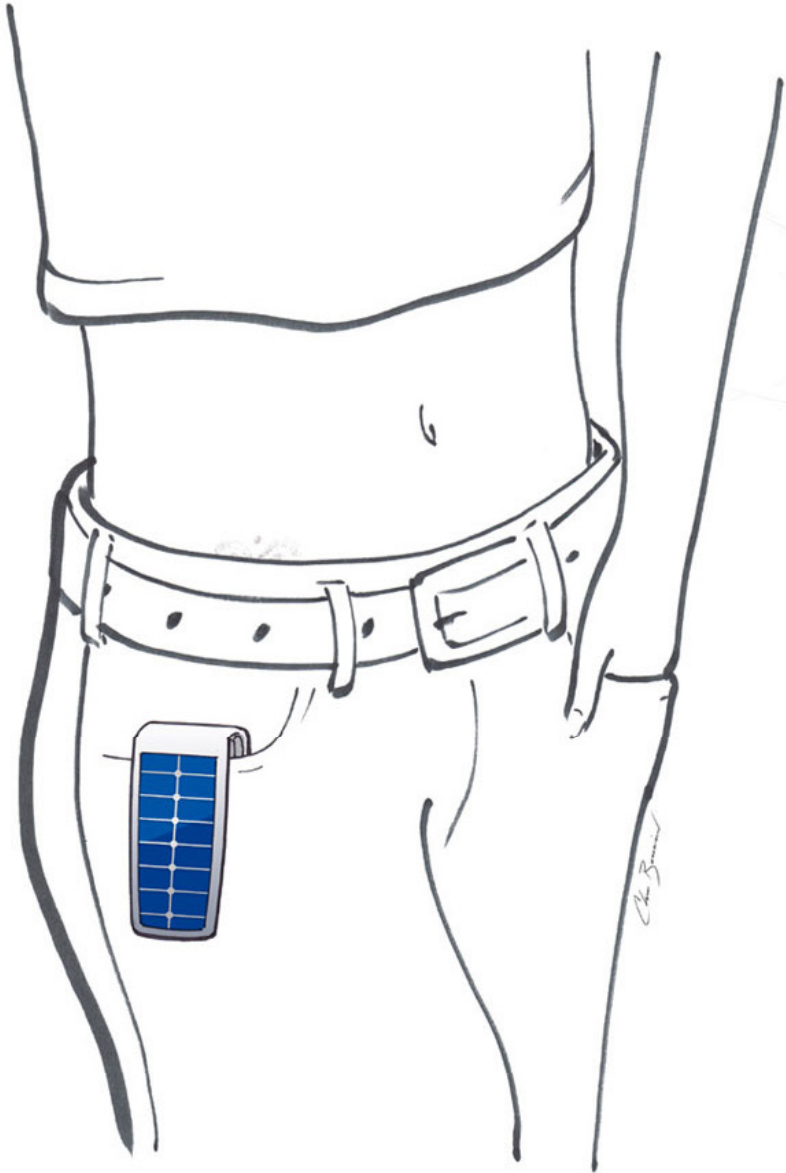
Concept Name: **Double Flip**

Kyocera & Virgin Mobile

Innovation Project (2007)

An exploratory project to look at Virgin Mobile USA's key market segment and users and develop advanced product concepts.

Concept Name: **Solar Flap**



Concept Name: **Cantilever**



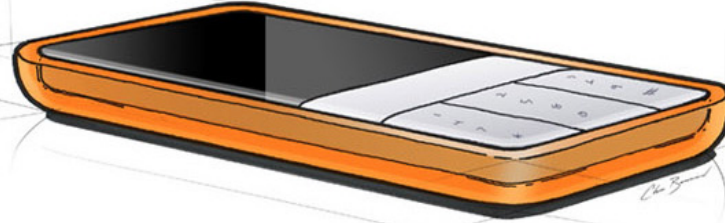
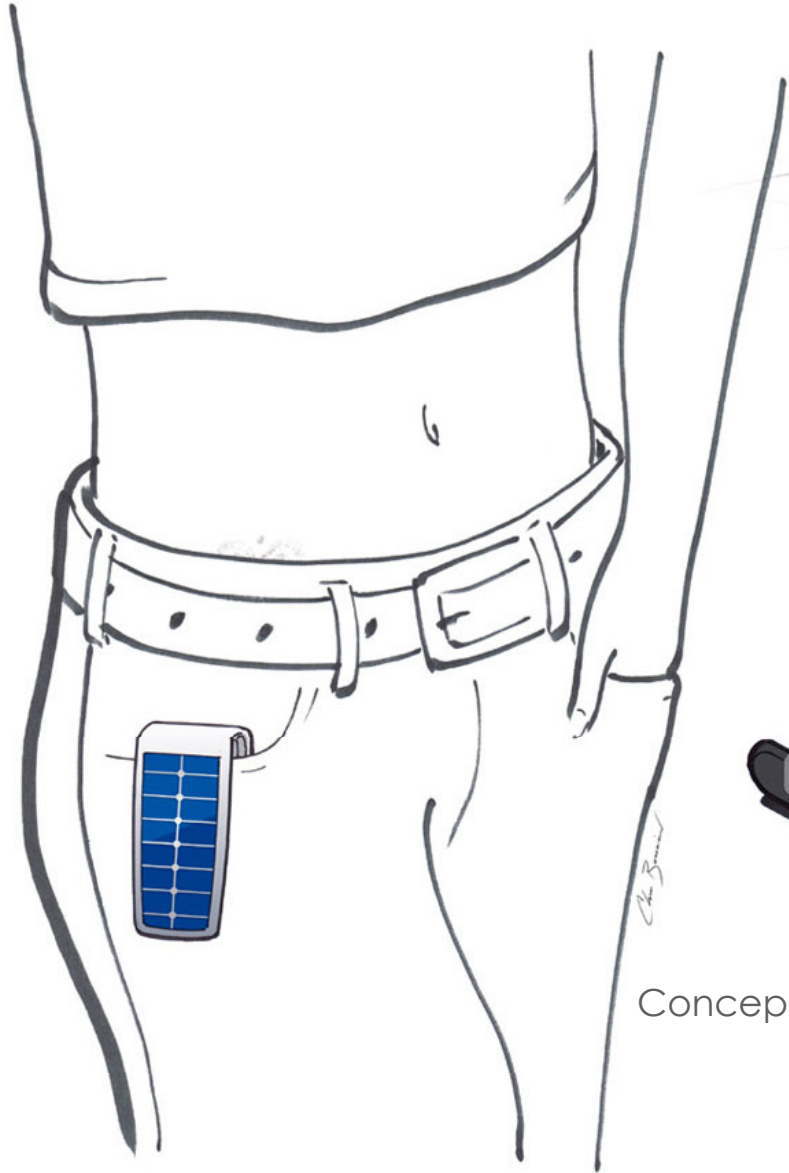
Concept Name: **Clear Offset**



Kyocera & Virgin Mobile

Innovation Project (2007)

Concept Name: **Solar Flap**



Concept Name: **Silicone**



Concept Name: **Kimono**



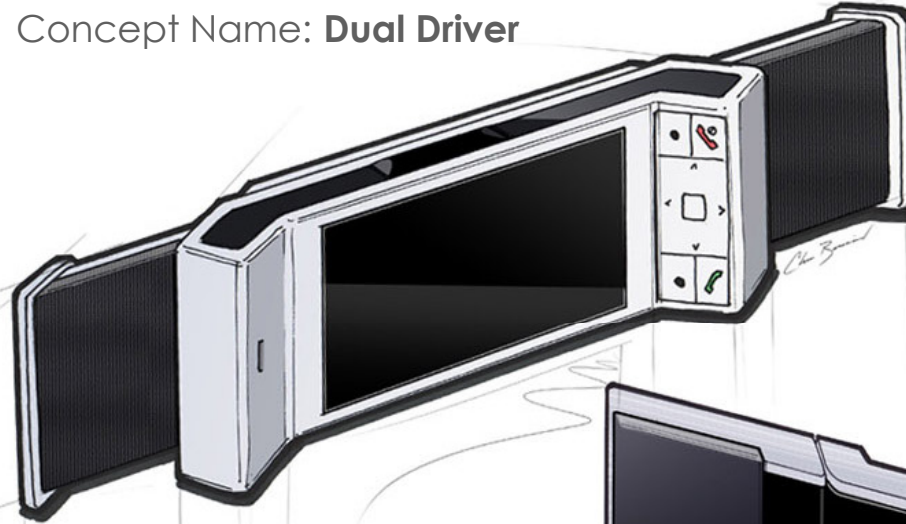
Concept Name: **Rails**

Concept Name: **Flowering Pendant**

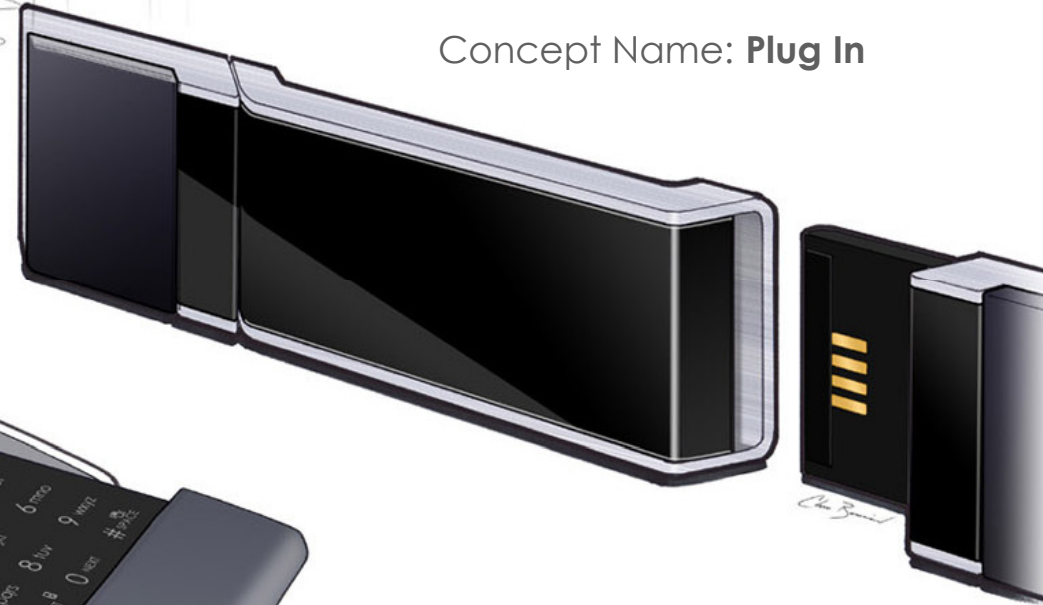


Kyocera & Virgin Mobile Innovation Project (2007)

Concept Name: **Dual Driver**



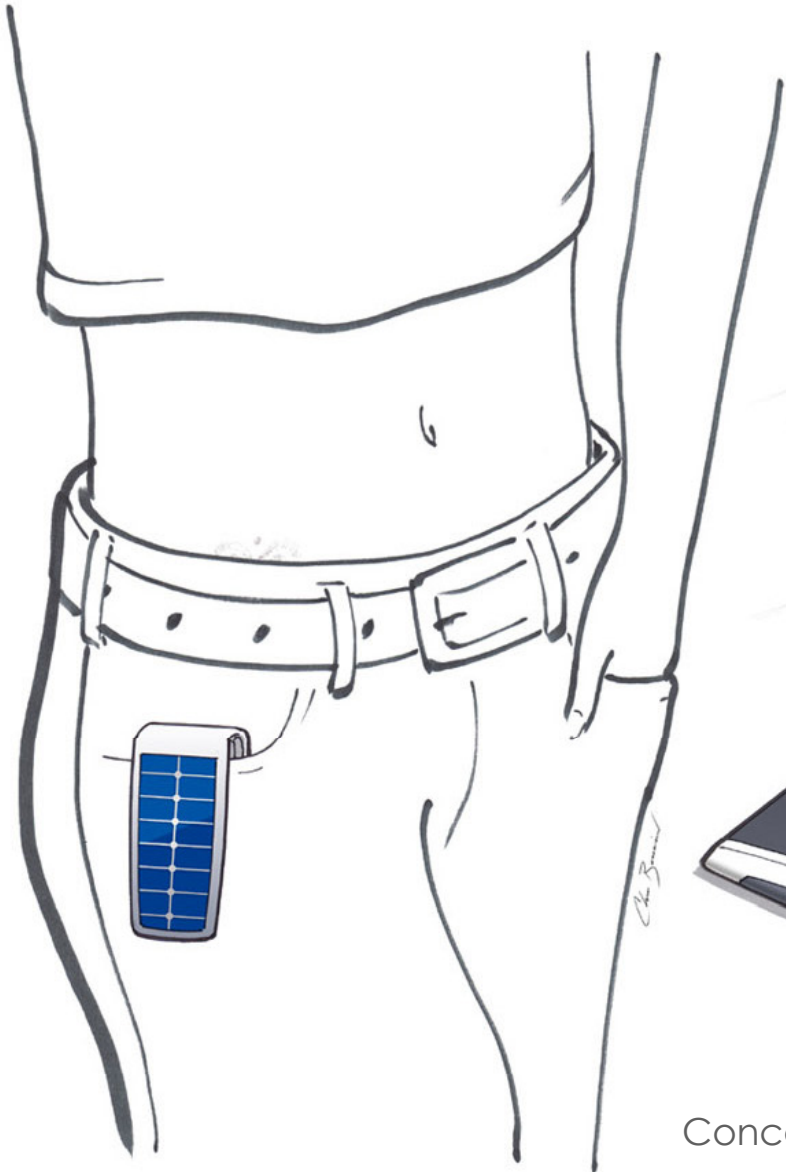
Concept Name: **Plug In**



Concept Name: **Harmony**



Concept Name: **Solar Flap**



project case study

project: multi-string guitar capo

Background:

Nearly all current **capos** span the six strings of a guitar and press down evenly on all strings across a given fret at the same time, giving a uniform change of tune.

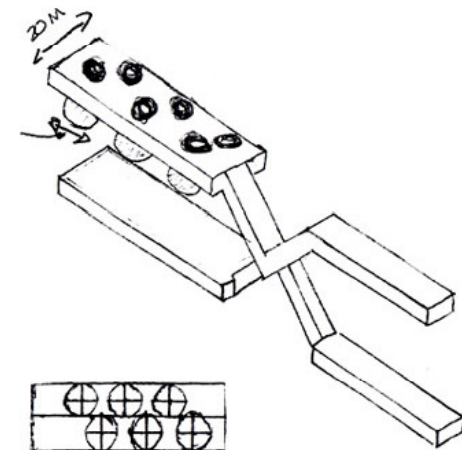
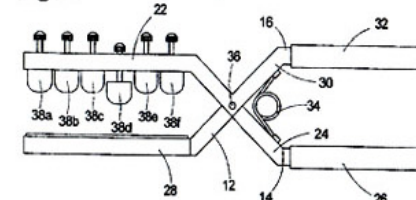
Project Objective- Take the principle of client's patented idea and develop a more functional, effective and sophisticated solution.

Core Idea- Create a capo design that allows guitar players to easily and independently select individual strings to depress for unique tuning...rather than the "all at once" approach of most current capos.

Significant Challenge- Create a functional and aesthetic design that can adjust to the variable widths and thicknesses of electric guitar necks.



Fig. 2



* Client's initial prototype and patent drawings

early exploration

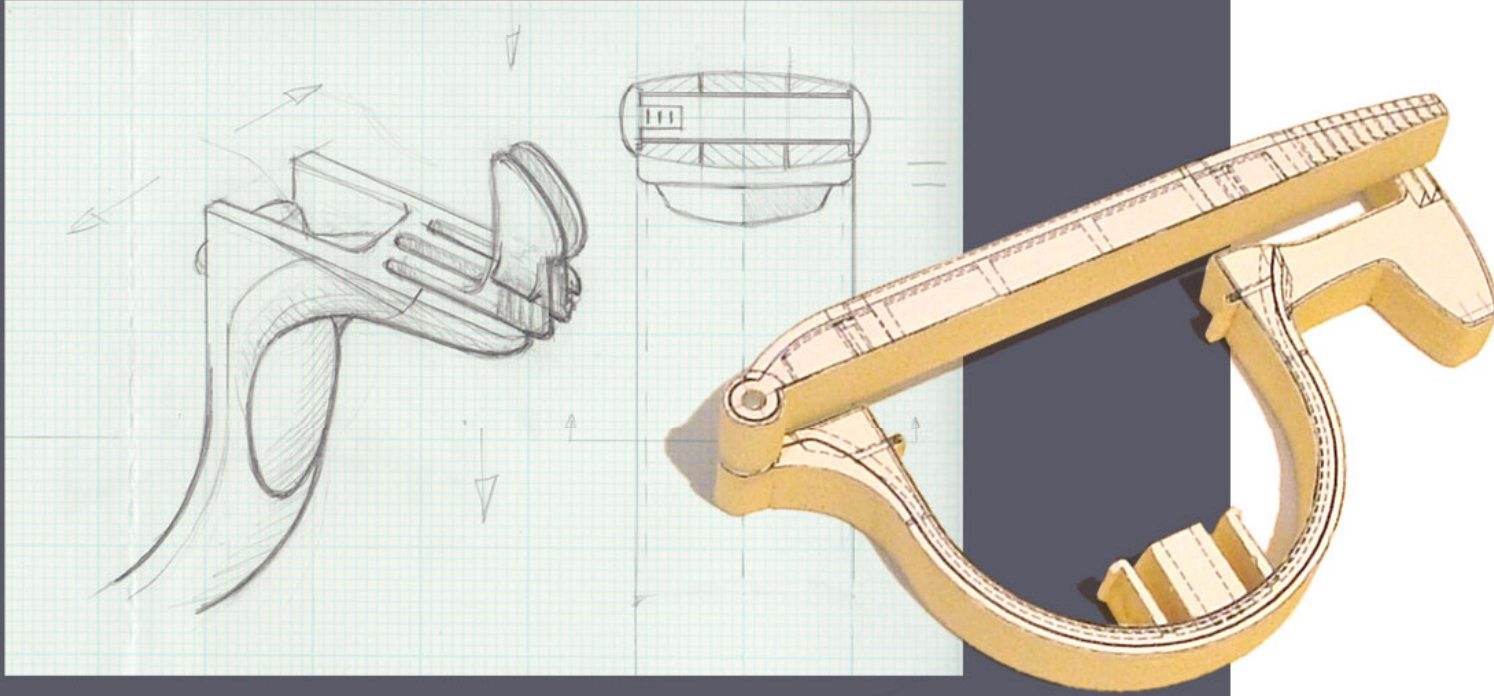
B2		= Design Requirements v.2.0		
A	B	C	D	E
1	2/8/2005			
2	Multi-String Capo	Design Requirements v.2.0		
3				
4				
5	Ranking	Description	Impact	Business Thoughts
6	Must Have/Must Be	Must accommodate and attach to both the majority of electric and acoustic guitars between the 1st and 7th frets. (also for curved and straight fretboards)	Business requirement: Broad market acceptance Feature Requirement: Allows individual tuning of strings User Requirement: Maintaining integrity of strings Feature Requirement: Must bridge across 2 frets at the same time	Need to solidify which guitars AND dimensions mark these max. & min. parameters to design by. Jackson (small) elec. Martin's and Taylor's (large) acoustic Focus on capoing across 1 fret. Could use 2 angled & curved capos as an option. K153
7		Must press at least 6 (alternating) strings individually or together.	Better to have 12 string adjustments across 2 frets? Or 3 high and 3 low? Issues: Smooth pressure, No damage, Avoid twist on strings, Even distribution across fretboard.	
8		Must adequately press any one string or combination of strings and provide good tune.	Must define smallest fret dimensions Must define largest fret dimensions	
9		Must bridge across 2 frets at the same time.	Issue will be addressed but even as much care, ease of use, as possible. (Client selected directional materials and processes open to efforts may impact the degree of perfection designed. Quantities produced and investment in tooling (budget) is needed to know what the acceptable manufacturing options and pricepoints are. Desired manufacturing total part costs needs to be provided or at least ballparked.	
10		Must provide sufficient protection for the guitar's finish during attachment, adjustment, use and removal.	Business requirement: Production ease & reliability and cost. Business Requirement: May NOT want this to last forever User Requirement: Customer will expect value, reliability and long life User Requirement: Product safety Ergonomic Requirement: Ease of use	
11		Must be manufacturable and cost effective.		
12		Must be durable and stand up to repeated use		
13		Must be easy to use and not have pinch points.		
14				
15				
16	Nice To Have	Should be as unobtrusive as possible. Should be relatively easy to adjust to a different location on the fretboard. (btw. The 1st and 7th fret)	Ergonomic Requirement: Ease of use Business Requirement: Smaller package User Requirement: Customer acceptance User Requirement: Adaptability of playing style	Overall size should be minimized, yet still provide sufficient size and operability to be easy to use. Nice to be able to have a quick release. Unsure of how to accomplish without generating "unintended" sounds while moving and resetting.
17				
18		Should be relatively easy to remove from guitar altogether. Design should provide relatively even distribution of pressure on string(s) across the fret(s) it is played on.	User Requirement: Adaptability of playing style User Requirement: Improves ease of tuning User Requirement: Improves ease of tuning Ergonomic Requirement: Ease of use User Requirement: Maintaining integrity of strings	One handed removal is advantageous if possible. (Would press/twisting disengagement, quality?) Prototype illustrated problem of uneven distribution of pressure across fretboard. Address or work around.
19				
20		Good to have the strings depressed evenly downwards, not twisting. If needed to improve ease of tuning or to keep strings from twisting, have slight release of grip from guitar.		May add complexity and small parts, but probably delivers a better solution than rotating presser "If needed"
21				
22		Pieces of assembly should not rattle during use. Nice to be able to set up for your guitar and not require as much fine-tuning/adjustment.		No quantifiable methods are provided to define "rattle" and/or "rattle"
23				
24				
25				
26	Unknown (need direction)	If using the 3 high 3 low set up for string pressers, does the unit then "HAVE" to be reversible so those strings can flip?	User Requirement: Adaptability of playing style	If so, you still have limitations on which strings are turned up/down (wouldn't the 6 high 6 low set up be more desirable and possibly expected by electric and music equipment reviewers?) Patel Multi-String Capo?
27		Brand development, identity, logo, product name?		
28				
29				
30				
31				
32				
33				
34				

competition evaluation : requirements documentation : initial concepts grid

		REVISIONE		
ZONE	REV.	DESCRIPTION	DATE	APPROV.



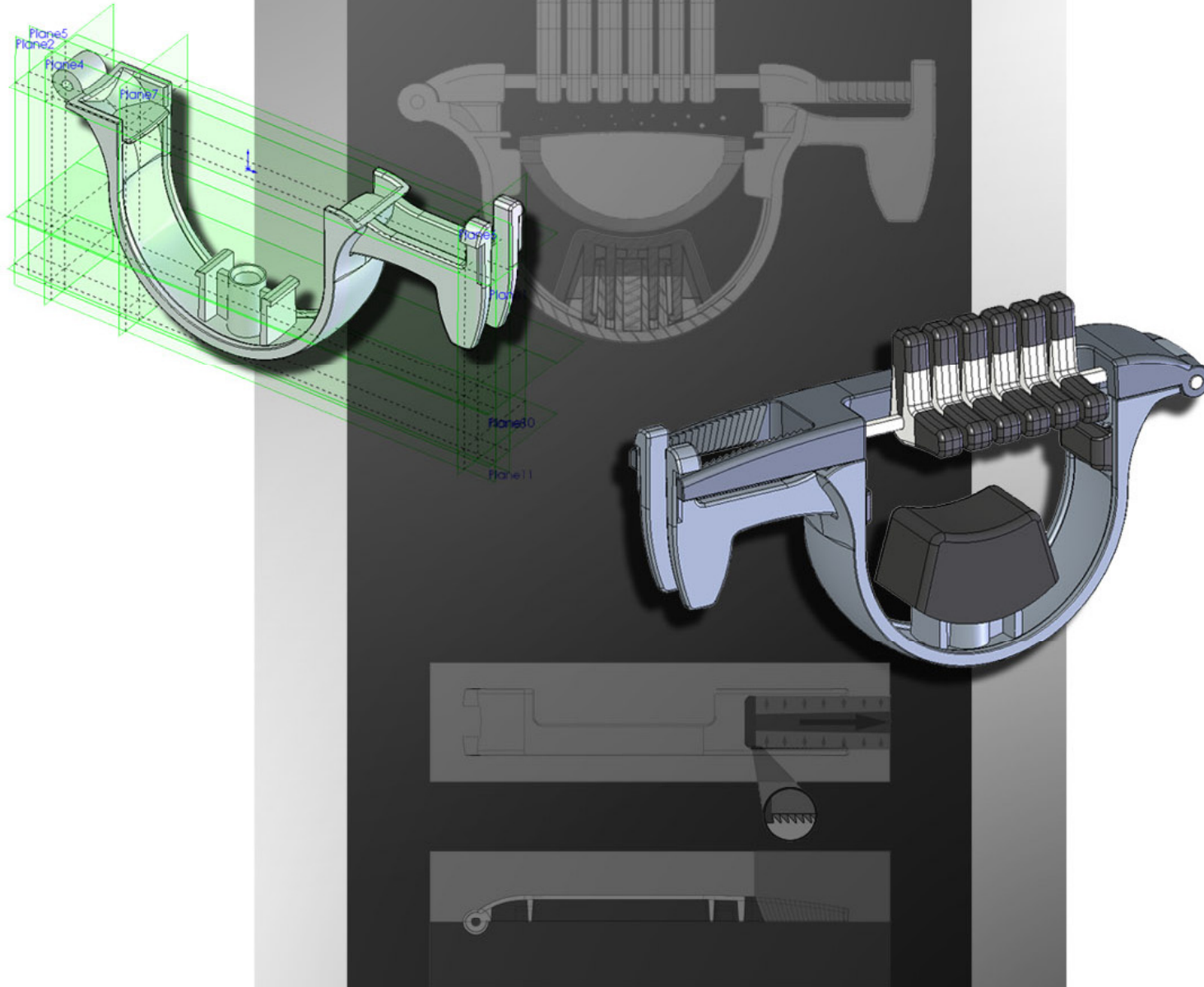
design refinement



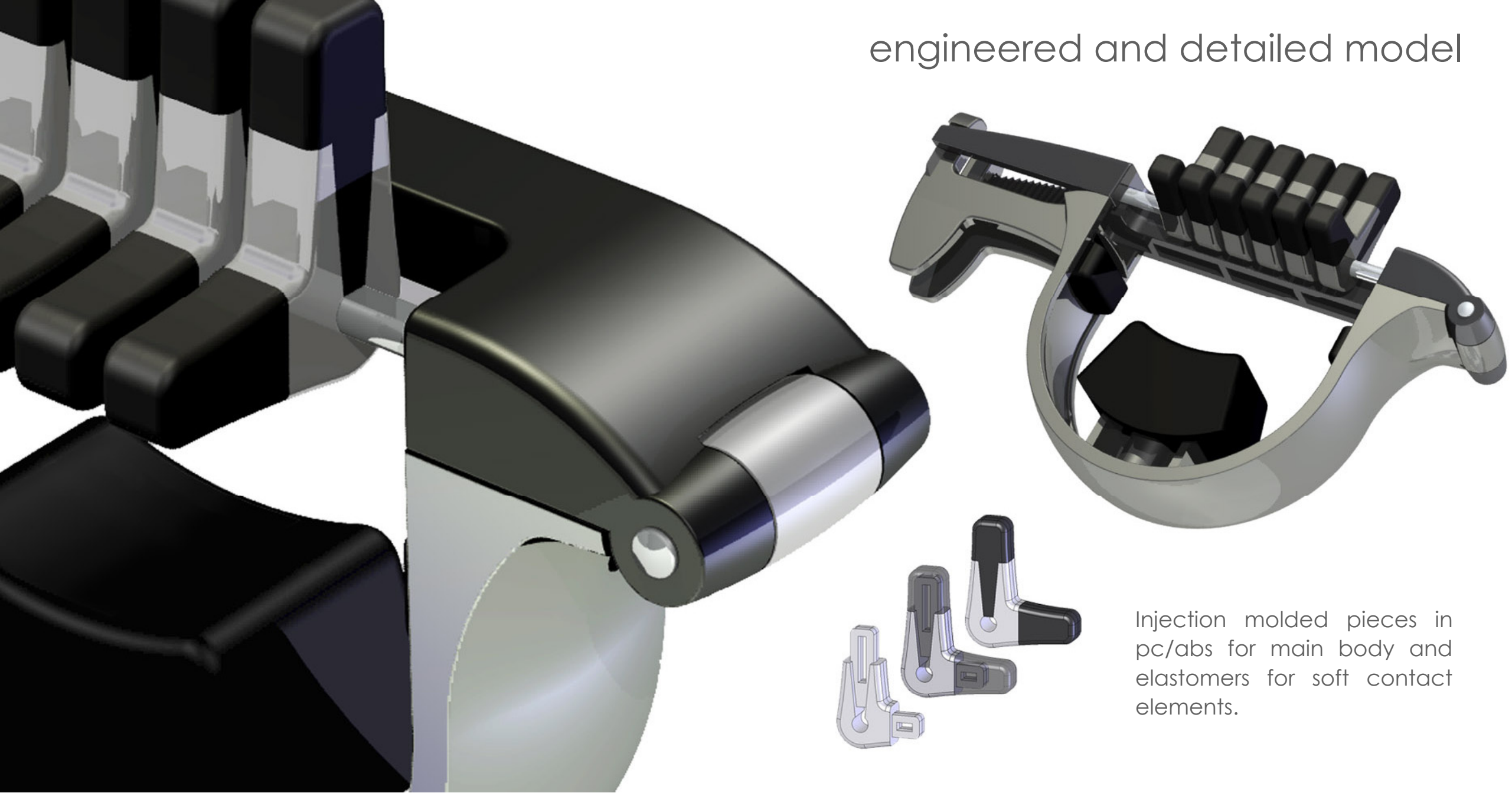
Rough sketches and models of design and functional details.

3D modeling

Modeled in Solidworks and
verified with rapid prototype.



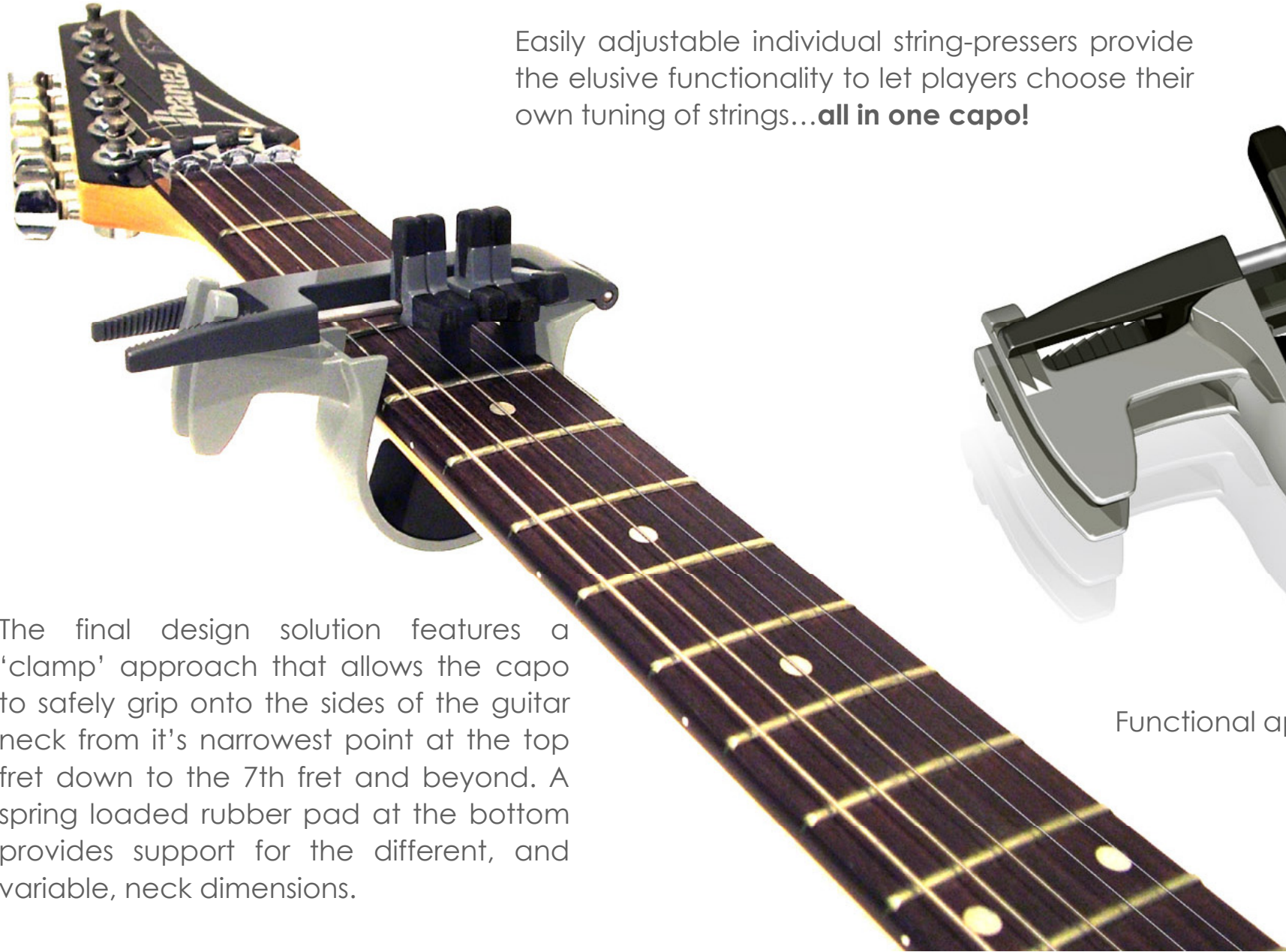
engineered and detailed model



Injection molded pieces in pc/abs for main body and elastomers for soft contact elements.

final design

Easily adjustable individual string-pressers provide the elusive functionality to let players choose their own tuning of strings...**all in one capo!**



The final design solution features a 'clamp' approach that allows the capo to safely grip onto the sides of the guitar neck from it's narrowest point at the top fret down to the 7th fret and beyond. A spring loaded rubber pad at the bottom provides support for the different, and variable, neck dimensions.



Functional appearance model and 3D rendering.

portfolio snapshots

Becton Dickinson (BD) Sharps Disposal Unit (1999)



human factors study : concept development : design refinement : visual model

Guidant

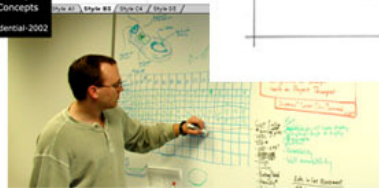
Advanced Patient Monitor (for Pacemakers & Defibrillators) (2001- 02)



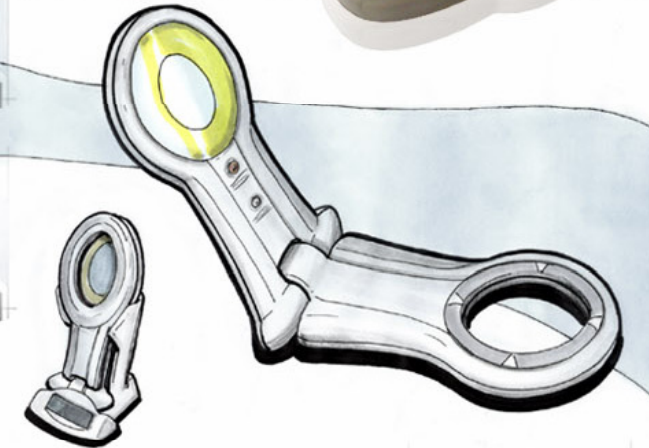
Program Management
Project Kickoff
Define Roles/Responsibilities
Develop Documentation Traceability
Regulatory Agency Review
Requirements
Software Requirements
Hardware Requirements
Strategic Initiatives
Competitive Analysis
Human Factors

Client Dialog
User Definitions
Site Visits
Analyzing Feedback
Brainstorming
Component Options
Address Internationalization
Use Cases
User Interface Options
Fault Tree Hazard Analysis
Concept Sketching
Study Model
UI Alternatives
Establishing Metrics
Feature Ranking
Costing
Aesthetic Options
Determine Test Signals/Points
Update Block Diagram
Labeling Issues
Draft Architectural Design Spec.
Implementation of Feedback

B3 Project: Thumper
Preliminary Concepts
Stellcom-Confidential-2002



Evaluation / Feature-Cost Ranking



User research, site visits, ergonomic study, concept exploration, documentation.

Intellidot

Medical Barcode and Encoded Dot Scanner (2002)

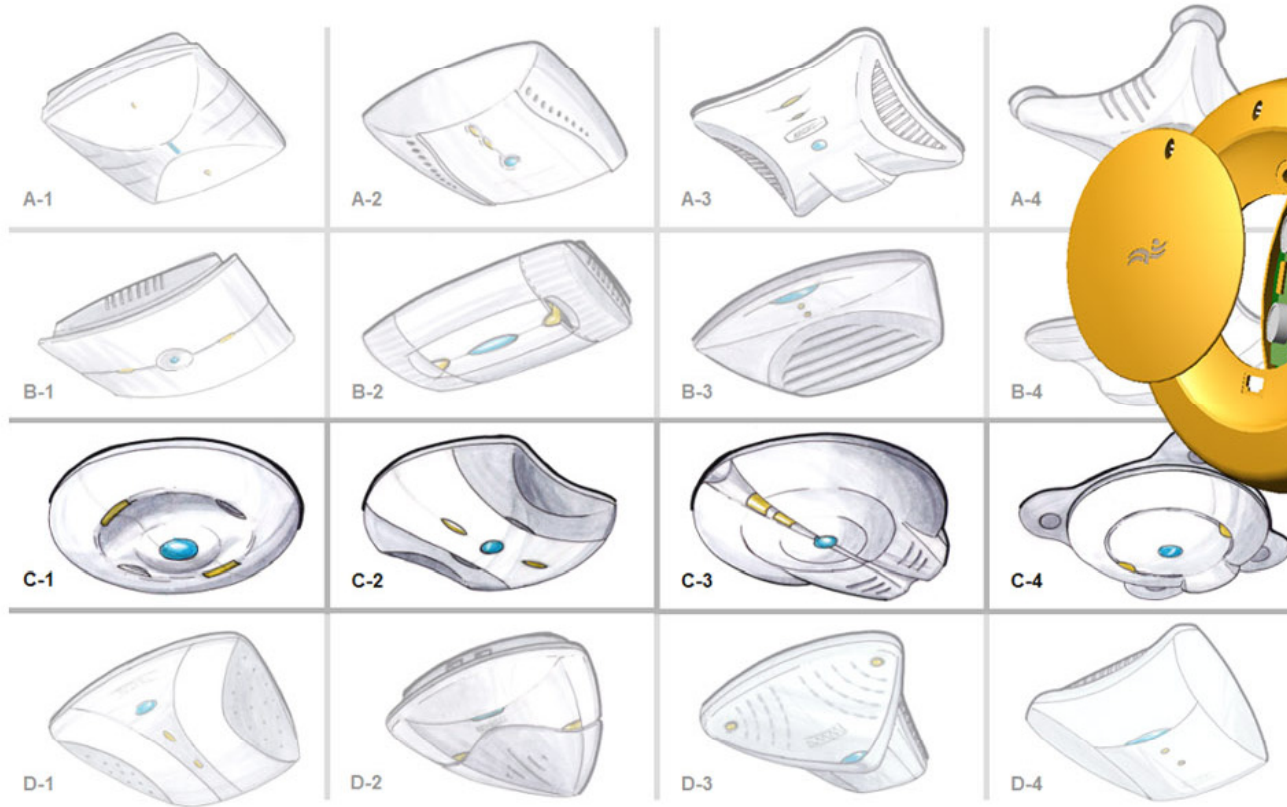


Early concept exploration and usage scenario development.

Trapeze Networks

Wireless Access Point (2002)

Development from concept through final details working closely with E.E.'s and M.E.'s to ensure optimal design implementation.



“Mushroom cap”
idea provided
much-needed
ventilation and
cooling ability.

Stellcom

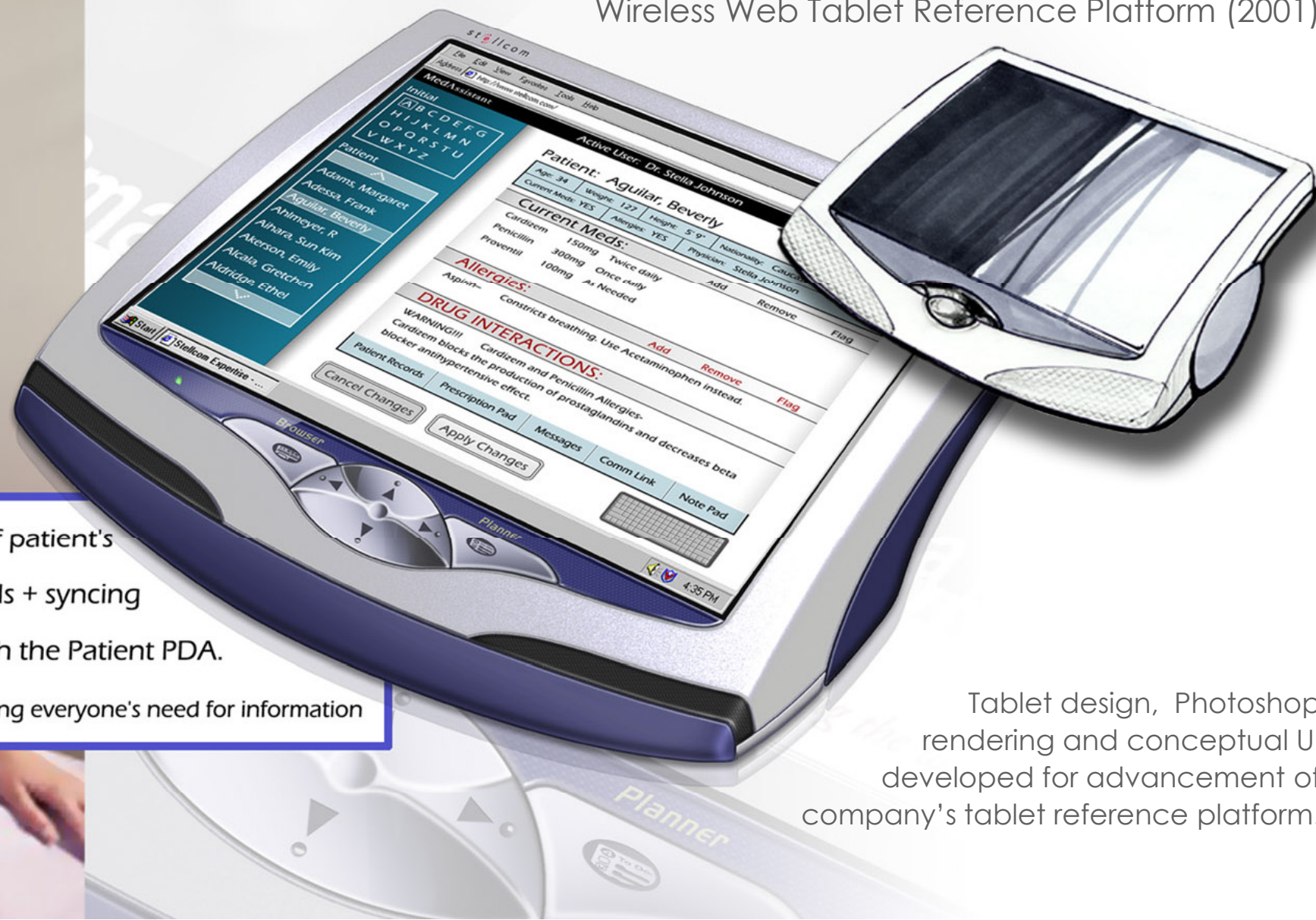
Wireless Web Tablet Reference Platform (2001)



Real time charting of patient's
medical needs + syncing

with the Patient PDA.

– meeting everyone's need for information



Tablet design, Photoshop
rendering and conceptual UI
developed for advancement of
company's tablet reference platform.

Stellcom

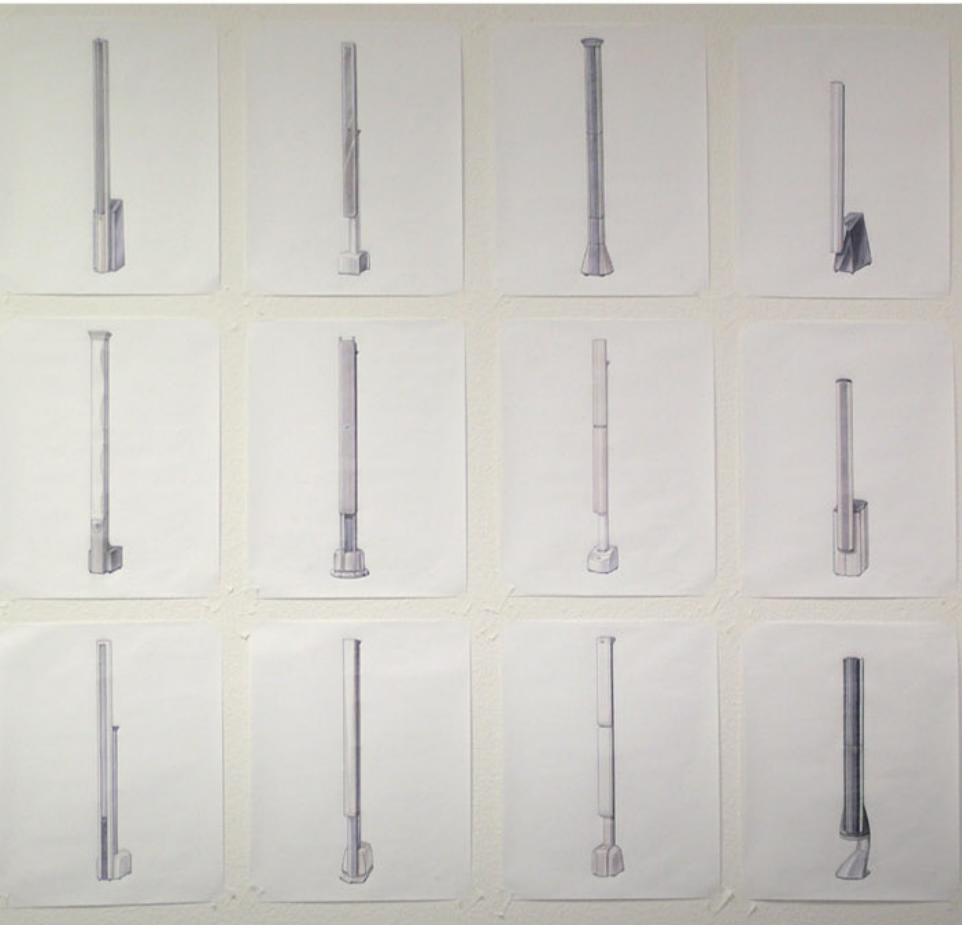
PDA Reference Platform (2001)



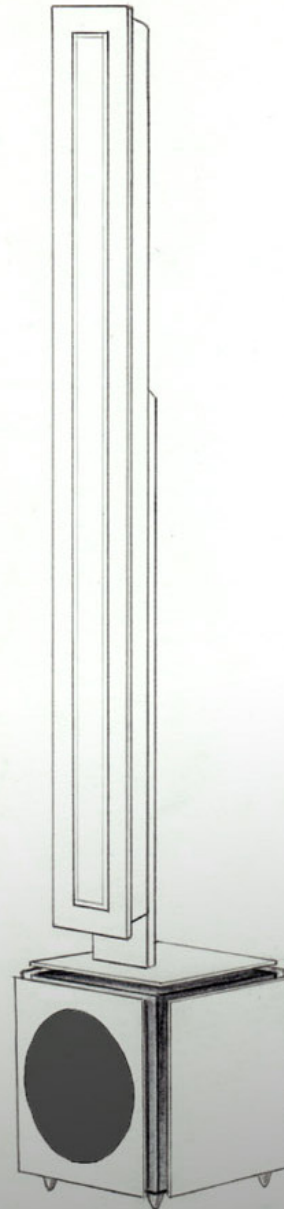
Design of PDA and Photoshop rendering developed for advancement of company's PDA reference platform.

TC Sounds

High End Home Theatre Speaker System (2004)



Development of unique design for linesource speakers.



Fully functional prototype.

Radiant Studio

Signature Product Line - Contemporary Design Candles (2004)

In addition to creating my own design consultancy I also set out to design and manufacture a specialty line of contemporary design candles. Amongst many other activities, as part of this effort I also undertook user testing and surveying for custom fragrances, developing improved techniques for silicone molding, and creating a tradeshow booth and materials when the product line was accepted for the juried Design Section of the San Francisco International Gift Fair.

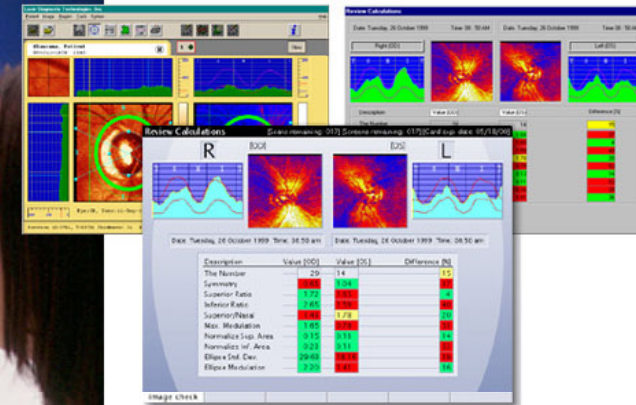
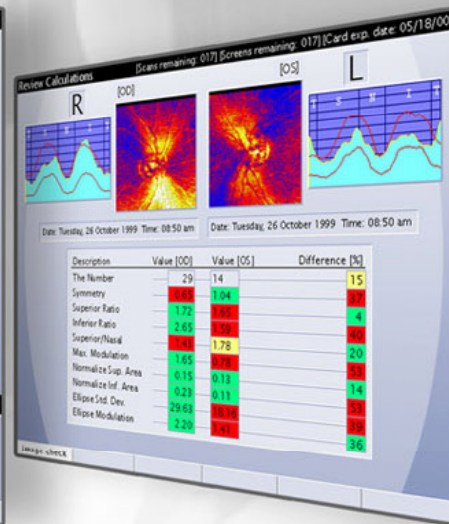


Design-driven candles
The four-part Quattro is one of 15 contemporary candle designs from **Radiant Studio**. Designed by Chris Borowick, the hand-poured candle is made of a custom paraffin blend and features a lead-free wick. It measures 10 1/2 inches square and wholesale for \$69 (\$13 per quarter). Available unscented or with a "Modern Rain" aroma (\$62), it comes in eight colors. The minimum order is \$250 and the lead time is six to eight weeks. See the candles in San Francisco. For more information, circle or click **E*info 21** or fax 858-271-1233.

14 Home Décor Buyer
Fresh FINDS
Contemporary design ruled at the summer and fall shows, cropping up in everything from candles to handcrafted furniture.
By Ethel Hammer, contributing editor

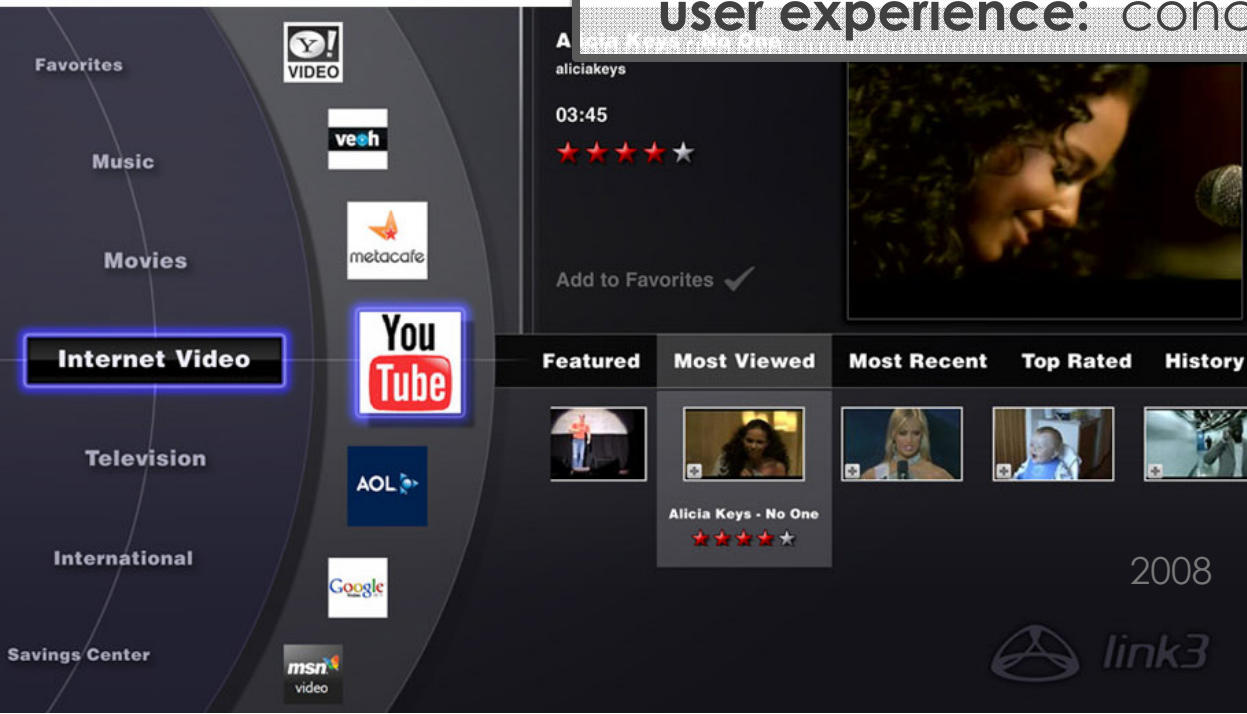
January 2005
Woven pendant lamps
These woven veneer pendant lamps (\$85 to \$135 wholesale) from **Publique Living** are handmade in San Francisco and designed by Lian Ng. Available in maple or walnut veneer, the round Kaiser lamp is offered in three diameters, from 11 inches to 18 inches. The tall Pilar style comes in five heights. Prices of lamps by Lian Ng range from \$1

user interface



1999

user experience: concept, usability, visual design

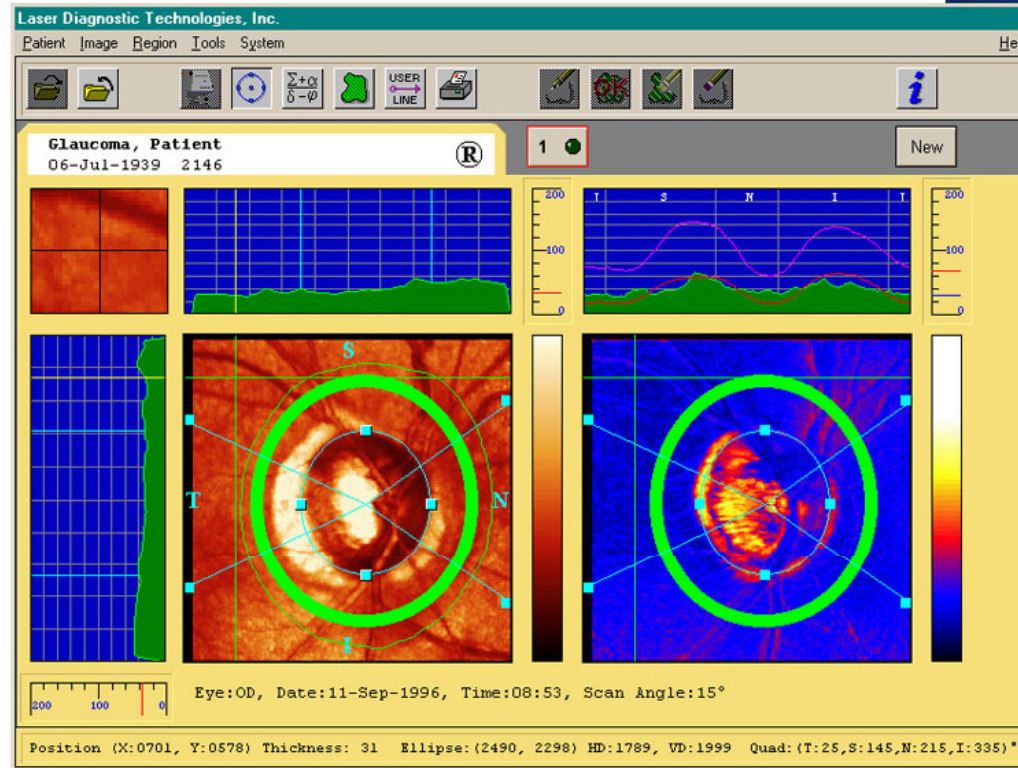


project case study

project: Laser Diagnostics Technology

Glaucoma Testing Device User Interface (1999)

Existing UI – Windows based interface prior to evaluation and redesign.

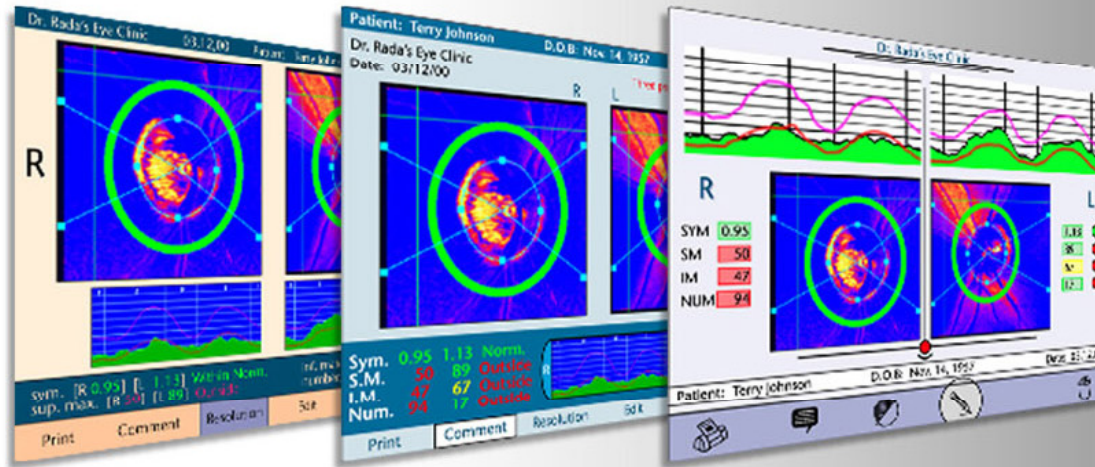


Project Objective – Laser Diagnostic Technologies developed a ground breaking new glaucoma testing device. The objective was to then make the user interface as structured, usable and visually appropriate, given technical and project constraints.

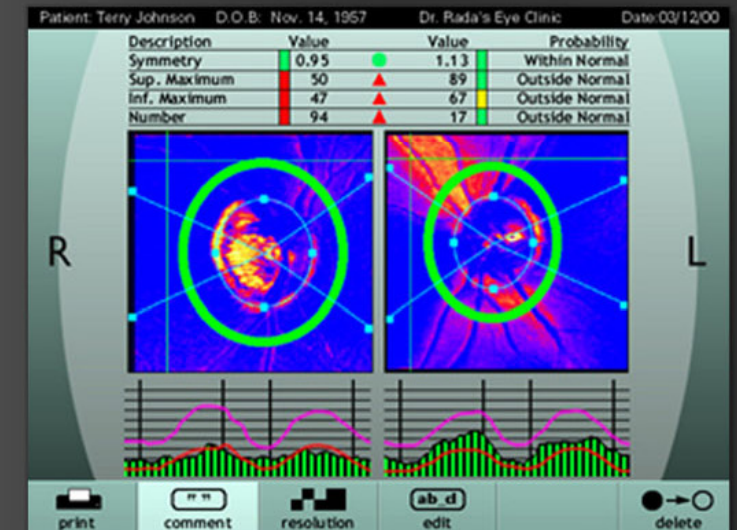
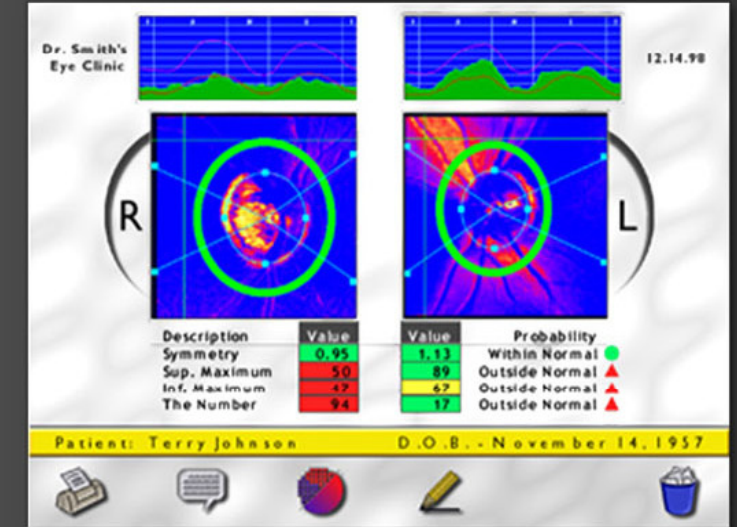


project: Laser Diagnostics Technology Glaucoma Testing Device User Interface (1999)

Prototype Screens – Early exploration of different information hierarchy and prioritization, icons versus text, and color break-up .

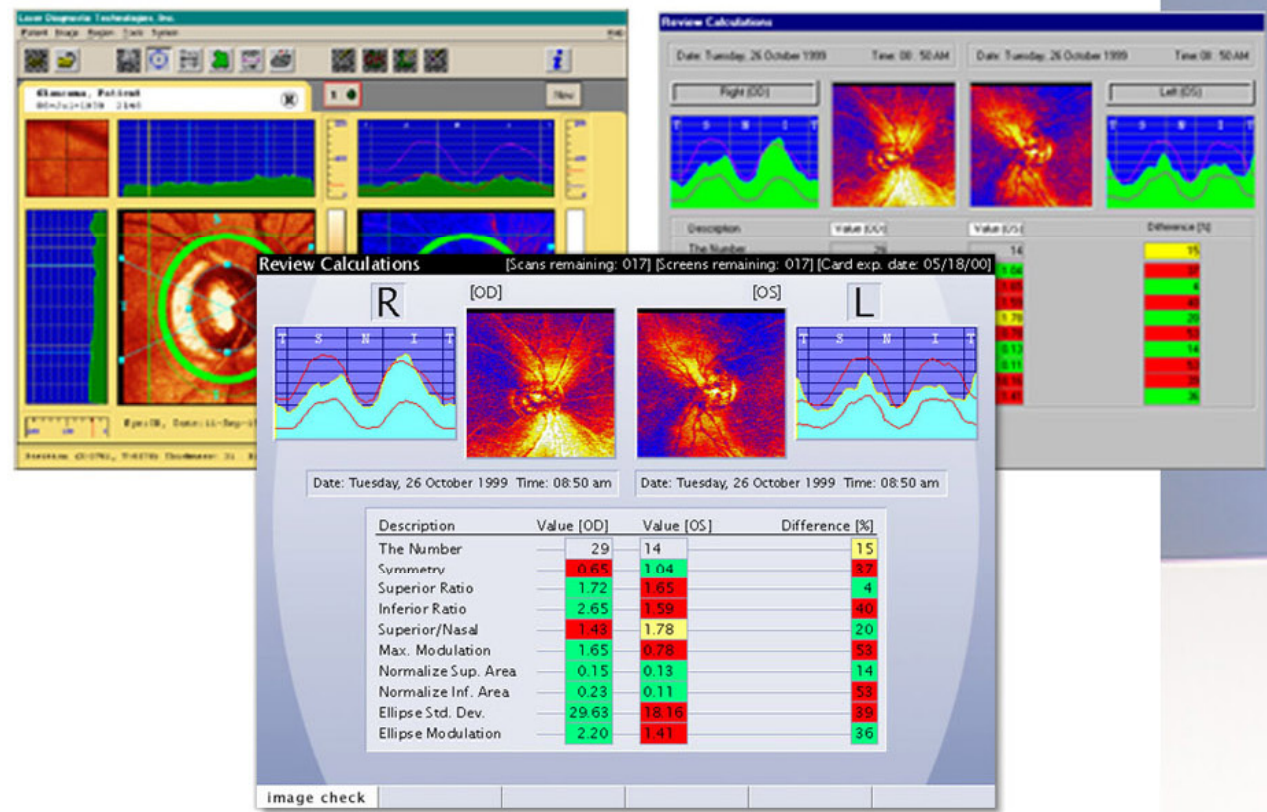


Initial Visual Design Layouts – With a narrowed set of options for preferred information architecture, two directions for the visual presentation were developed to illustrate the ways the interface could integrate with the physical product's design while optimizing usability.

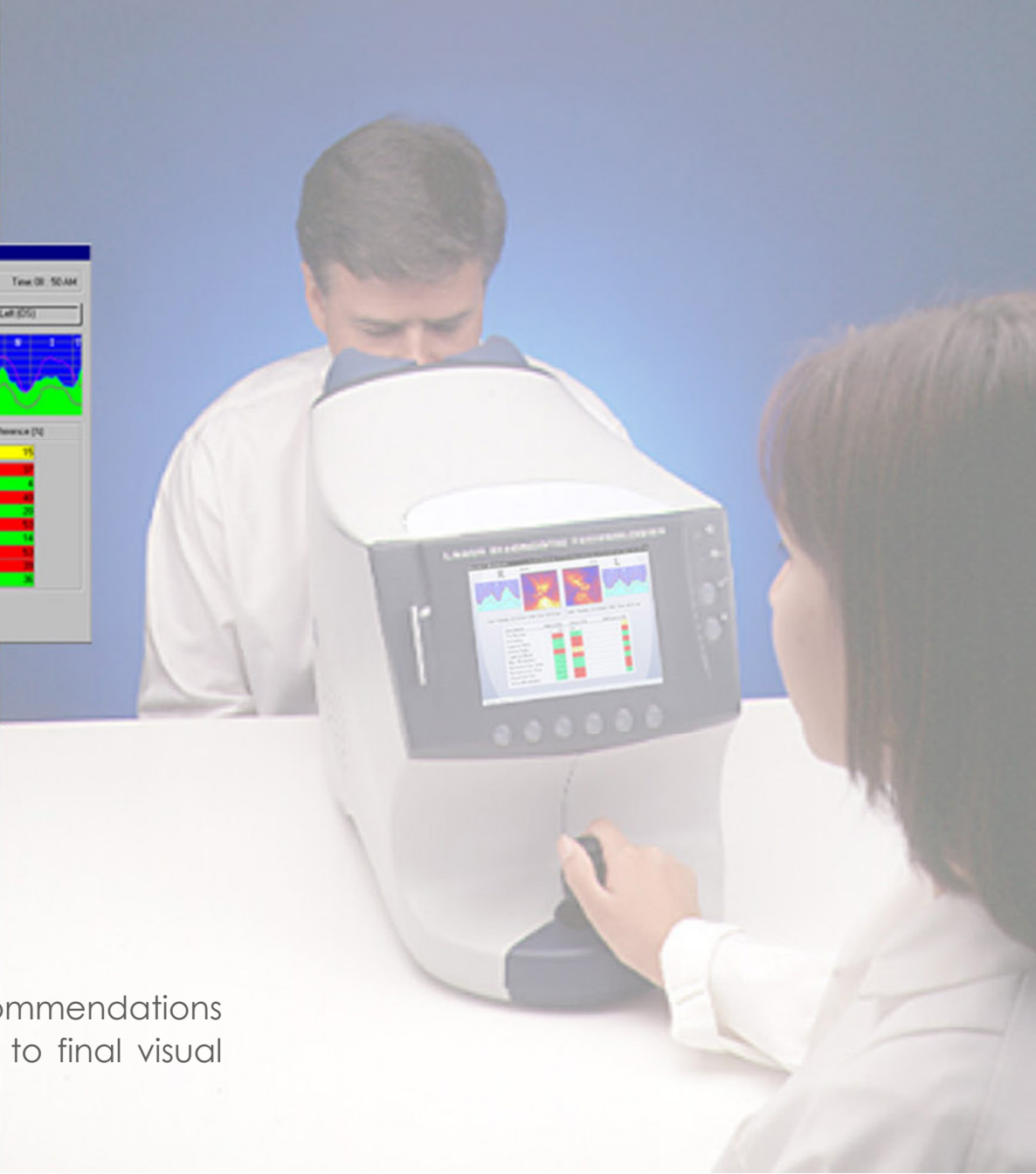


project: Laser Diagnostics Technology

Glaucoma Testing Device User Interface (1999)



Interface Evolution – From the initial UI starting point, to the recommendations provided to the client's software team for proper information layout, to final visual design balancing color, proportion and detail.



project: Laser Diagnostics Technology

Glaucoma Testing Device User Interface (1999)



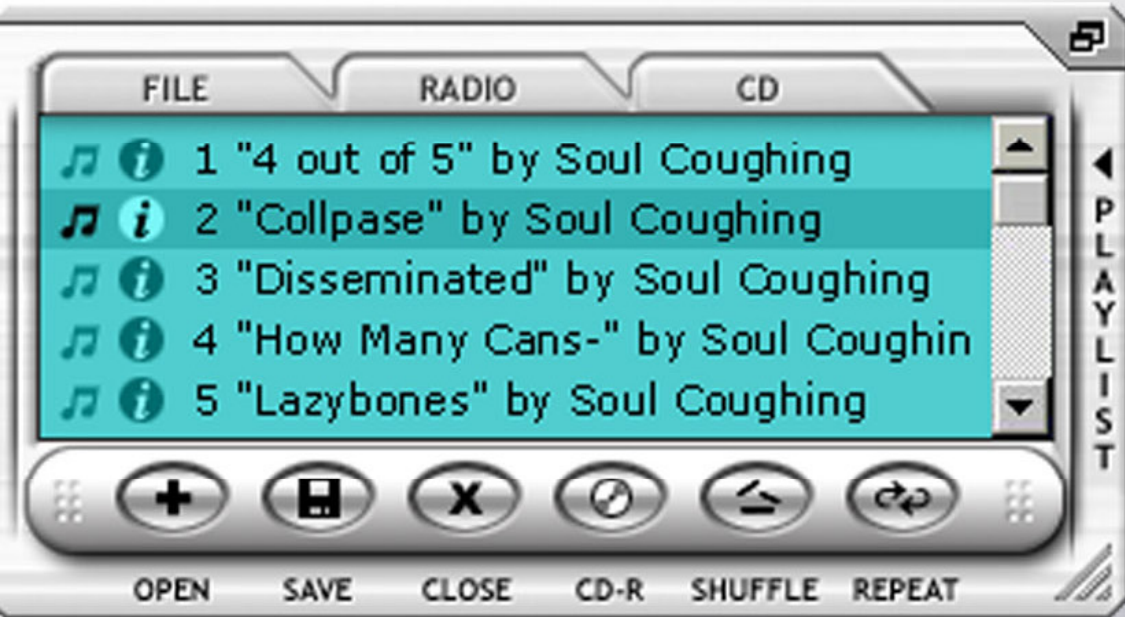
Final Design Details – Along with the development of the device's GDx logo, representative screens establish the look and feel, unifying the whole product as a sophisticated piece of equipment that is both aesthetically approachable and usable.



portfolio snapshots

MusicMatch & Dell

User Interface for Computer Music Player (2000)



Working with the visual direction established for the main player, all remaining modules were crafted with a supportive and consistent visual style and with close attention to detail.



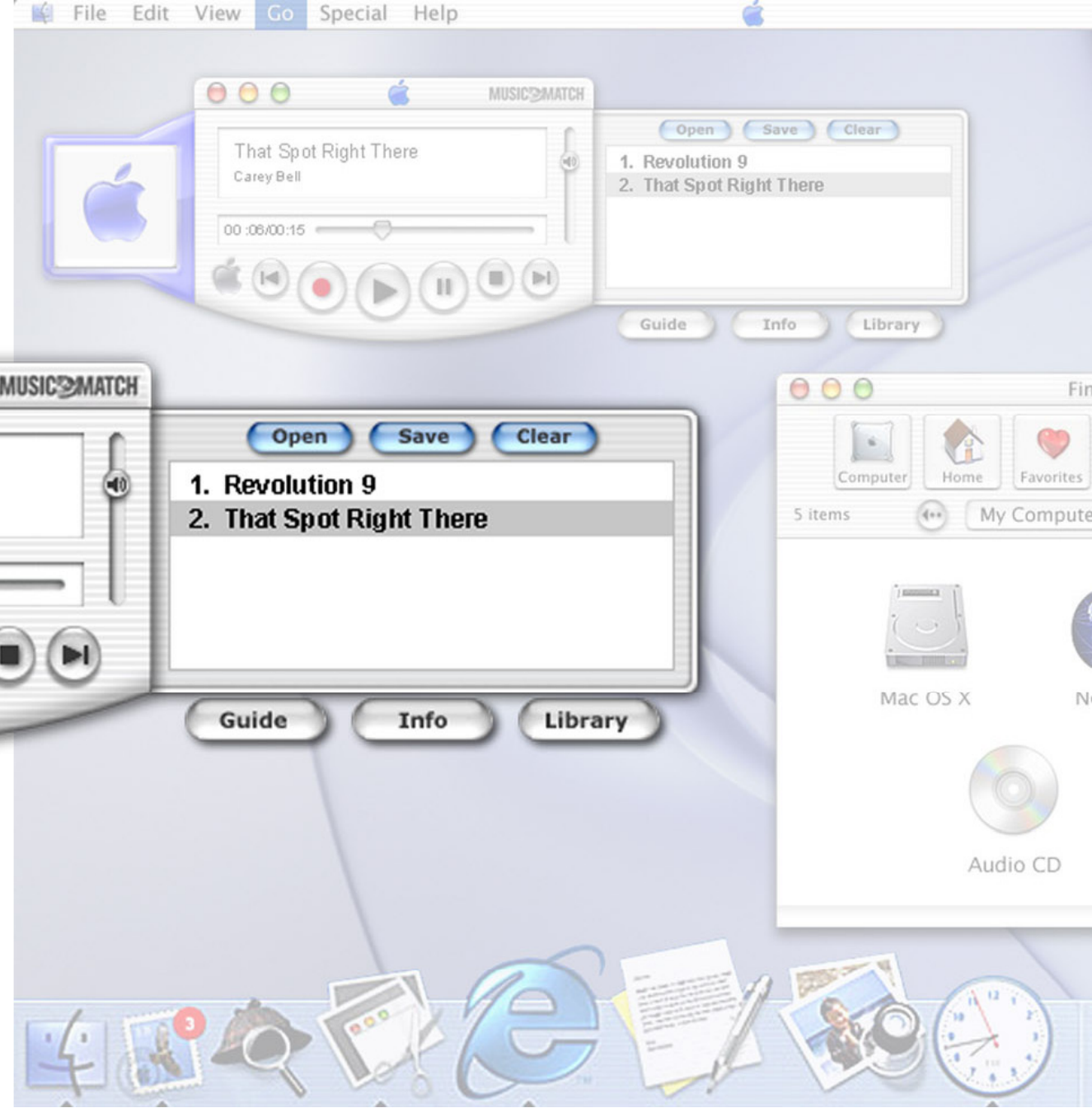
MusicMatch & Apple

User Interface for Computer Music Player (2001)

Prior to the official release of the revolutionary Mac OS X by Apple, Music Match wanted to target their new player for the Mac OS with a similar visual style as what was expected to come from Apple.



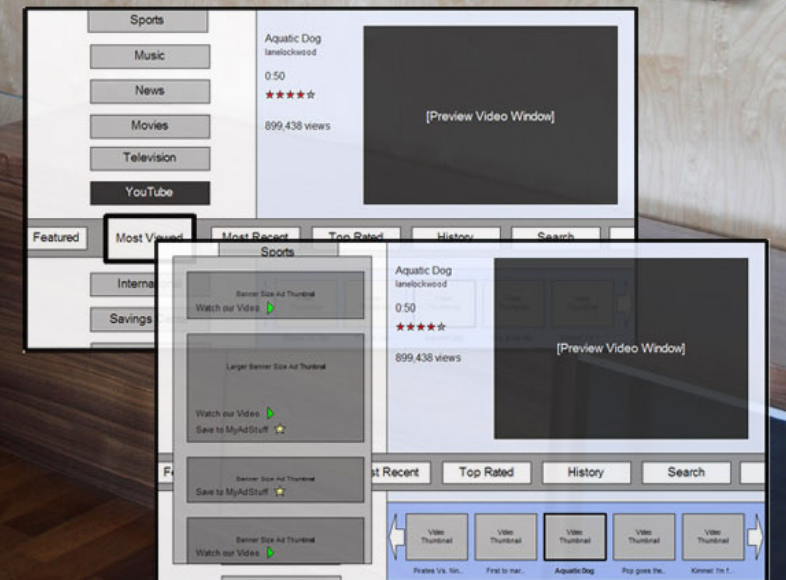
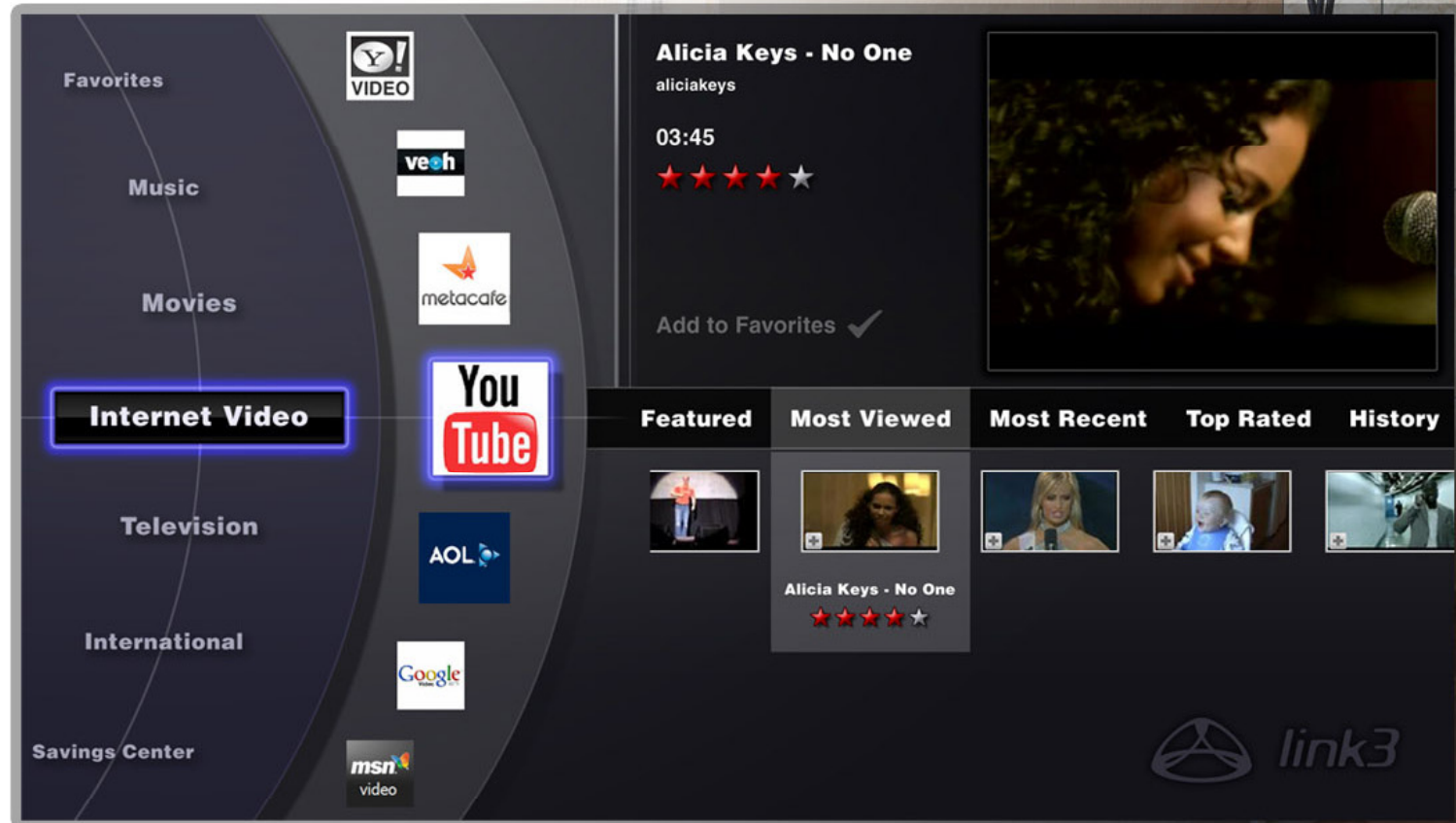
The careful selection of elements known to be incorporated into the new OS look, the reinterpretation of the old Quicktime player 'smile', and the new creation of a jewel-like extension brought these elements into a fresh, unified whole, consistent with Apple's brand at the time.



Link3 Technovations

Conceptual Interface for Internet Video to TV Platform (2008)

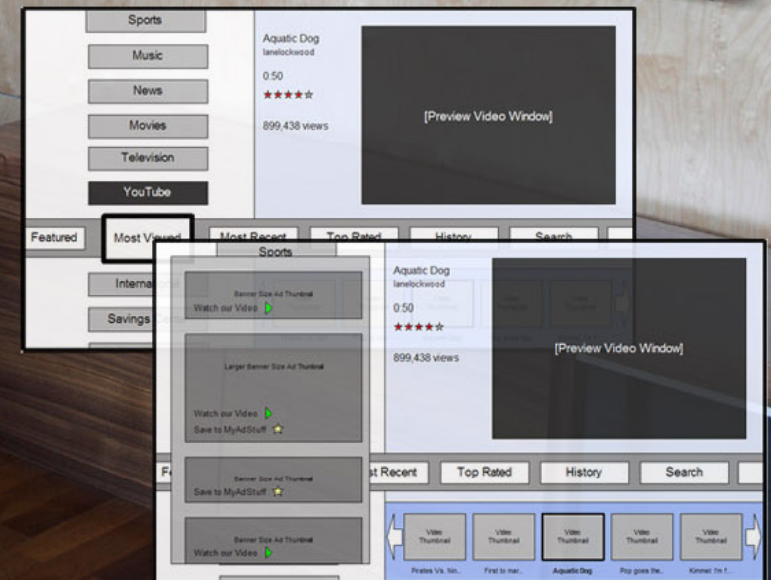
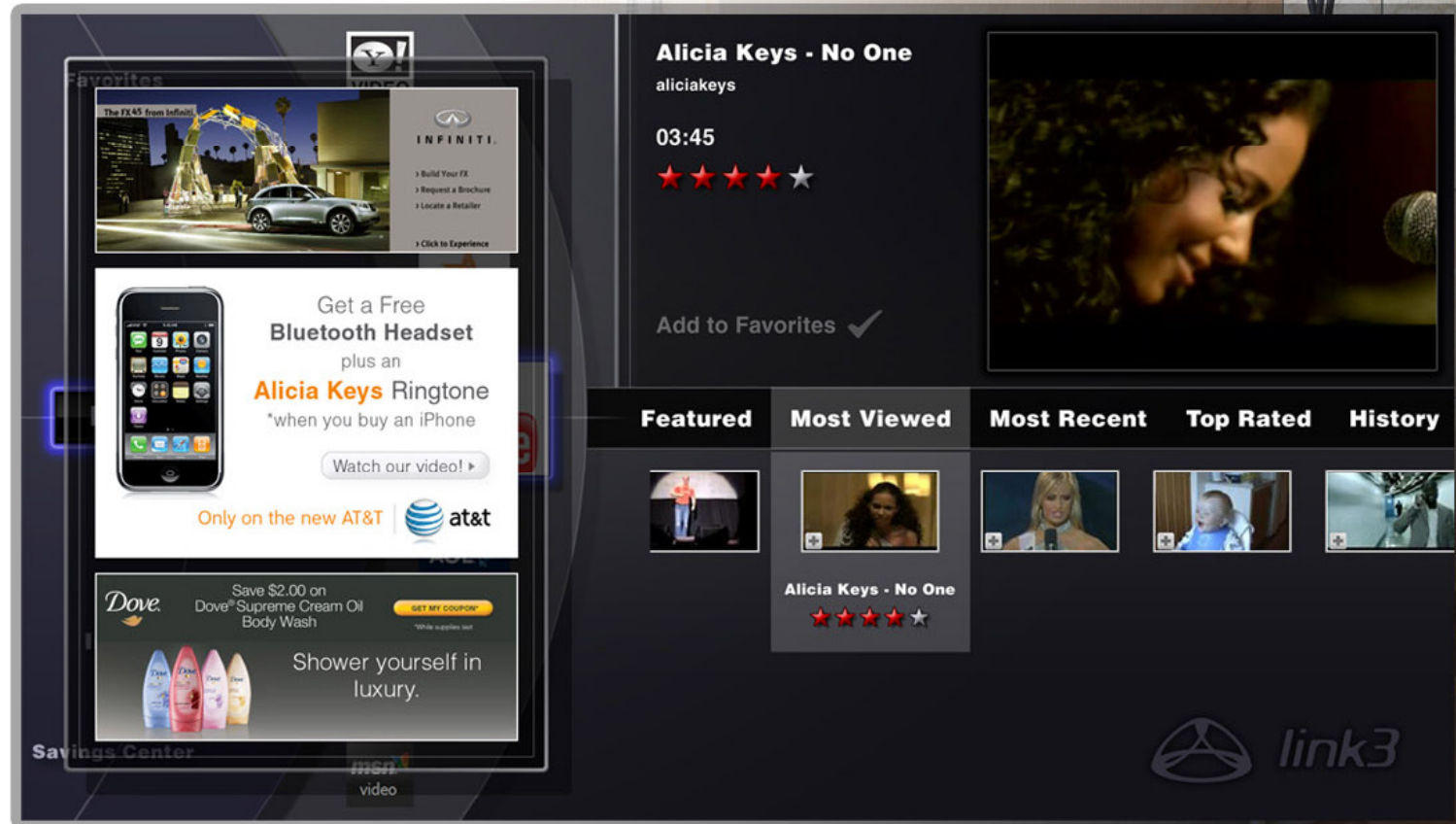
Preliminary architecture and visual design to advance concept for VC's.



Link3 Technovations

Conceptual Interface for Internet Video to TV Platform (2008)

Preliminary architecture and visual design to advance concept for VC's.



Also devised monetization approach via selective Ad window.

branding and online

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3D Incorporated is located in Irvine, CA, in the heart of Southern California's technology center. Get in touch with us to discuss how 3D can be of service to you and help you attain the competitive advantage that can put your efforts (and your company) on top.

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English : Deutsch : Chinese



Jinrun Ltd.

...an open door to **quality**
manufacturing in China.

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About
History
Strengths



About Jinrun

Jinrun welcomes OEM customers from around the world to learn more about our history, capabilities, and unique ways in which we can better serve your company needs.

We look forward to communicating with your company and discussing the ways in which we can participate with you in improving the quality and timeliness of your production, while at the same time lowering your production lead-times and costs. We feel that at the heart of every successful business relationship there must be a mutual integrity since both parties will be taking risks and making investments on behalf of the

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Klegg

...a connected experience
that makes all their digital
media files available:



a connected experience



Hanging Sign- basic rendering only for an example



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accelerating technology and business innovation

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Bringing the
Experience of
Internet Video to Television

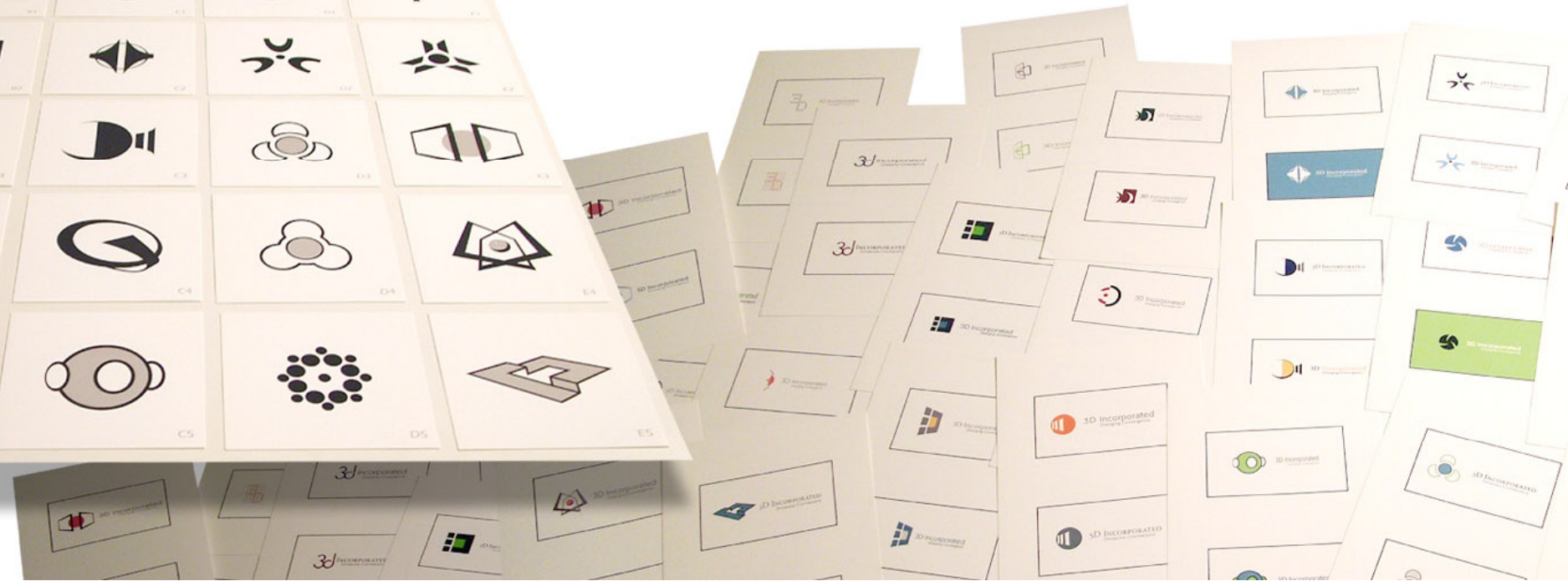
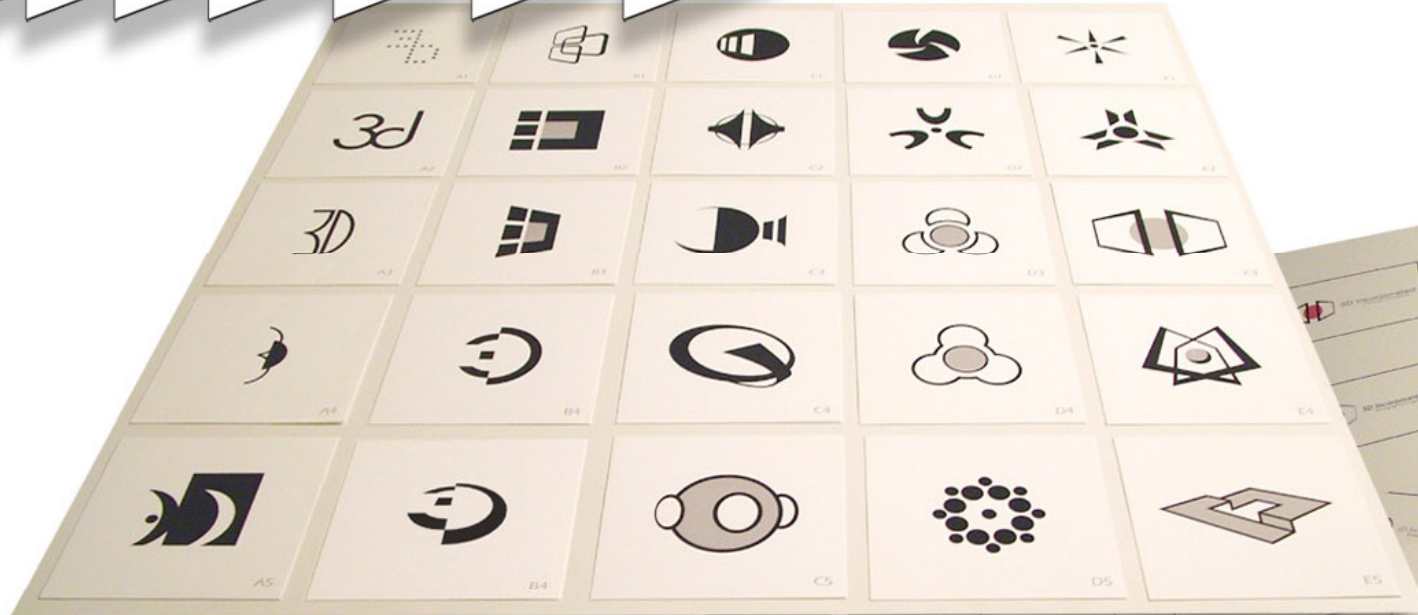
...without a computer!

project case study

3D Incorporated

Corporate Identity Development (2005)

Logo 'style' preference survey, early options grid for company mark based on a few select themes communicated by client, and color/typography/symbol combinations.



About

Executive Bios

About 3D Incorporated

3D Incorporated is led by a group of seasoned executives who want to change the world. We know there is technology being developed every day to improve people's lives, and that entrepreneurs are forming companies to produce exciting products capable of competing with the finest brands for share of mind. 3D is a leader in identifying the best of these opportunities, and we know how to help you bring them to market.

What Do We Do?

Three "D" words best summarize how we work with our clients: Direction, Design, and Delivery. First, we work with you to determine exactly where you are and where you want to go; we then develop a thorough process-driven plan to get you there, and we follow that up with a list of deliverables to ensure your success.

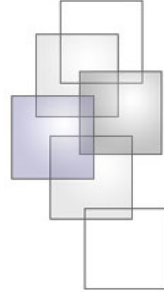
Current Clients:

We look for people and companies with revolutionary ideas and evolutionary aspirations! We welcome opportunities to ignite the marketplace and change existing paradigms. Here is a list of the companies we are currently working with:

Digilink/Link3
MojoMobility
B2X
Kinor

When Was 3D Founded?

3D Incorporated was founded by J
15th, 2004 as a strategic sales an



May 8, 2009

[Click here and type recipient's address]

Dear Sir or Madam:

Type your letter here. For more details on modifying this letter template, double-click . To return to this letter, use the Window menu.

Sincerely,

Joe Richter
President



Recipient
Address
City, State Zip

17777 MAIN STREET SUITE F2 • IRVINE, CA • 92614
PHONE: 949.679.8395 • FAX: 949.679.8394

3D Incorporated

Corporate Identity Development (2005)

Initial temporary web
site design and build.
promotional booklet,
letterhead, envelope
& business cards.



17777 Main Street
Suite F2
Irvine, CA 92614
office: 949.679.8395
mobile: 760.845.0396
email: Chris@3Dincorporated.com

Chris Borowiecki - VP of Design





3D Incorporated
Revolutionary Thinking, Evolutionary Practice

Who
What
Where
When
Why
How

How We Work Our Process

We work with companies to help them transform strong ideas into winning strategies. Our expertise in executive-level management, strategic multidisciplinary design and international sales, provides our clients with a holistic approach to business evolution and development ...ensuring a true competitive advantage.

InspireInnovation



©2008 All Rights Reserved. 3D Incorporated

3D Incorporated
www.3D-Incorporated.com (2008)

Evolution of brand identity and complete re-design of company website to convey a more sophisticated and progressive business approach and online presence.

Who
What
Where
When
Why
How

When was 3D Founded Press Releases

3D Incorporated was founded by Jim Richter on June 15th, 2004 as a strategic sales and marketing company focused on delivering exciting new products and technologies to the U.S. consumer electronics market. Jim met Chris Barrows of Radiant Studio shortly after forming the company, and they collaborated on a number of projects before joining forces in the summer of 2007. In November of that year, Jim Tied, Jim's long-time business associate and friend, joined the company as a Partner.

PureAuthenticity

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Who
What
Where
When
Why
How

How We Work Process

We employ a proprietary approach and process to ensure that the guidance and deliverables you get back from us are truly grounded in the understanding of the problems and opportunities at hand. We then work through these 5 phases to guarantee the quality, relevance and success of our collaborative efforts with you.

ProvenProcess

Discover Opportunities + Constraints	Define Requirements + Strategy	Design Concepts + Prototypes	Develop Details + Integration	Deploy Quality + Results
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Who
What
Where
When
Why
How

Who is 3D Executive Team Who We Hire With

With billions of mobile devices in use, and new, power-hungry models being introduced every year, how do you eliminate the problem of having a different charger for each one? Simple, you help a company like Slip Mobile get established. Slip has patented a unique and powerful inductive charging technology that will truly change the world.

The NEW way:

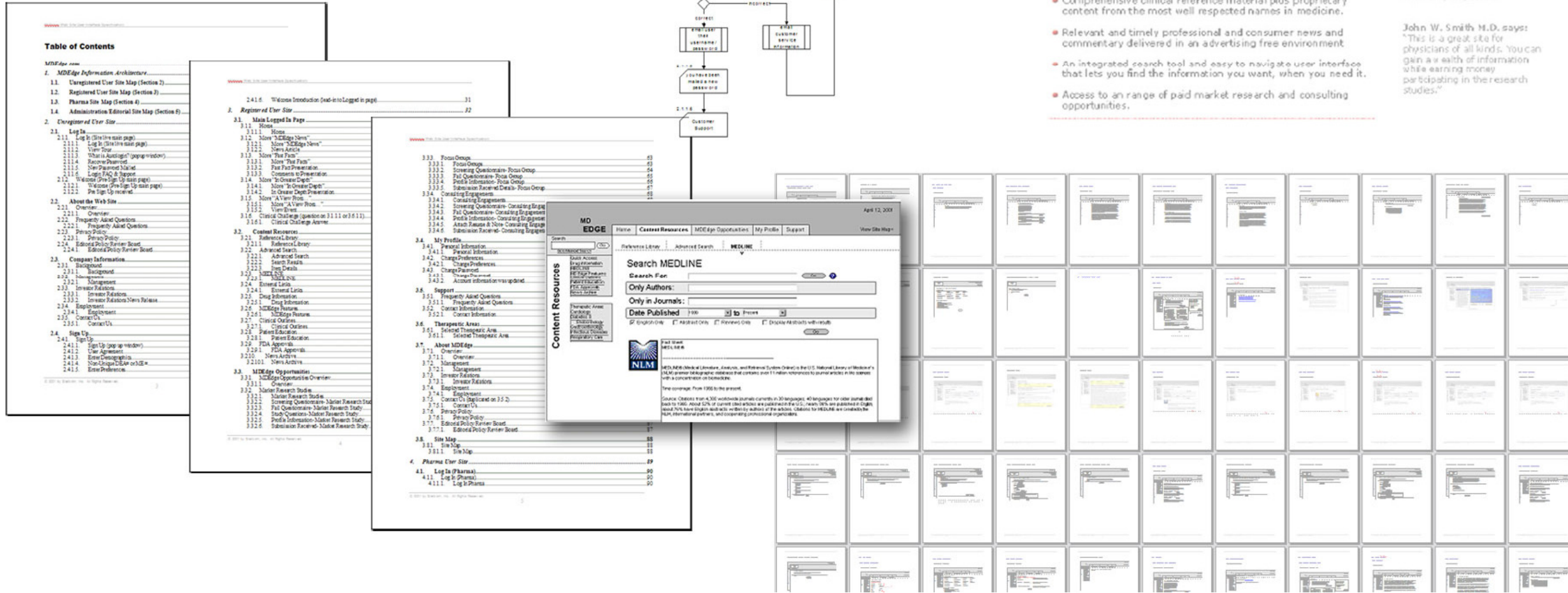
...was replaced by Simplicity?

portfolio snapshots

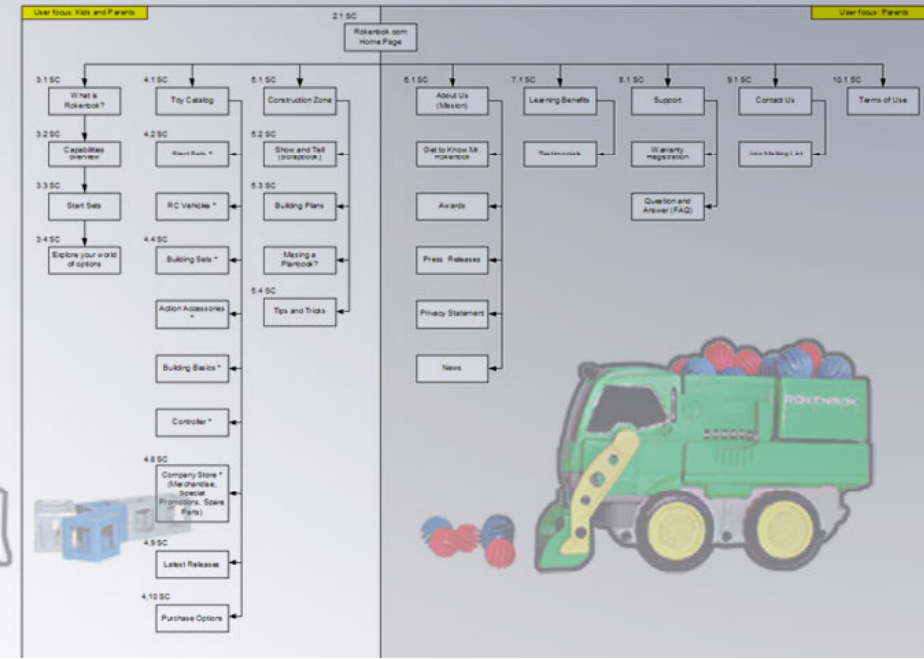
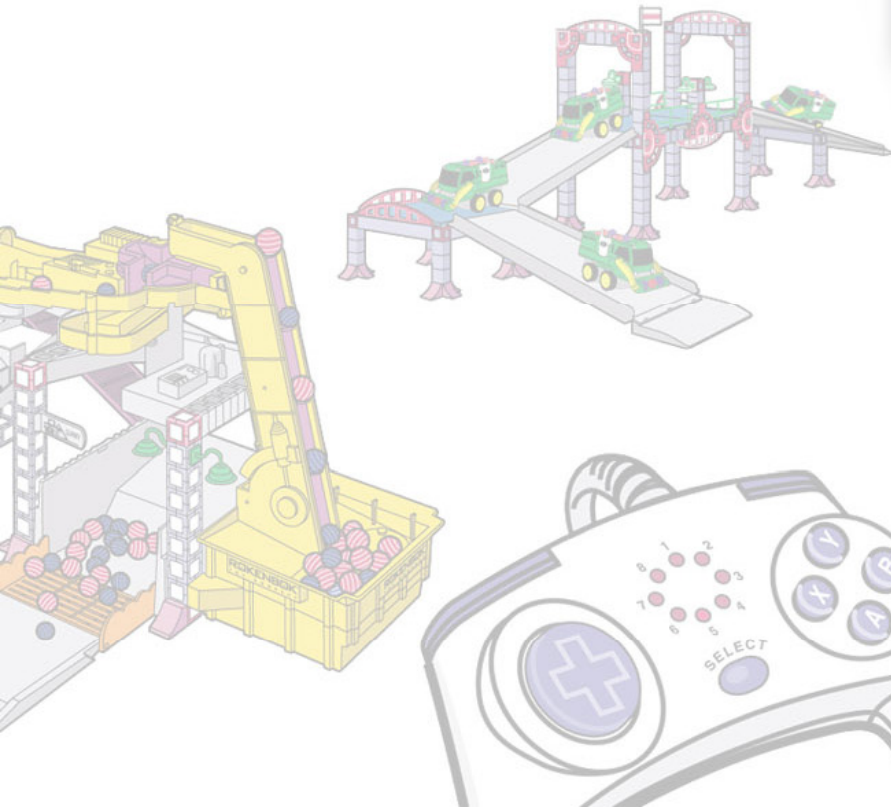
MDedge

Medical Information Portal (2001)

Information Architecture and thorough documentation for online medical portal.



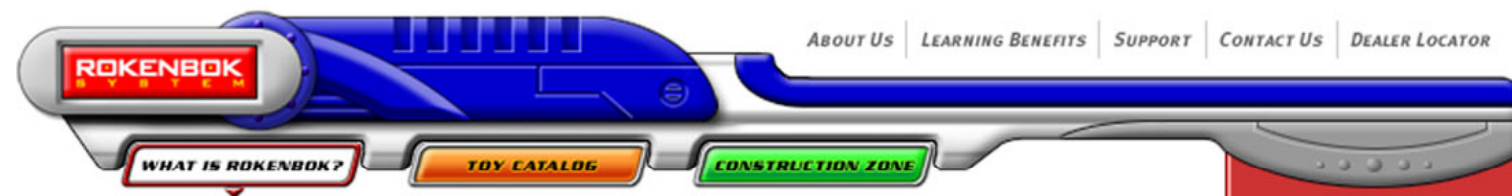
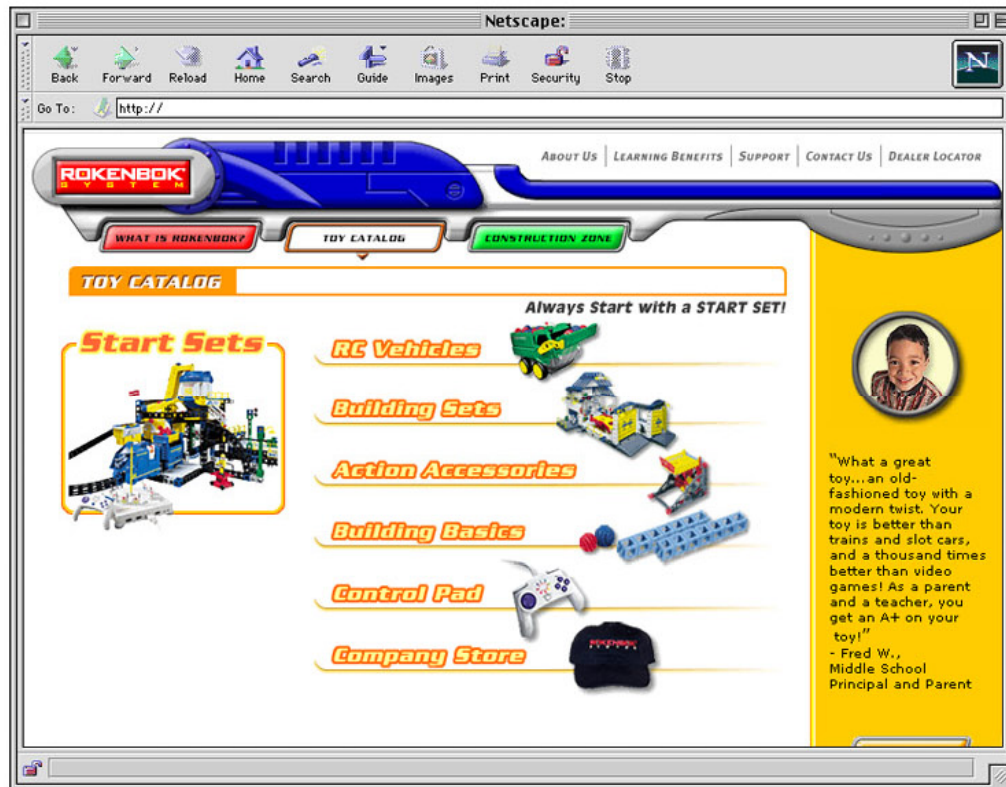
Task Analysis, Information Architecture, Site Map Development, Client & Team Collaboration and Complete User Interface Specification Documentation.



Rokenbok Toy Company

Construction Toy Website (2000)

Visual design incorporated some of the physical product's brand language for the creation of the UI elements.



WHAT IS ROKENBOK?

Expand Your World!



Construction Zone!

Our online Rokenbok community is also here to give you a place to get fresh ideas and share some of your own. See all the fun that is going on in the Construction Zone.

Where can I find Rokenbok?

The full site contained over 30 main content pages along with templates created for dozens of additional product pages and additional resources for kids and parents.

Radiant Studio is your **link** to
strategic design thinking . . .

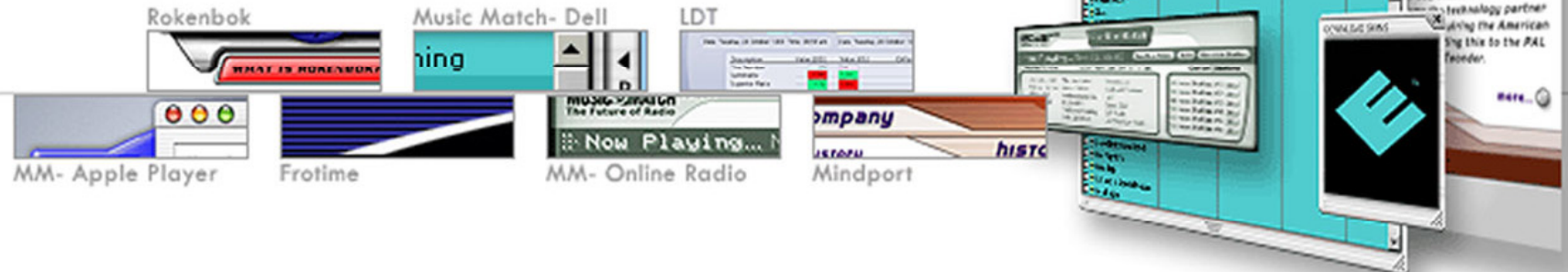
and successful **answers**
to your project **needs**.

Explore what we're about, what we stand for, the services we provide, and
the network of delivery channels to enhance our capabilities and strength.
Also check out some of the previous experiences that show the value of
conscientious and usable solutions while maintaining exciting designs.

Design credits / Employment Portfolio statement

radiantstudio

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Radiant Studio

www.radiantstudio.com (2003)

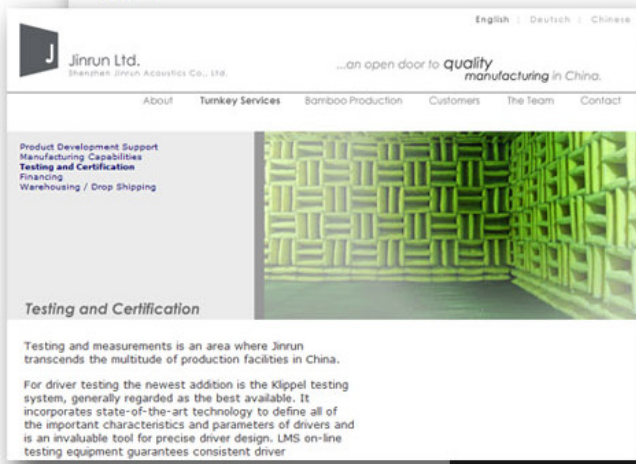
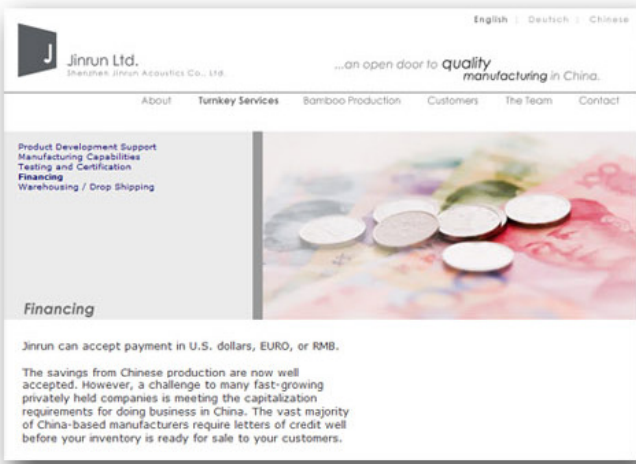
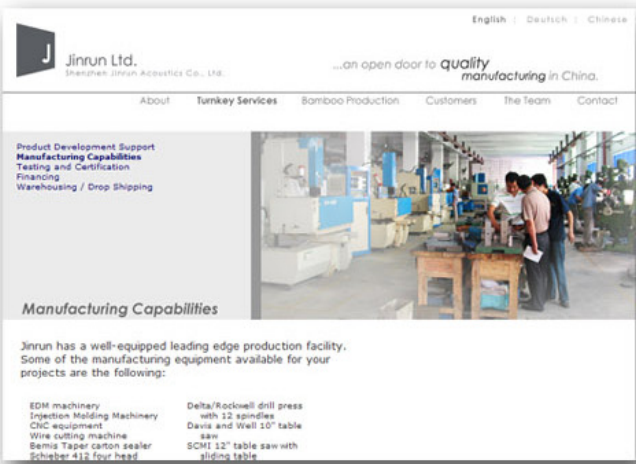
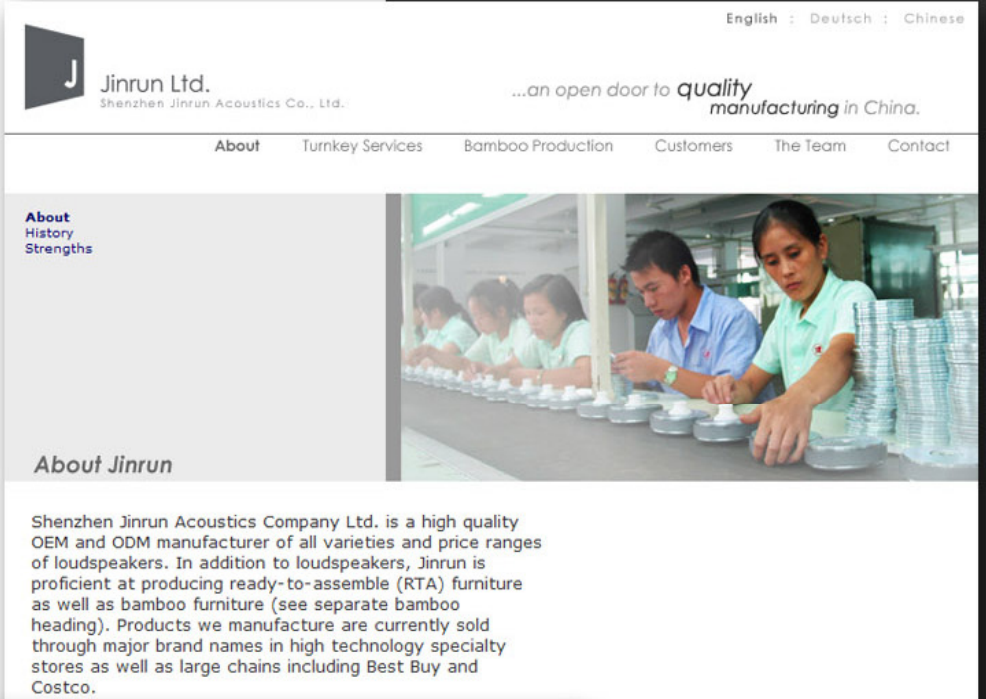
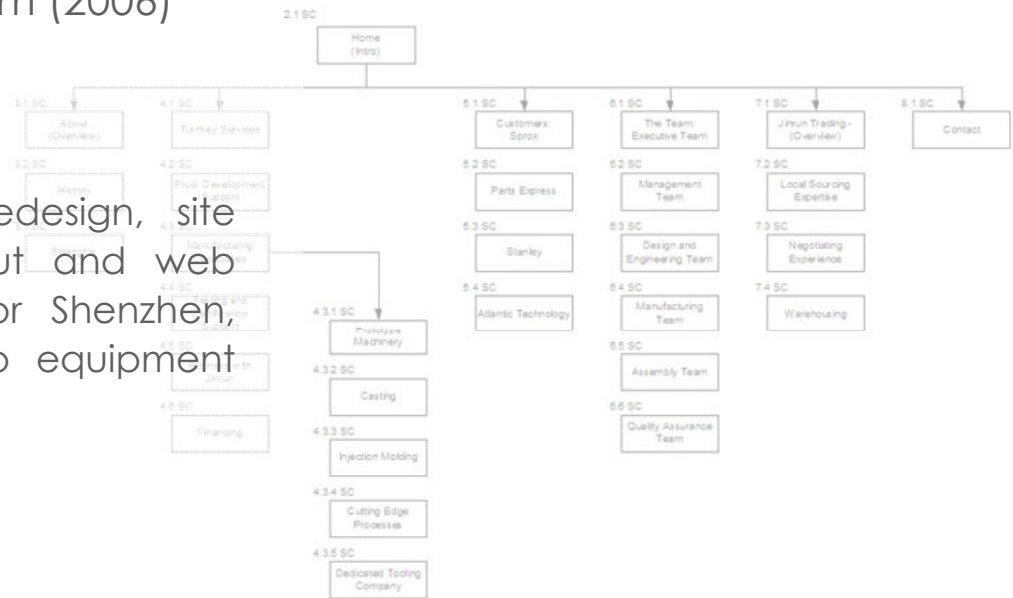
This is the site created for Chris Borowiecki's
design consultancy in 2003.

Complete development of company logo,
site structure, interface design, graphics
creation and html build.

Jinrun Ltd.

www.jinrunltd.com (2006)

Company logo redesign, site architecture, layout and web design & build for Shenzhen, China ODM audio equipment manufacturer.



Accelerating the *Evolution* of Television

Link3 Technovations

www.link3tech.com (2008)

Complete development of company logo, site structure, experience design, graphics creation and html build.

About Link3

Link3 Technovations is a new technology company that was formed to improve the Internet video viewing experience for consumers and create new advertising opportunities for advertisers. Formed in December of 2007 and headquartered in Irvine, California, the company has developed a proprietary software solution that will not only deliver online videos to any Internet and Broadband enabled device - without the need of a computer - but it will also track all of the usage information associated with that device and deliver targeted, unobtrusive advertising back to it.

The name Link3 was conceived during a discussion of our primary mission, which is to link the fastest growing invention of all time, Broadband; the most disruptive technology of all time, the Internet; and the greatest device of all time, the Television. We believe that the burgeoning growth of broadband and the unquestioned desire of consumers to watch Internet video are the main driving forces behind an inevitable evolution of television from a simple display device to one that is truly interactive. And we intend to lead that evolution!



The Link3 Solution: Internet Video to Your Television
without the need for a Computer.

Link3 has the
Expertise, Dedication, and Vision to bring online video to TV and create groundbreaking advertising opportunities.

The Link3 Team

Link3 is led by a team of seasoned executives and entrepreneurs from the fields of Technology and Consumer Electronics with broad experience in software development, Internet media, analytics, and sales and marketing.

Executive Team

Karl Zhao, PhD - President and CEO

Joseph Richter - Vice President and COO

James Teal - Director of Sales and Marketing, Electronics

Holly Kaaret - Director of Business Development

Zhan Ma - Director of Technology

Stephan Reckie - Director of Sales and Marketing, Embedded Solutions

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Bringing the
Experience of
Internet Video to Television

...without a computer!

Consumer Solution



The dawning of a new age in Internet video viewing! For more information, read more.

IvuTV Solution



The first TV-centric usage tracking model! For more information, read more.

business strategy development

Providing more than just theoretical or academic advisory principles, these services are grounded in **collaborative** development, **hand's-on** delivery, and solid **problem solving**. Diverse industry and development experience provides the ability to **make the right connections** and decision points, factoring in your end users, development realities, the market picture, and your **business objectives!**

Business Strategy Development Services

Opportunity Identification

Strategic Flowcharting and Mapping

New Venture Strategy Development

Scenario Development

Concept Development

Roadmap Development

Market Assessment and Competitive Landscape Evaluation

Business Messaging Development and Refinement

New Product or Category Innovation Planning

World-Class Presentation Development – Investor, Sales, etc.

Executive Documents – Business Plans, Executive Summaries

Strategic, Tactical and Relevant Problem Solving

portfolio snapshots

Kinor Technologies

Semantic Web Technology Messaging Re-Envisioned (2007)

KINOR
The Harman Project
Getting IT Together

- Kinor links the complete Purchase Order (PO) process
 - From the **Dealer's Initial PO**
 - On to **Harman's Tentative Approval**
 - Issue of **Vendor's Final PO** and **Harman Approval**
 - Through **Purchasing** from **Vendors** and the **Manufacturing** stage
 - And all the way to **Storage** at **Distribution Centers** and final **Shipping to Dealer**

BrandSmart
B&H Leviton
JAM Toyota
Mercedes

CDI
PHX

Harman
Leviton

Pilot

EXEL
UPS

Suzhou
Meillon
Tijuana

Dealers

Distribution Centers

Manu-
facturers

Customs

Carriers
Truckers
Consolidators

Vendors

June 2007

Proprietary and Confidential

10

KINOR
The Supply Chain Challenge
Getting IT Together

Dealer Sales Rep Manu-
facturer Shipper Vendor Shipper Materials Other Markets

Long supply chains require increasingly effective control, communication and information sharing

Complexity grows exponentially as the business grows

Kinor addresses these challenges with its SCA product

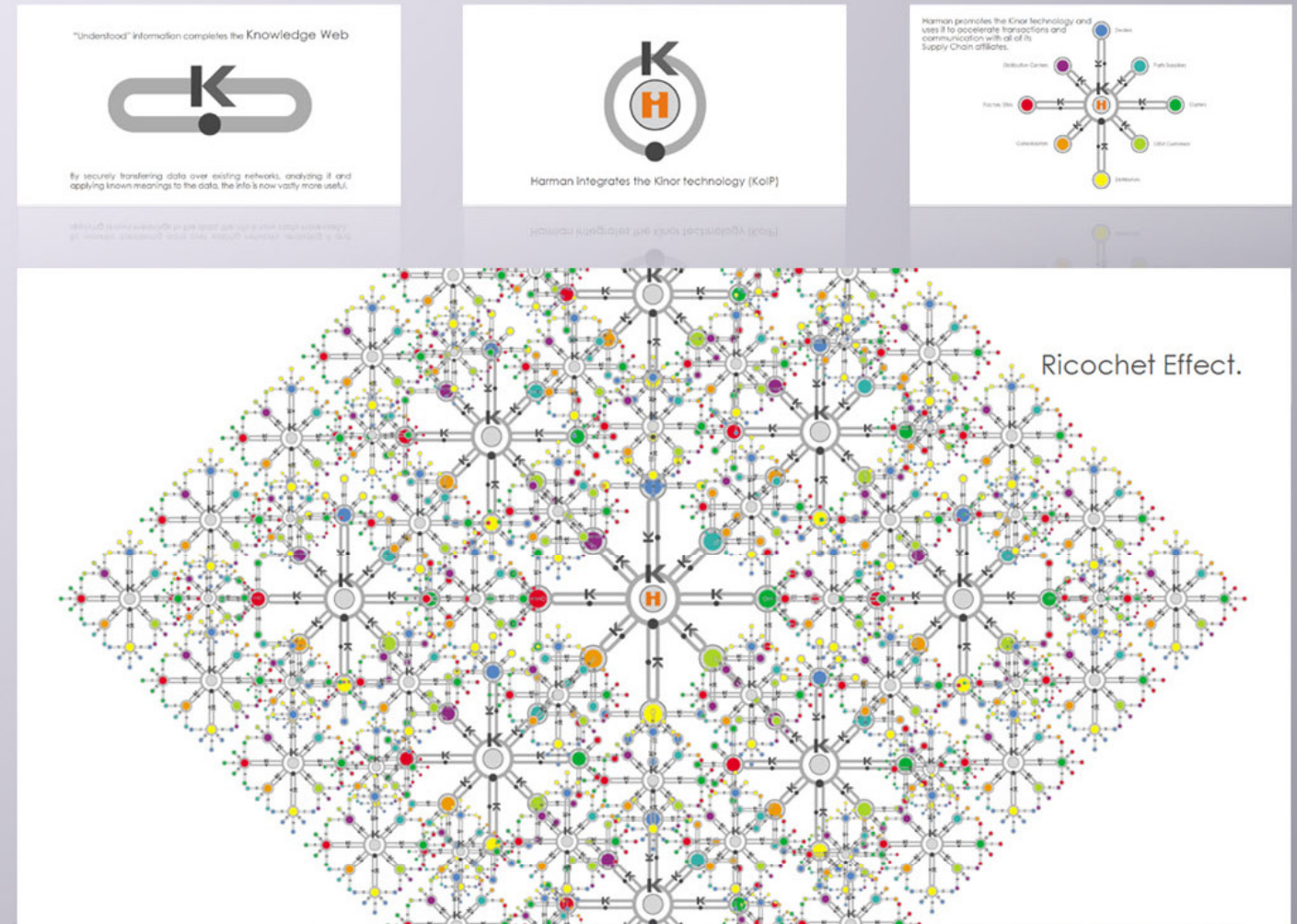
June 2007

Proprietary and Confidential

7

before

after





Based on what they paid per unique visitor in 2006, Google's investment in YouTube has almost tripled in value in only one year!

20M per month in 2006 versus 55M per month in 2007

Market Or through a computer



Then and Now



Market Solution

Bringing the Internet video viewing experience to Television!



GE is now looking for a licensee to put them in the \$86B* (and growing!) global Flat-Panel TV market.

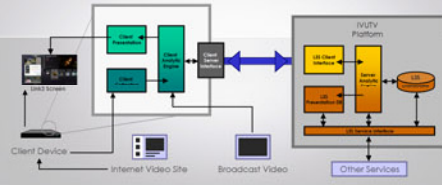
*Source: Alfred P. Sloan Foundation

The NEW way:



Just like the way your cordless toothbrush powers up...
Mojo has developed special coils that allow wireless transfer of power to the battery.

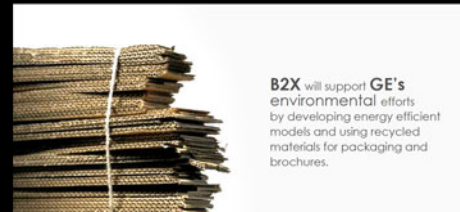
Our Advantage IVUTV



Our Advantage: The Link3 Solution



B2X
(2007)



B2X will support GE's environmental efforts by developing energy efficient models and using recycled materials for packaging and brochures.

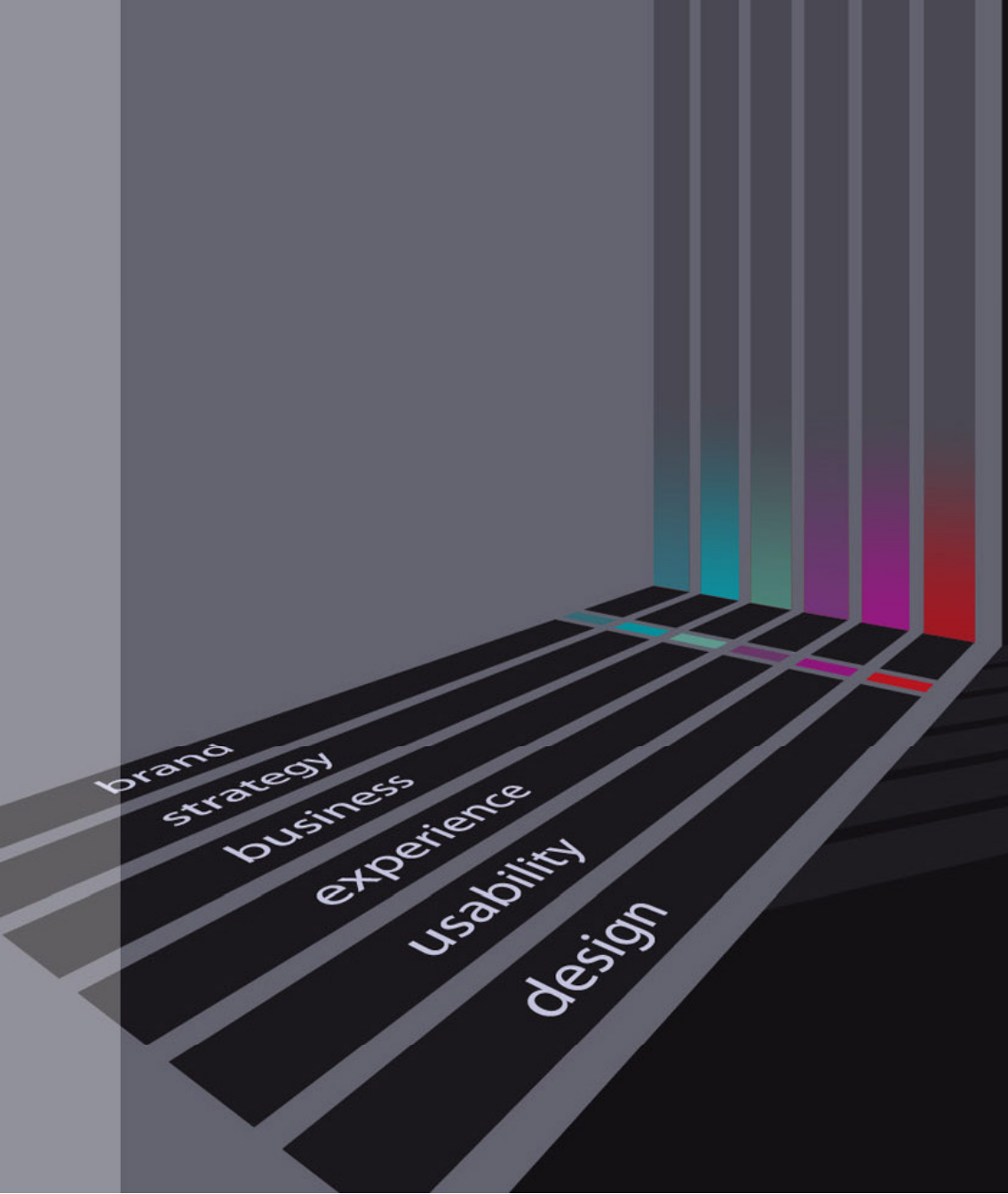
Mojo
(2008)

Mojo Mobility offers the RIGHT way to use inductive power to charge portable electronics.

Company	Inductive Power Transfer (IPT)	No Inductive Power Transfer (NPT)	Inductive Power Transfer (IPT)	Characteristics
Mojo Mobility	Yes	No	Yes	Mojo Mobility
Other Companies	No	Yes	No	Other Companies
Other Companies	No	No	No	Other Companies
Other Companies	No	No	No	Other Companies
Other Companies	No	No	No	Other Companies
Other Companies	No	No	No	Other Companies



Link3
(2008)



chris borowiecki

professional portfolio

Please Contact:
chris@radiantstudio.com
cell: 760.845.0366

Strategic **Multidisciplinary** Design **Leadership**