

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.

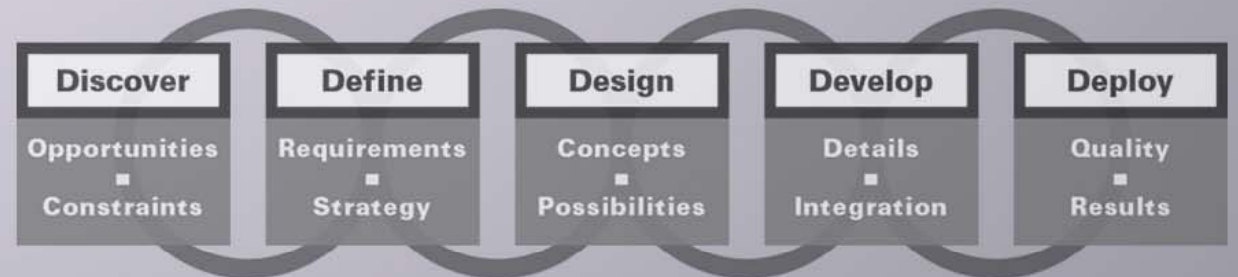
Whether it is physical product, user experience, online presence, brand evolution, corporate communication and storytelling, strategic road-mapping...or any other business activity, **strong design collaboration** and **leadership** can net measurable value.

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

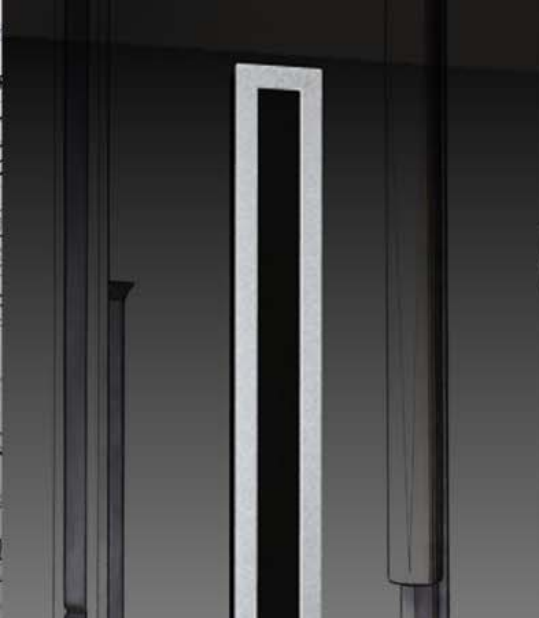
ProvenProcess



industrial design



1998



1999

verticals: medical, commercial, consumer



2001



2004



2007



Industrial Design: Projects Sampling 1998-2009

client spotlight

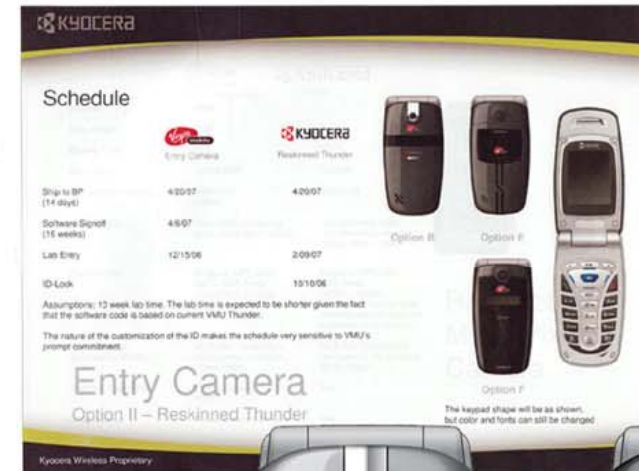
Pre-Existing Program Management-

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

Close, detailed oversight of ODM's design translation for pre-existing design nearing release. An inexpensive phone that we didn't want looking cheap or poorly crafted.



Kyocera & Virgin Mobile Existing Programs Update and Completion (2006)



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

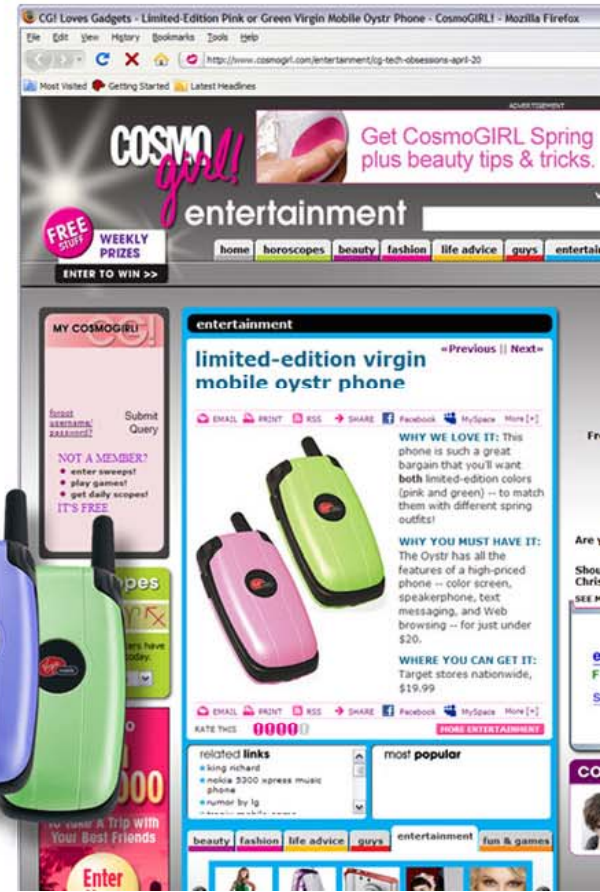
Connectors



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

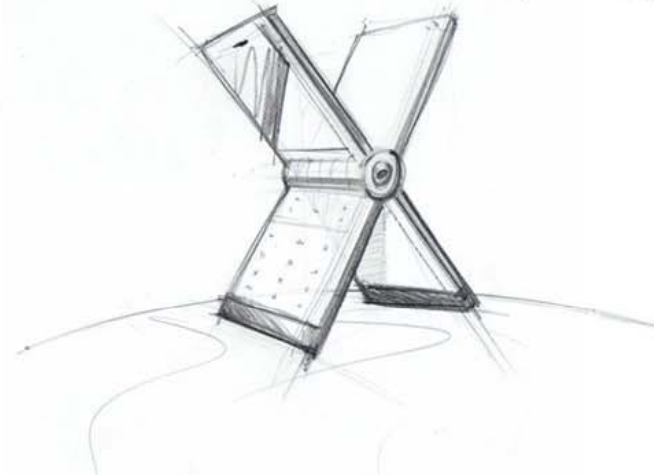
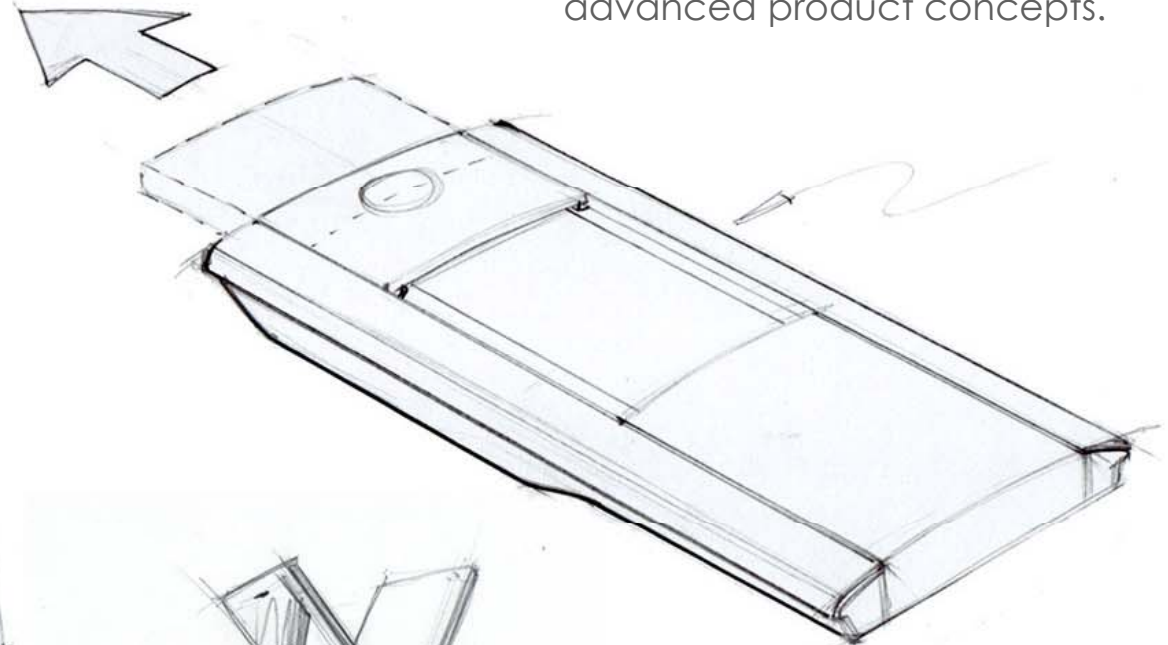
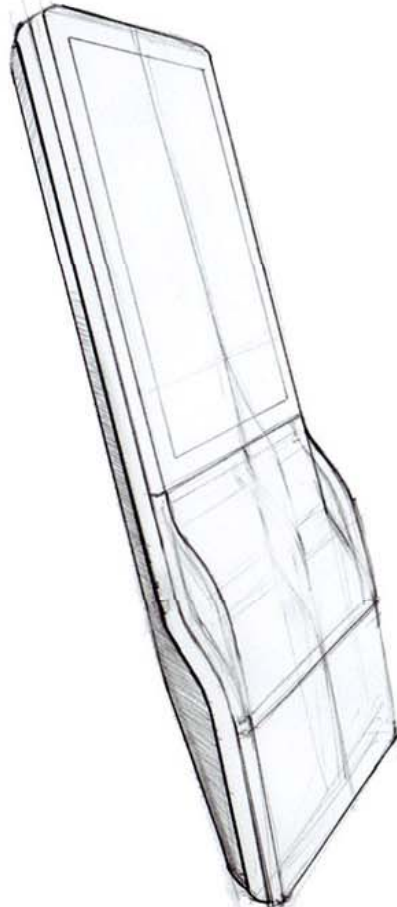
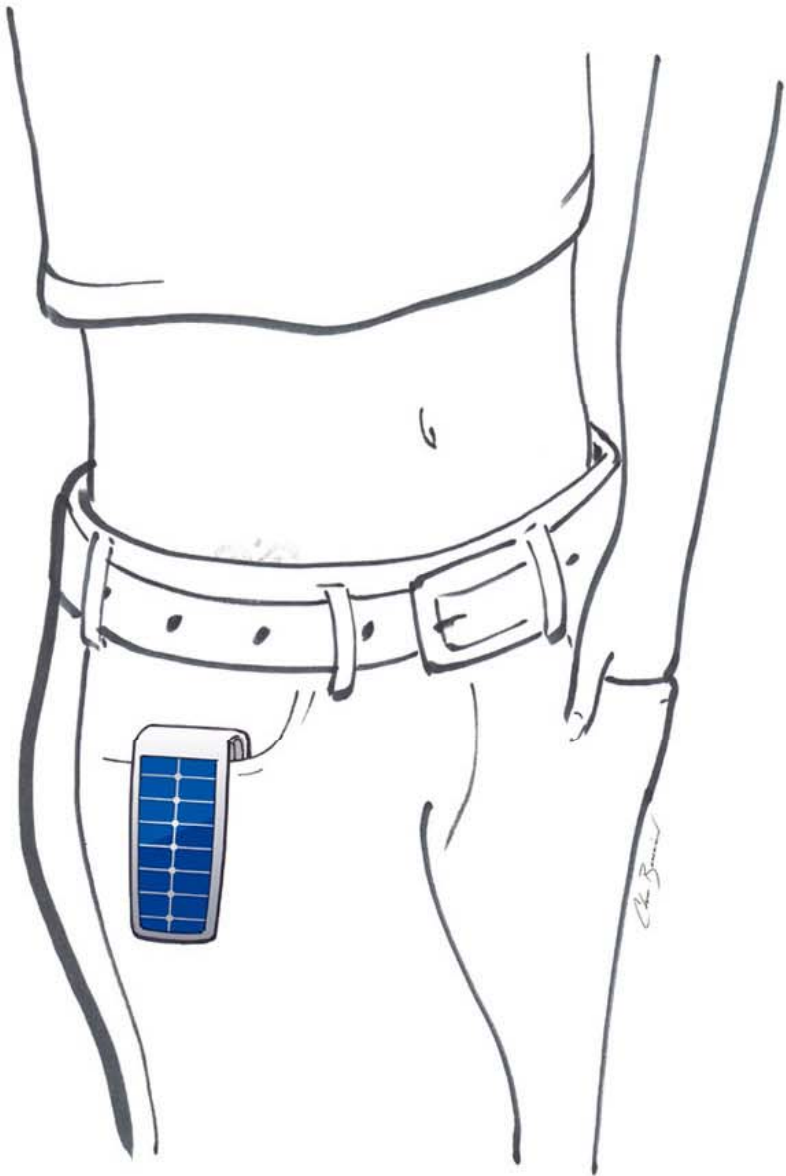


Color Studies and Specification

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.

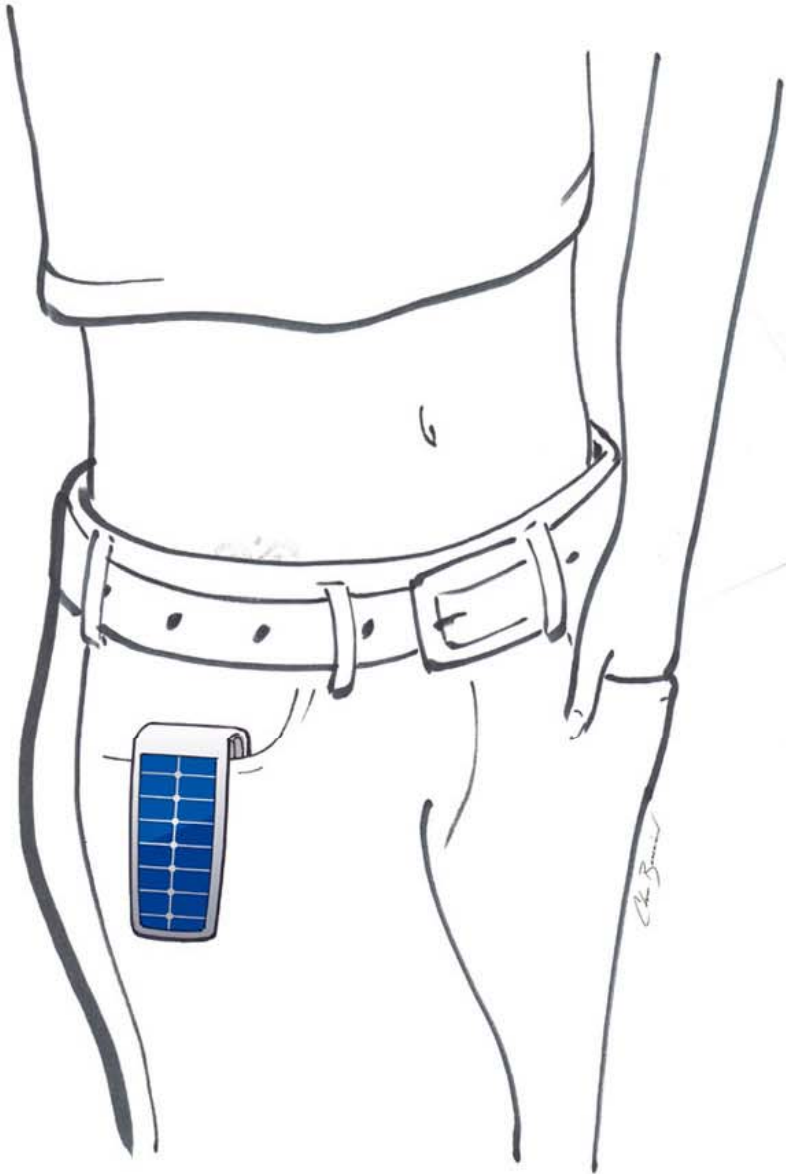


Kyocera & Virgin Mobile

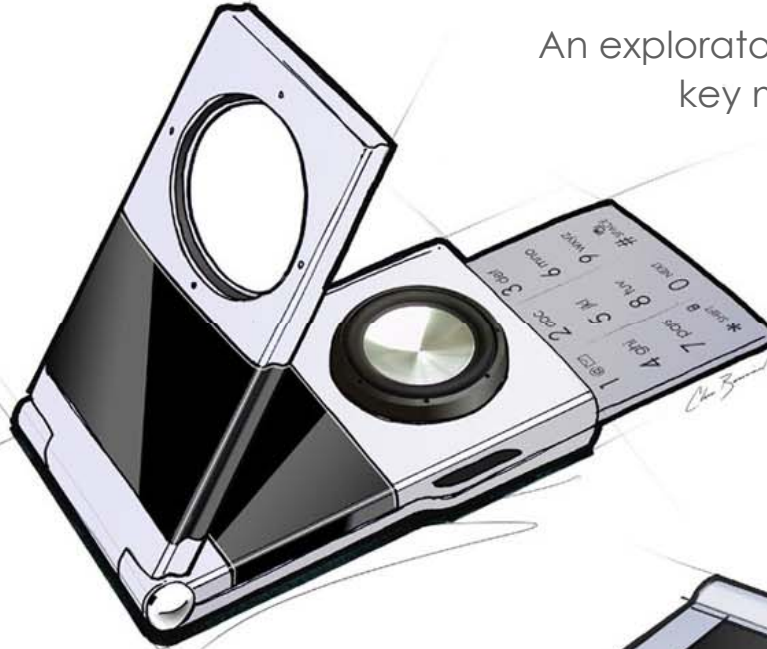
Innovation Project (2007)

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**



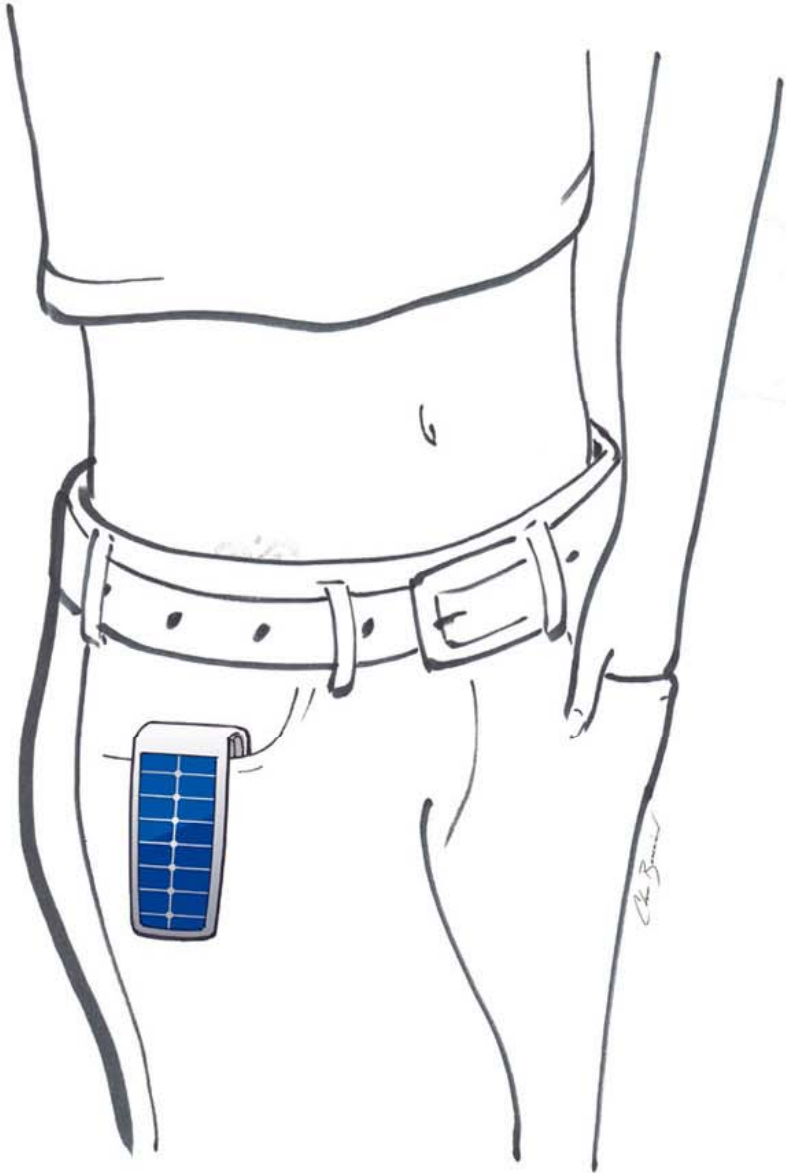
Concept Name: **Double Flip**

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**

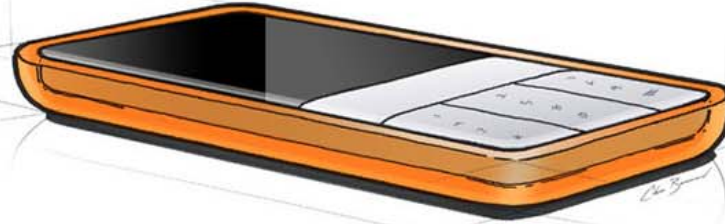
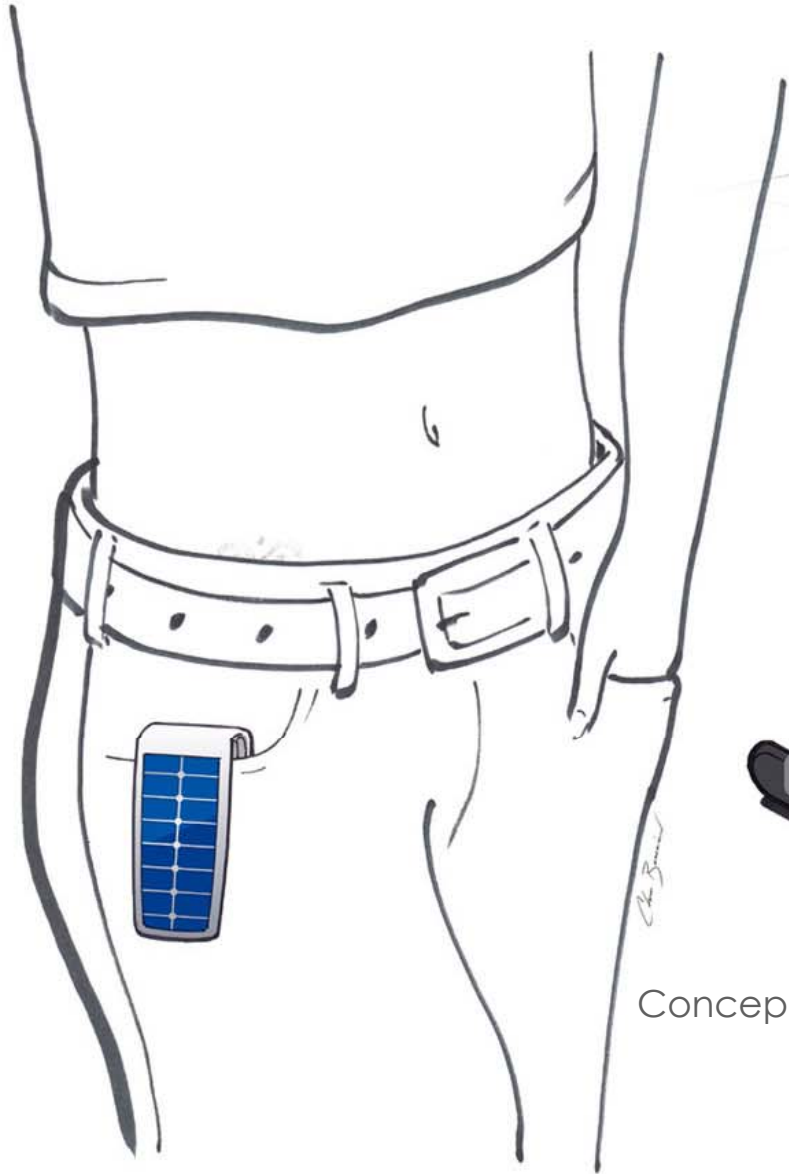


Concept Name: **Clear Offset**

Kyocera & Virgin Mobile

Innovation Project (2007)

Concept Name: **Solar Flap**



Concept Name: **Silicone**

Concept Name: **Kimono**



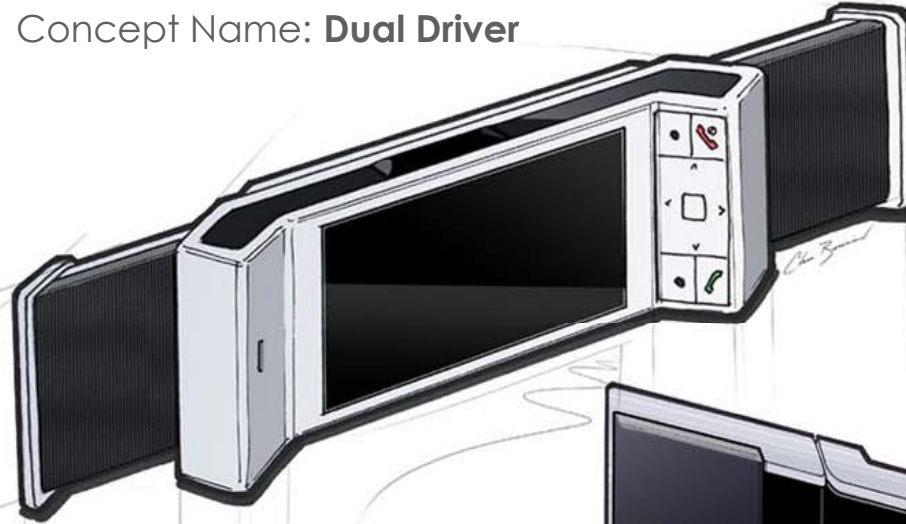
Concept Name: **Rails**

Concept Name: **Flowering Pendant**



Kyocera & Virgin Mobile Innovation Project (2007)

Concept Name: **Dual Driver**



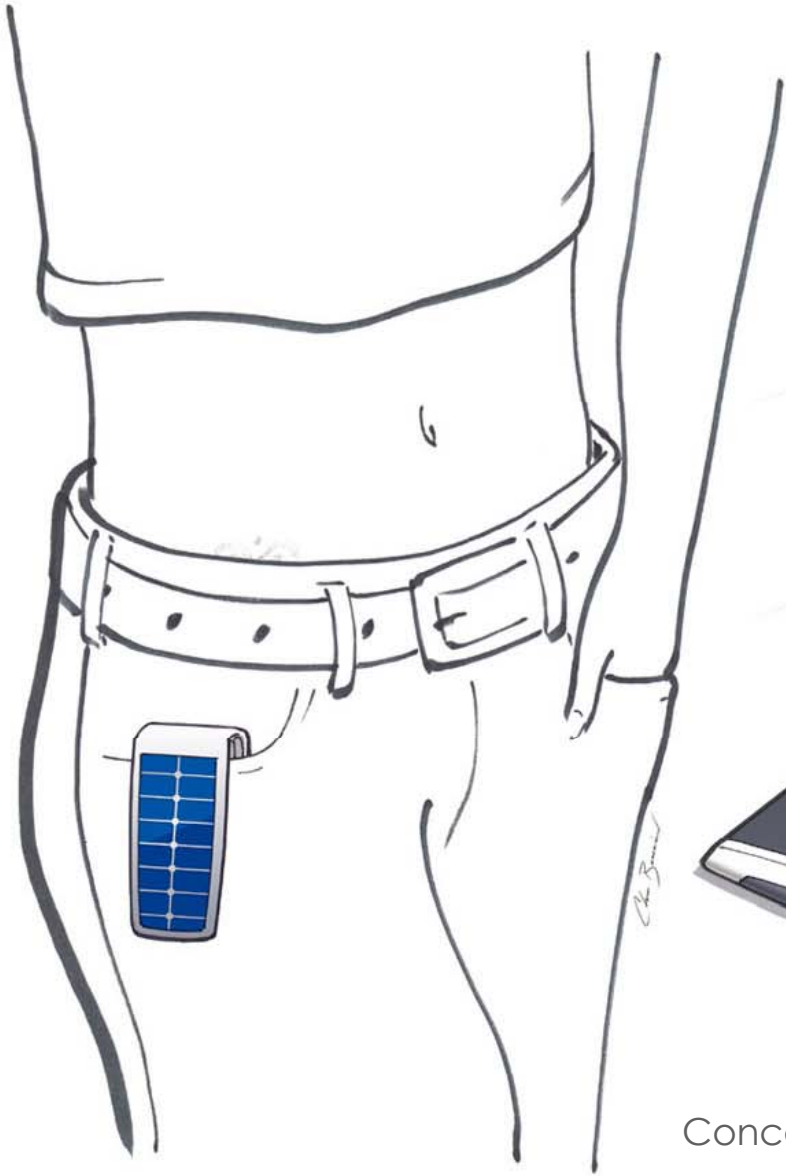
Concept Name: **Plug In**



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.

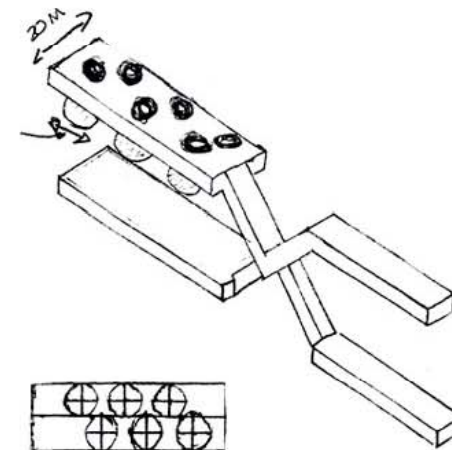
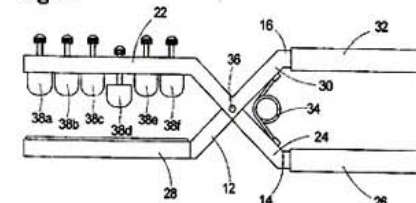
Project Objective- Take the principle of client's patented idea and develop a more functional, effective and sophisticated solution.

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



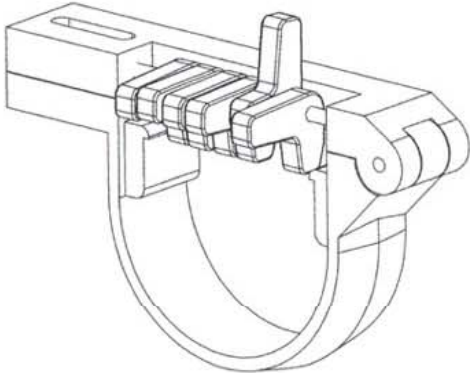
* Client's initial prototype and patent drawings

early exploration

B2		Design Requirements v.2.0			
A	B	C	D	E	F
1	2/8/2005				
2	Multi-String Capo	Design Requirements v.2.0			
3					
4					
5	Ranking	Description	Business requirement:	Business requirement:	Business requirement:
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)	Broad market acceptance	Need to solidify which guitars AND dimensions mark these mid. & min. parameters to design by.	Just a few (small) slots. Material's and "padding" needs to be tested.
7		Must press at least 6 (alternating) strings individually or together.	Feature Requirement:	Better to have 12 string adjustments across 2 frets? Or 3 high and 3 low?	6000s on a spring system (11yrs) "padding" is better. A person can adjust it. 4.25.05
8		Must adequately press any one string or combination of strings and provide good tune.	Allows individual tuning of strings	Issues: Smooth pressure, No damage, Avoid twist on string. Even distribution across fretboard.	
9		Must bridge across 2 frets at the same time.	User Requirement:		
10		Must provide sufficient protection for the guitar's finish during attachment, adjustment, use and removal.	Maintaining integrity of fretboard	Must define small lockstep dimensions across 2 frets	
11		Must be manufacturable and cost effective.	Business requirement:	Issue will be addressed but even as much care, ease of use as possible. (Client not to be directed by materials and processes options. Costs may impact the degree of perfection desired.) Quantities produced and investment in tooling (budget) is needed to know what the assembly manufacturing options and price points are. Desired manufacturing total part costs needed provided or at least ballparked.	
12		Must be durable and stand up to repeated use.	Production ease & reliability and cost.		
13		Must be easy to use and not have pinch points.	Business Requirement:		
14			May NOT want this to last forever		
15			User Requirement:		
16	Nice To Have	Should be as unobtrusive as possible.	Customer will expect value, reliability and long life	Product life span not defined	
17		Should be relatively easy to adjust to a different location on the fretboard. (btw. The 1st and 7th fret)	User Requirement:		
18		Should be relatively easy to remove from guitar altogether.	Product safety		
19		Design should provide relatively even distribution of pressure on string(s) across the fret(s) it is played on.	Ergonomic Requirements:	Avoid exposed springs, or open areas that may pinch	
20		Good to have the strings depressed evenly downward, not twisting.	Ease of use		
21		If needed to improve ease of tuning or to keep strings from twisting, have slight release of grip from guitar.	Business Requirement:		
22		Pieces of assembly should not rattle during use.	Smaller parts		
23		Nice to be able to set up for your guitar and not require as much fine-tuning/adjustment.	User Requirement:		
24			Customer acceptance		
25	Unknown (need direction)	If using the 3 high 3 low set up for string processors, does the unit then "HAVE" to be reversible so those strings can flip?	User Requirement:	Over all size should be minimized, yet still provide sufficient size and operability to be easy to use.	Not a huge concern regarding counterbalance, being supported by a removal.
26		Brand development, identity, logo, product name?	Adaptability of playing style	Nice to be able to have a quick release. Unsure of how to accomplish without jeopardizing "unintended" sounds while moving and resetting.	Preventing string disengagement and "locking" (e.g., "locking" the string).
27			User Requirement:	One handed removal is advantageous if possible. (Would prevent string disengagement, quality?)	Preventing string disengagement and "locking" (e.g., "locking" the string).
28			Improves ease of tuning	Prototype illustrated problem of uneven distribution of pressure across fretboard. Address or work around.	Preventing string disengagement and "locking" (e.g., "locking" the string).
29			Improves ease of tuning	May add complexity and small parts, but probably delivers a more solution than not using pressure.	Preventing string disengagement and "locking" (e.g., "locking" the string).
30			Ergonomic Requirements:	"If needed"	Preventing string disengagement and "locking" (e.g., "locking" the string).
31			Ease of use	No quantifiable methods are provided to define "if needed" or "a little"	Preventing string disengagement and "locking" (e.g., "locking" the string).
32			User Requirement:	Usability and easy set up out of the box.	Preventing string disengagement and "locking" (e.g., "locking" the string).
33			Maintaining		Preventing string disengagement and "locking" (e.g., "locking" the string).
34					Preventing string disengagement and "locking" (e.g., "locking" the string).

competition evaluation : requirements documentation : initial concepts grid

proof of concept model



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		ANGULAR: MAXIMUM ±		BYO APPR	
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NEXT ASSY		MATERIAL		DLA	
APPLY		FINISH		COMMENTS	
		NOT SCALE DRAWING			

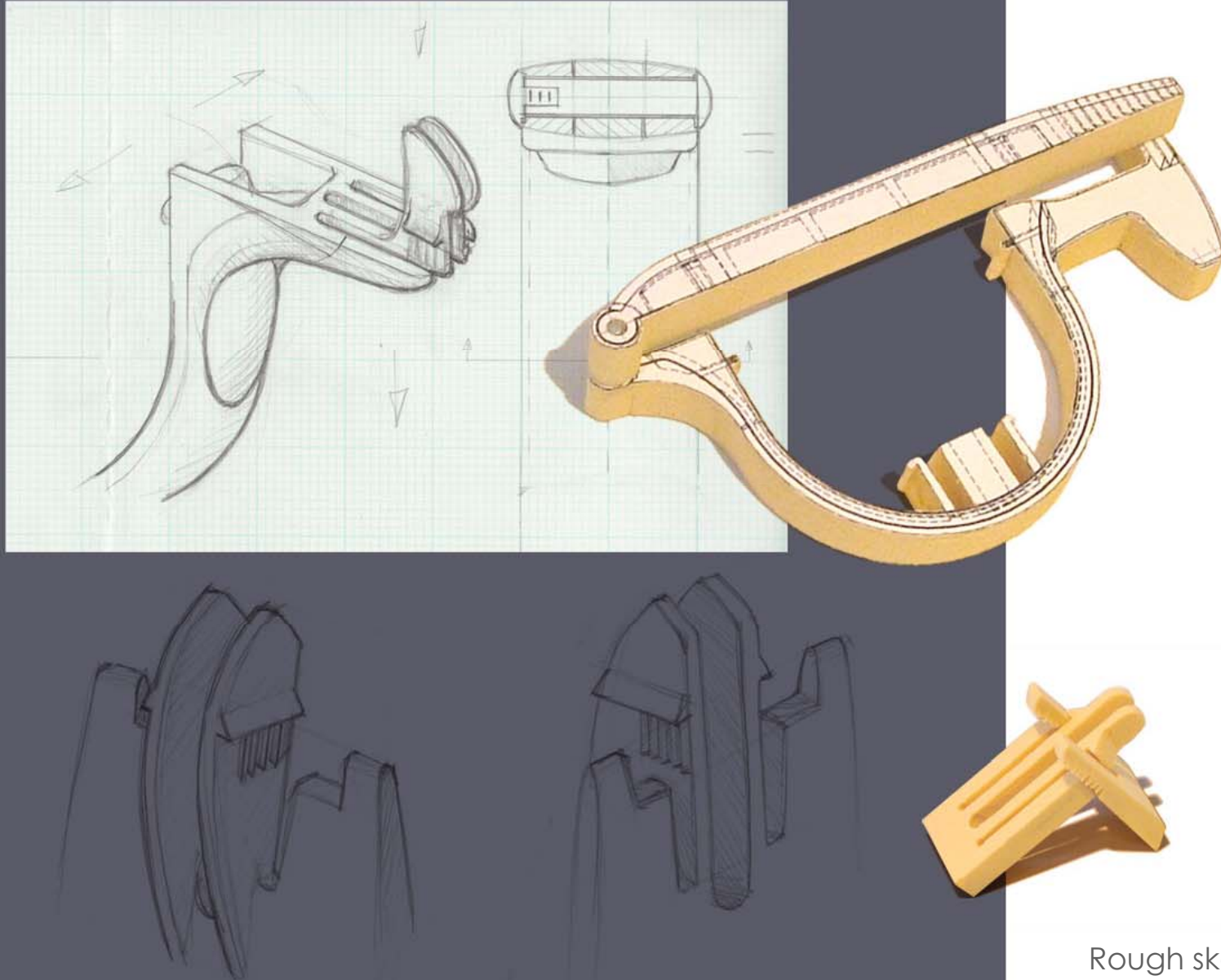
Radiant Studio Inc.

101



Functional study model and alternative geometry explorations.

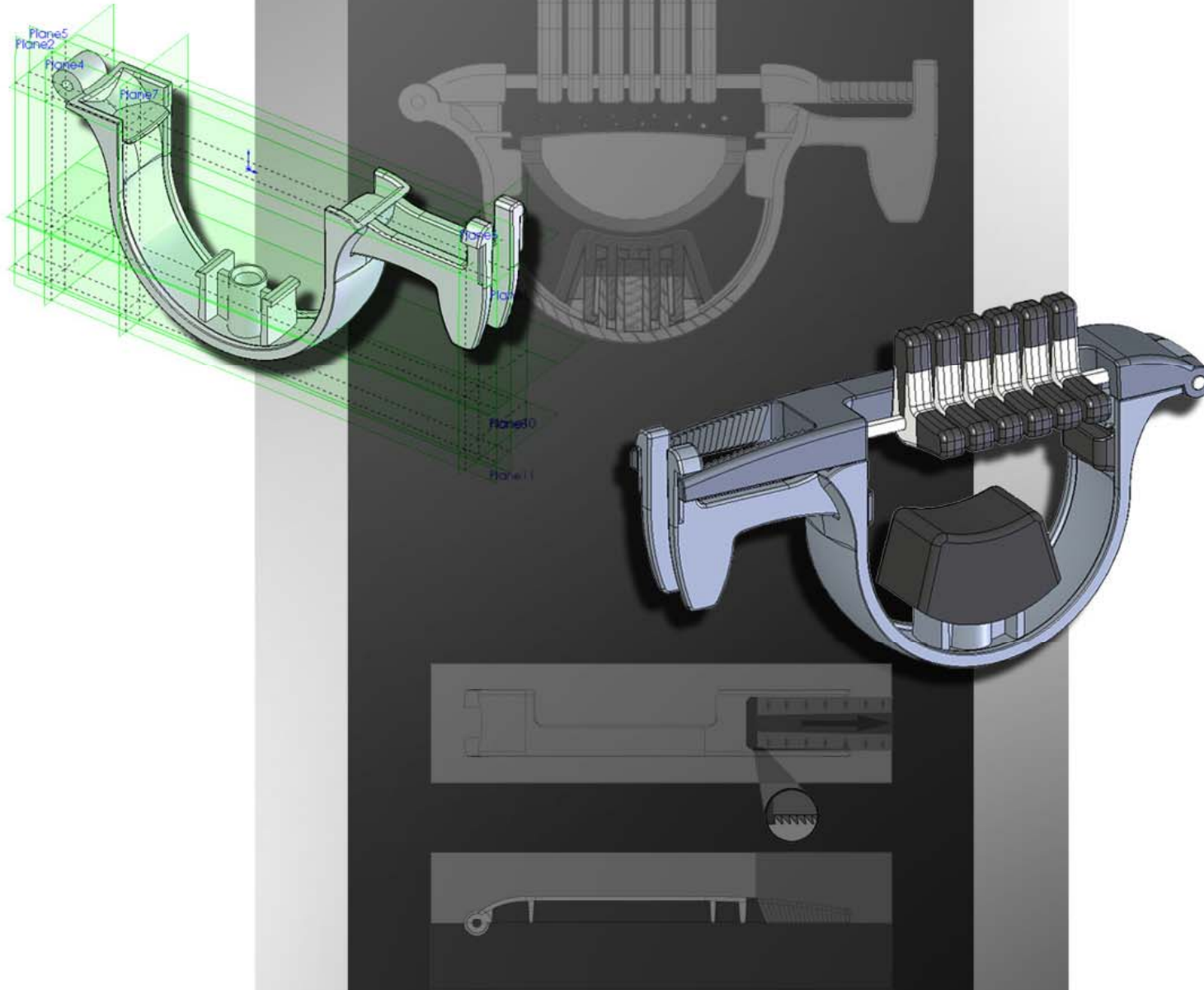
design refinement



Rough sketches and models of design and functional details.

3D modeling

Modeled in Solidworks and
verified with rapid prototype.



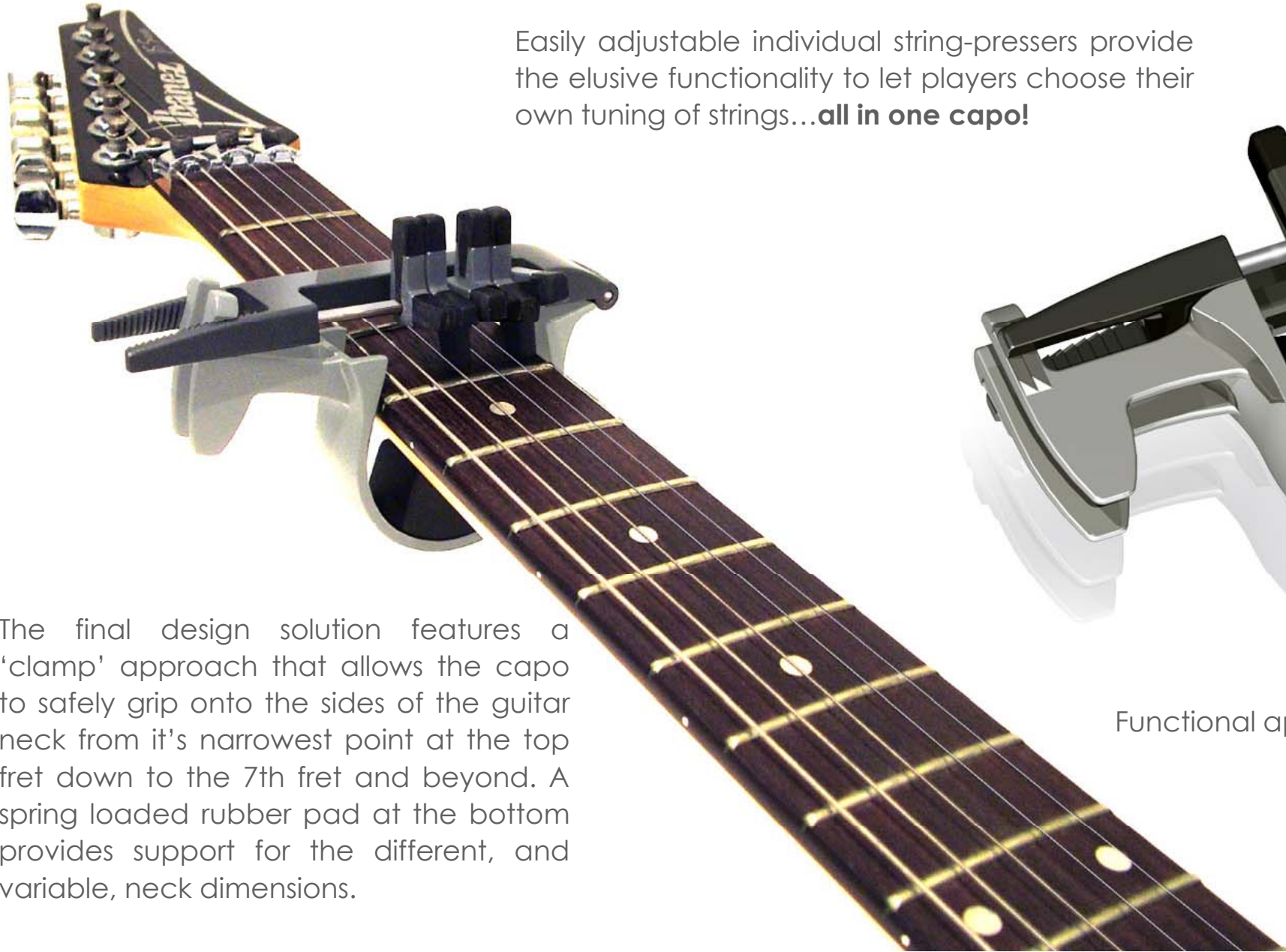
engineered and detailed model



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

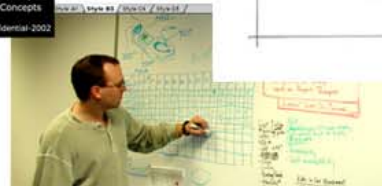
Advanced Patient Monitor (for Pacemakers & Defibrillators) (2001- 02)



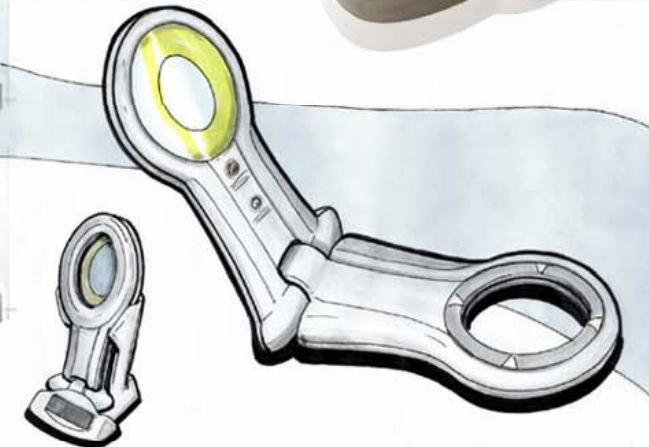
Program Management
Project Kickoff
Define Roles/Responsibilities
Develop Documentation Traceability
Regulatory Agency Review
Requirements
Software Requirements
Hardware Requirements
Strategic Initiatives
Competitive Analysis
Human Factors

Item	Quantity/Order
1. Concept B3	
2. parts	2
3. base	1
4. light green	1
5. rubber or no-rub, white parts	1
6. label	1
7. pad printing/screening	on file
8. selective finishing	
9. assembly cost	
10. manufacturability (1:100) 1 Best	2
11. manufacturability (1:100) 2 Best	1
12. testing option A	2 Cst.
13. testing option B	4 Cst.
14. new Cost (1:100) 1 Best	2
15. new Time (1:100) 1 Best	2

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)

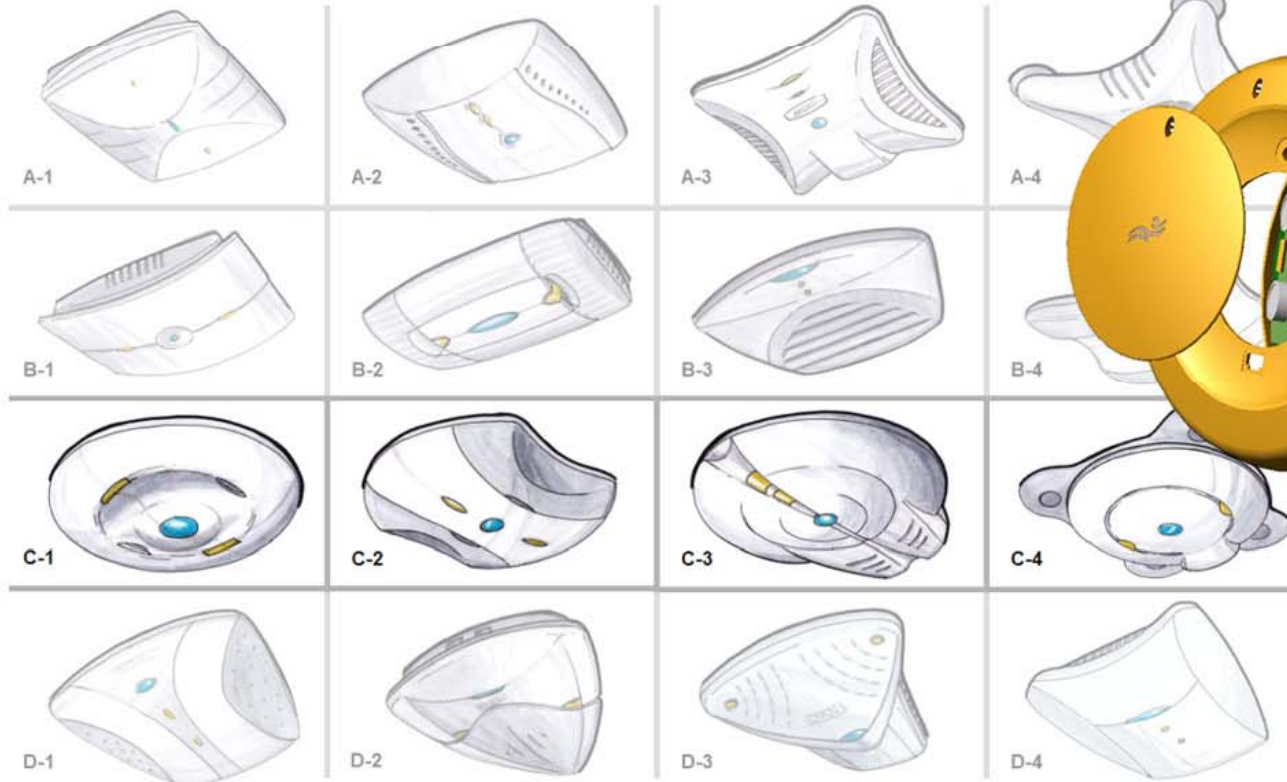


Early concept exploration and usage scenario development.

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

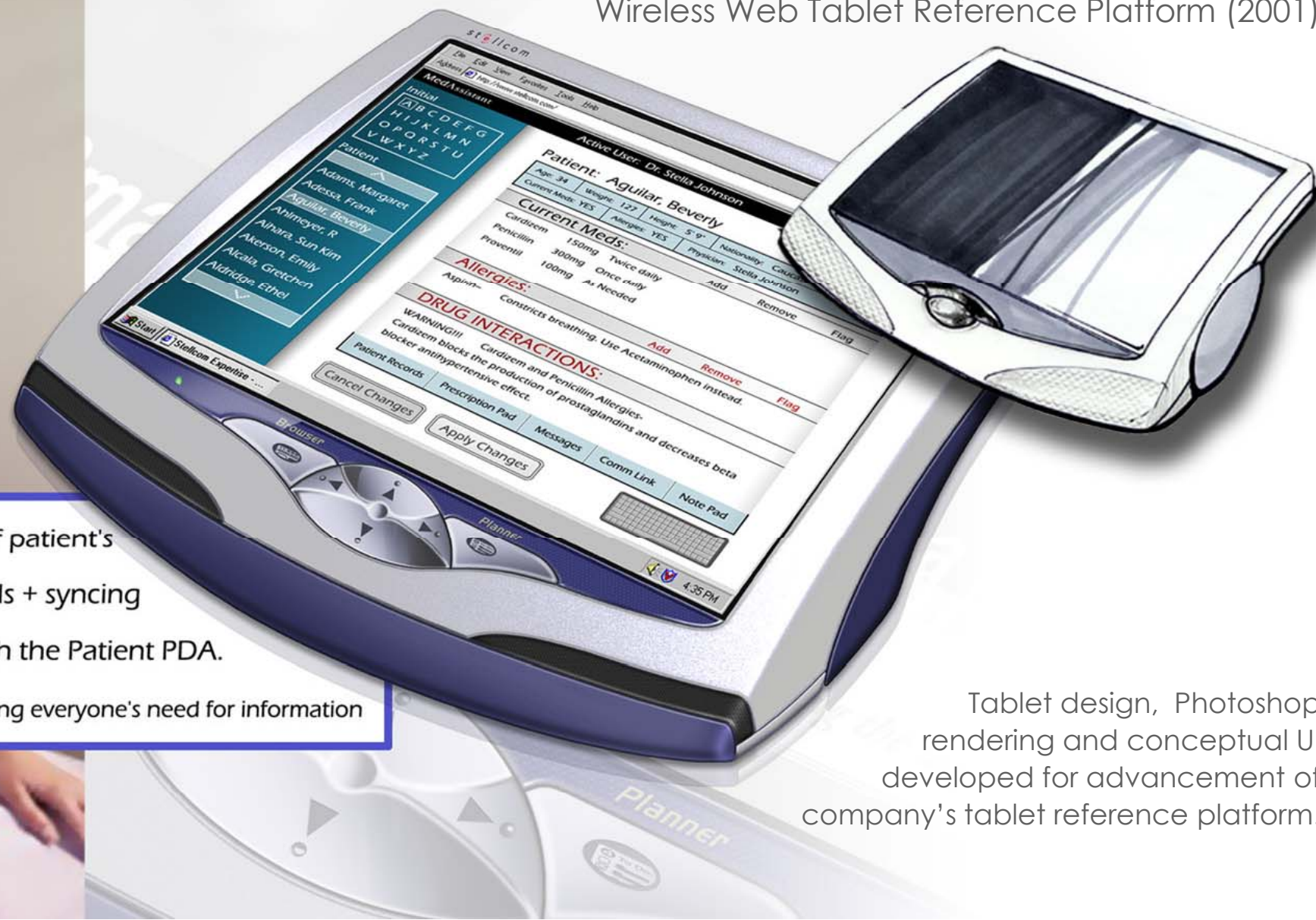
Wireless Web Tablet Reference Platform (2001)



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)



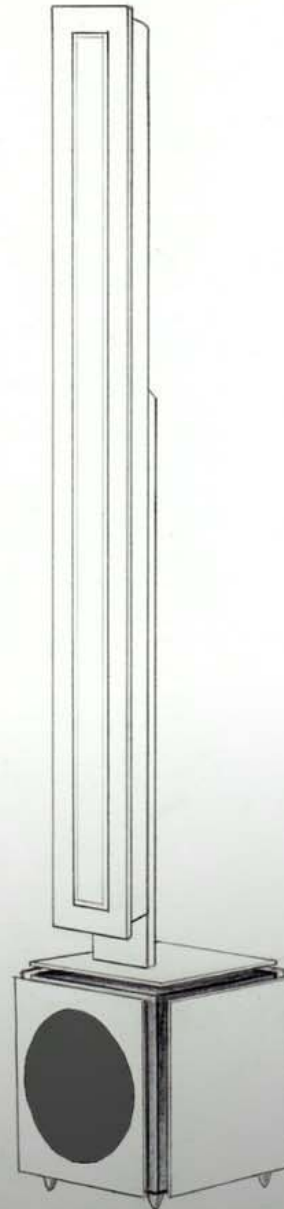
Design of PDA and Photoshop rendering developed for advancement of company's PDA reference platform.

TC Sounds

High End Home Theatre Speaker System (2004)



Development of unique design for linesource speakers.

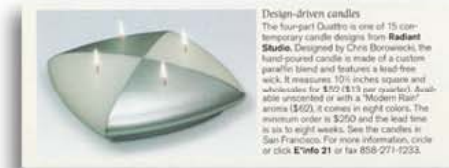


Fully functional prototype.

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 Bonowick, 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 \$179 (\$119 per quartet). Available unscented or with a "Modern Rust" aroma (\$402), 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.

Contemporary design ruled at the summer and fall shows, cropping up in everything from candles to handcrafted furniture.

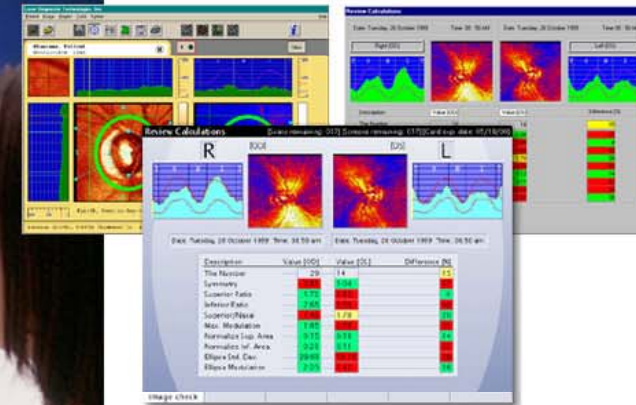
By Ethel Hammer, contributing editor

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 Luan Ng. Available in maple or walnut veneer, the round Kismet lamp is offered in three diameters, from 11 inches to 19 inches. The 14 Free style comes in the 14 Free color.

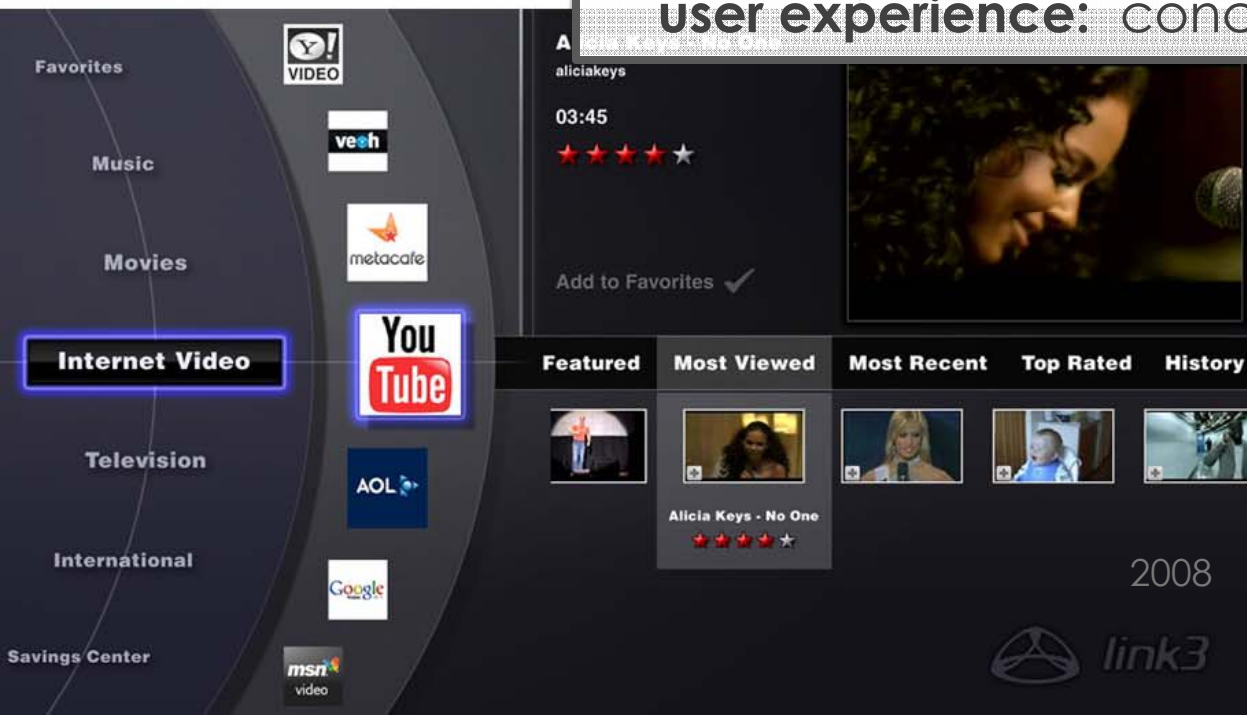
Multi-function lounge chair
ModernEdge's 7 Lounge chair is designed by David Green and is made of solid oak. The 14 Free style is made of solid oak and is available in two colors. The 14 Free style is made of solid oak and is available in two colors.

user interface



1999

user experience: concept, usability, visual design



2008

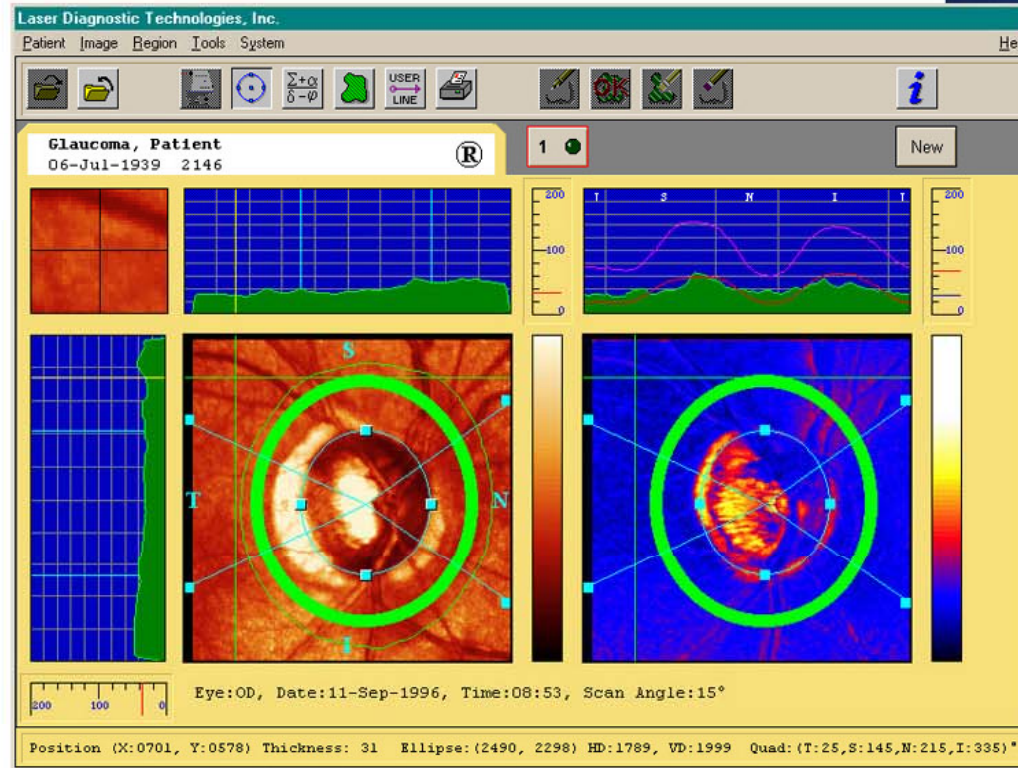


2001

project case study

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

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

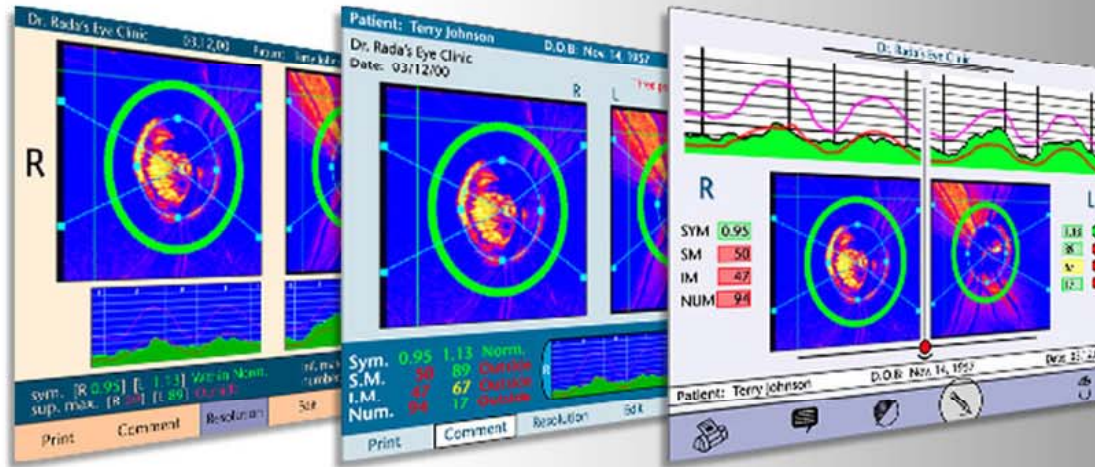


Project Objective – Laser Diagnostic Technologies developed a ground breaking new glaucoma testing device. The objective was to then make the user interface as structured, usable and visually appropriate, given technical and project constraints.

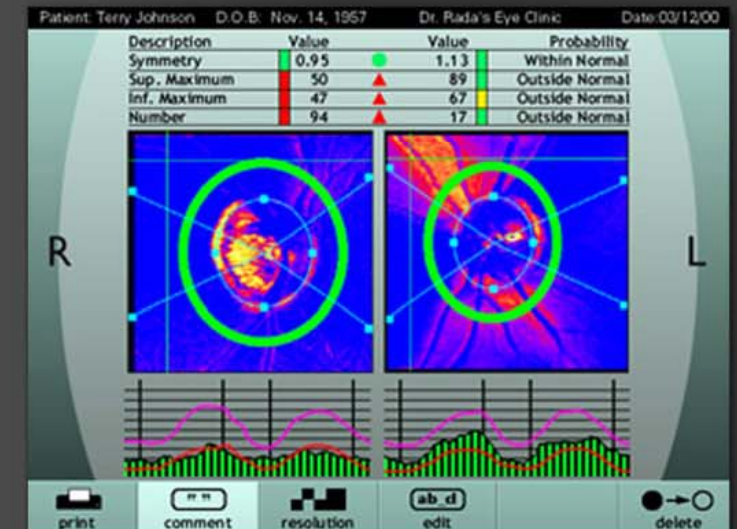
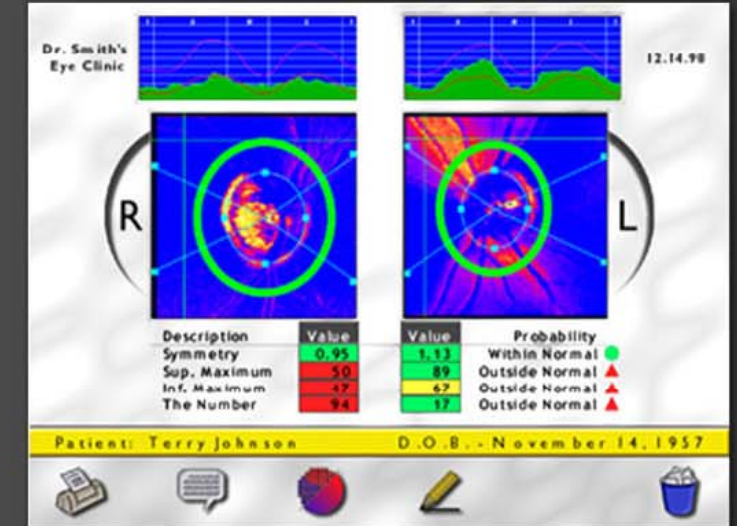


project: Laser Diagnostics Technology Glaucoma Testing Device User Interface (1999)

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

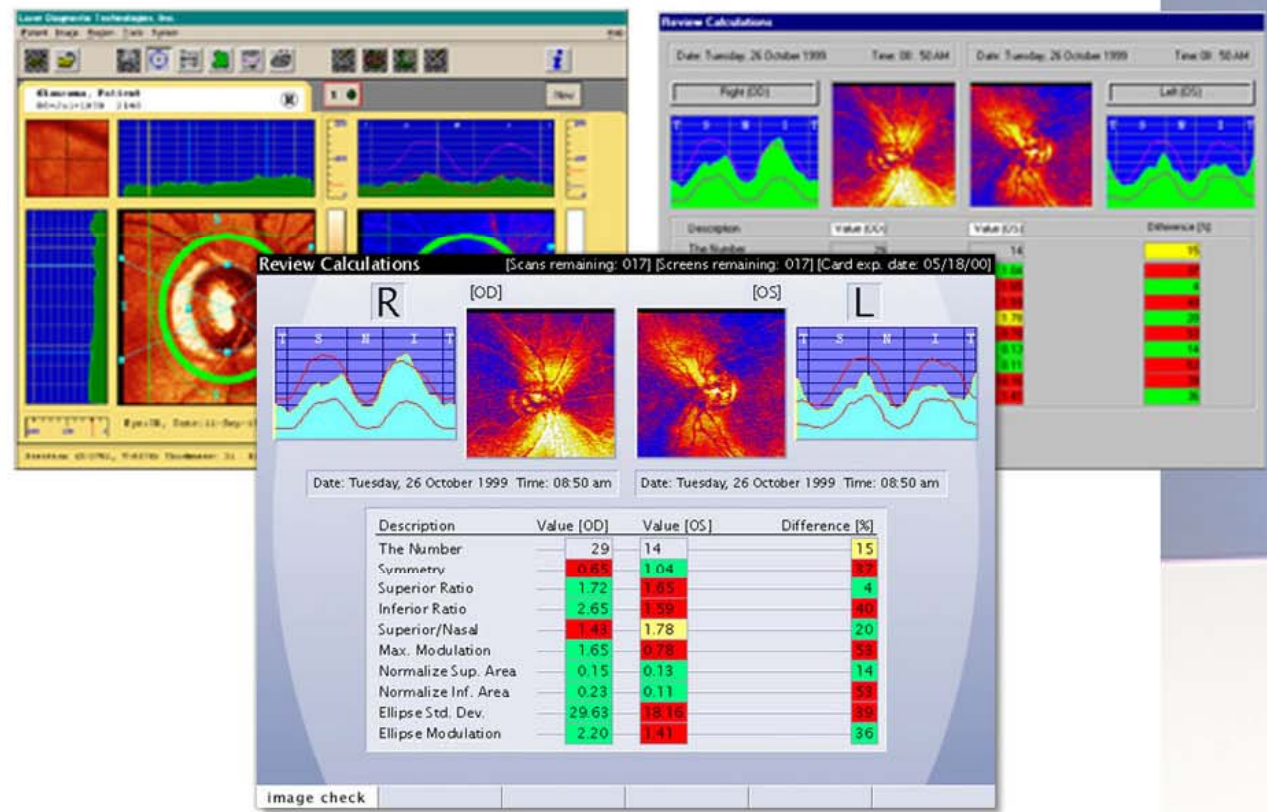


Initial Visual Design Layouts – With a narrowed set of options for preferred information architecture, two directions for the visual presentation were developed to illustrate the ways the interface could integrate with the physical product's design while optimizing usability.



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.



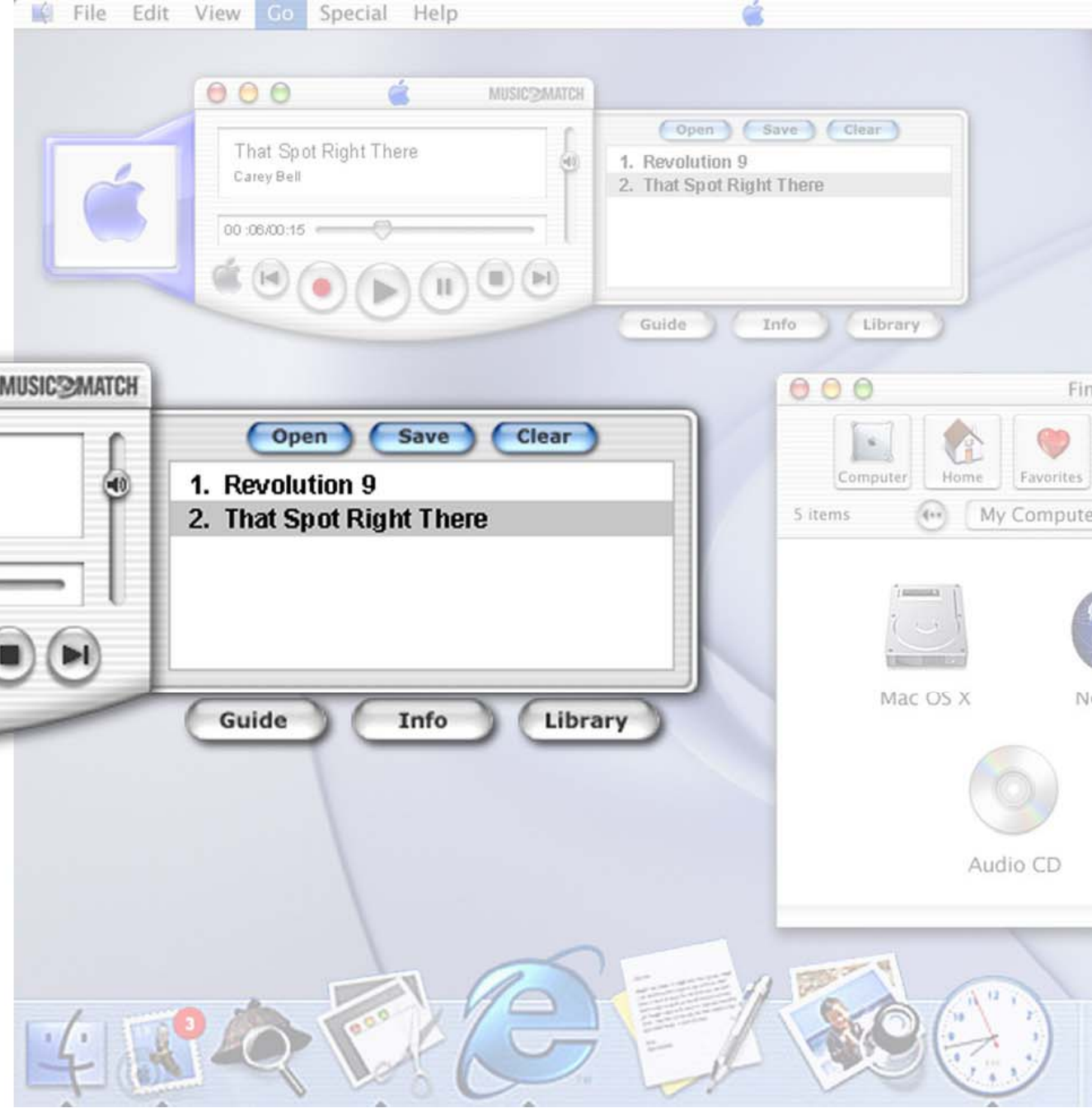
MusicMatch & Apple

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.



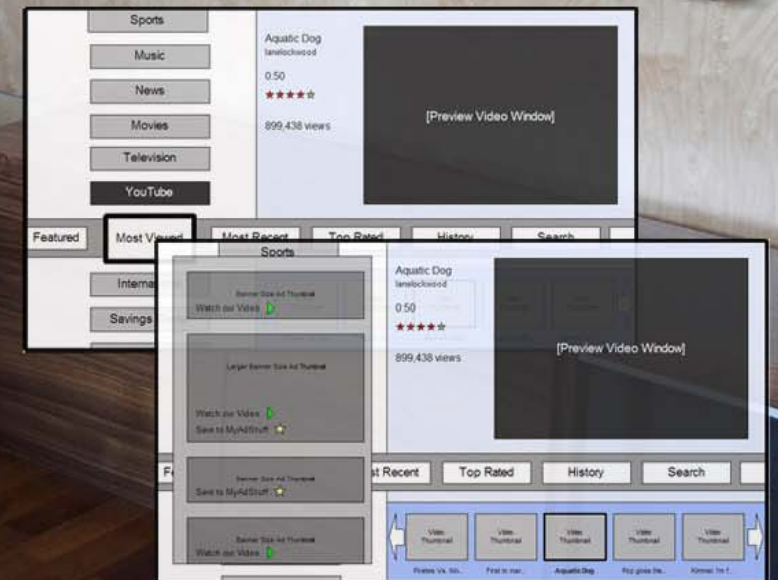
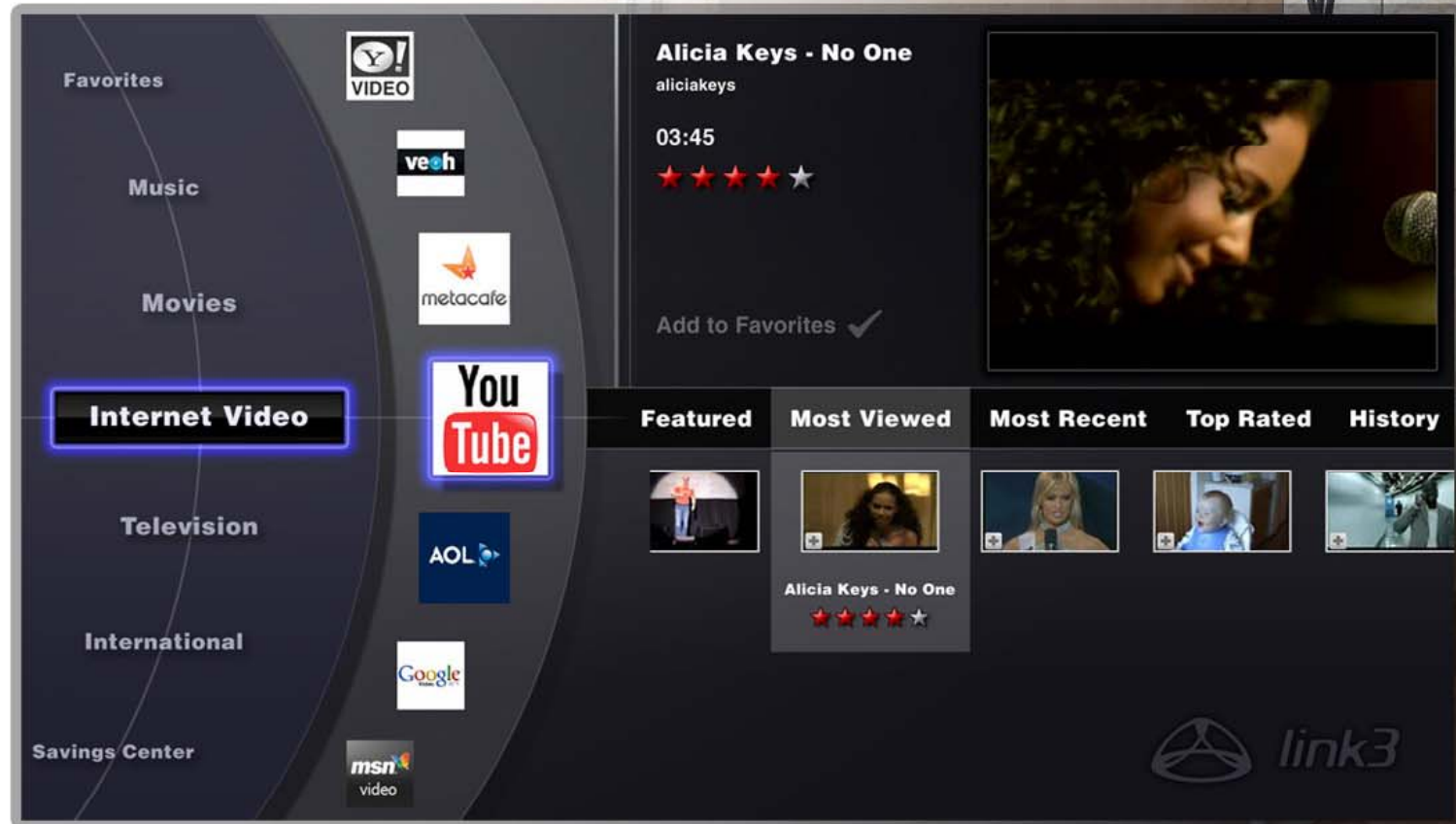
The careful selection of elements known to be incorporated into the new OS look, the reinterpretation of the old Quicktime player 'smile', and the new creation of a jewel-like extension brought these elements into a fresh, unified whole, consistent with Apple's brand at the time.



Link3 Technovations

Conceptual Interface for Internet Video to TV Platform (2008)

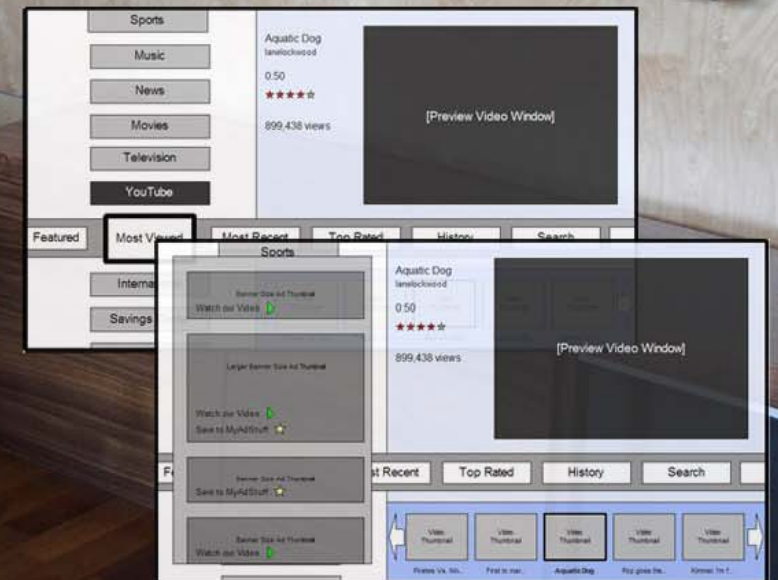
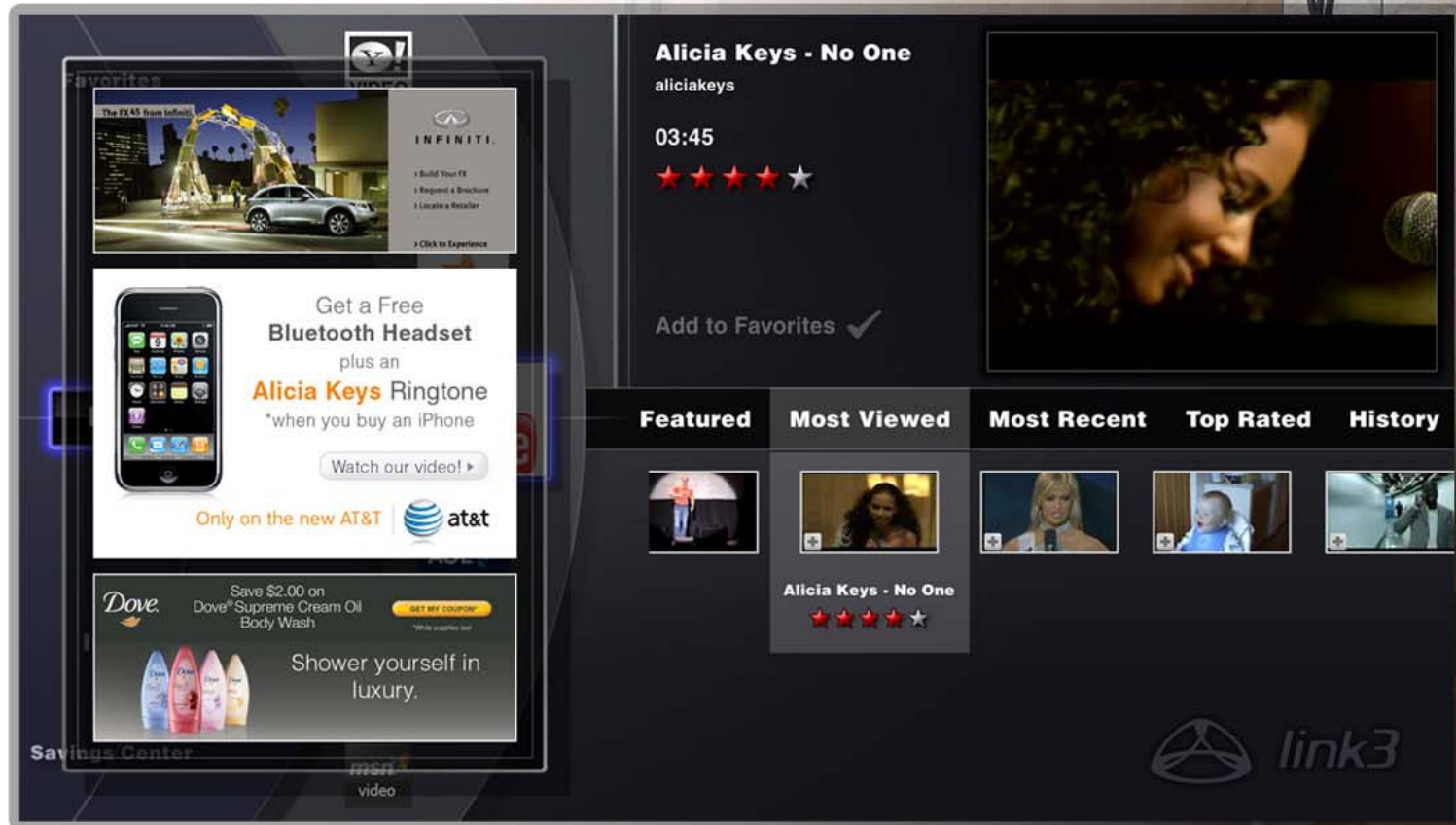
Preliminary architecture and visual design to advance concept for VC's.



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

Where is 3D Contact Us

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.

Get In Touch



English : Deutsch : Chinese



Jinrun Ltd.

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

About Turnkey Services Customers The Team Jinrun Trading Contact

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



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accelerating technology and business innovation

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Bringing the
Experience of
Internet Video to Television

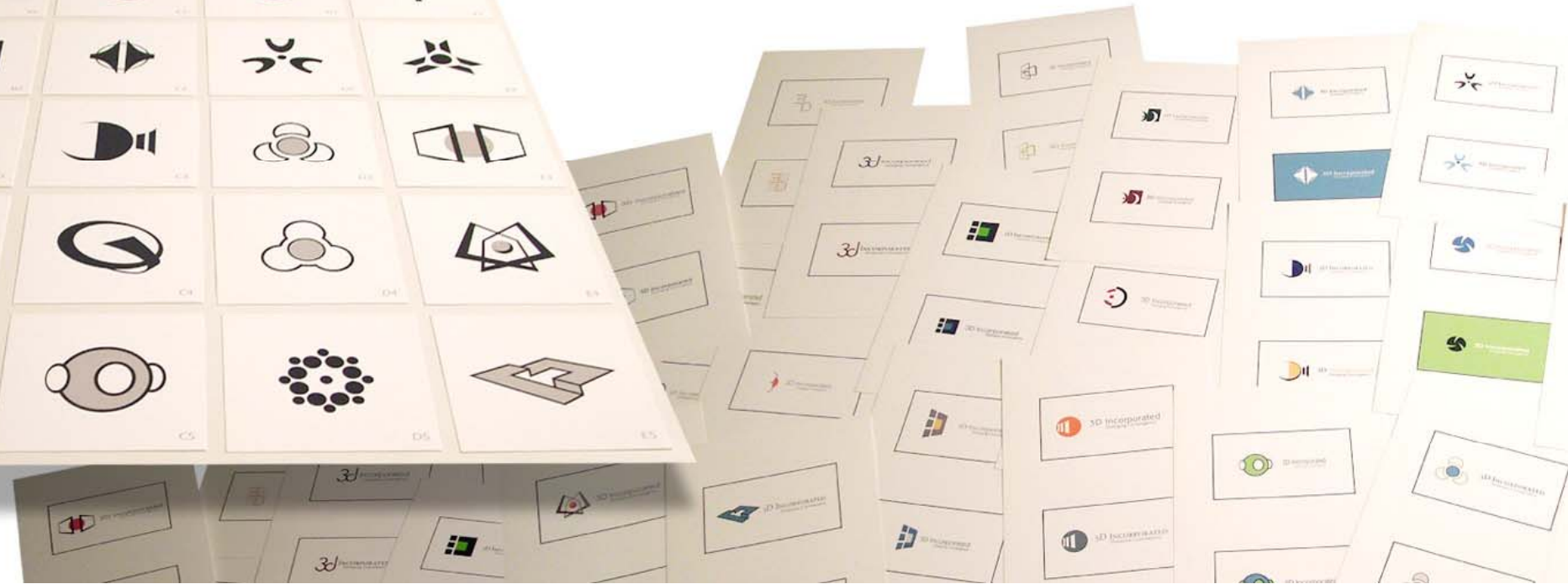
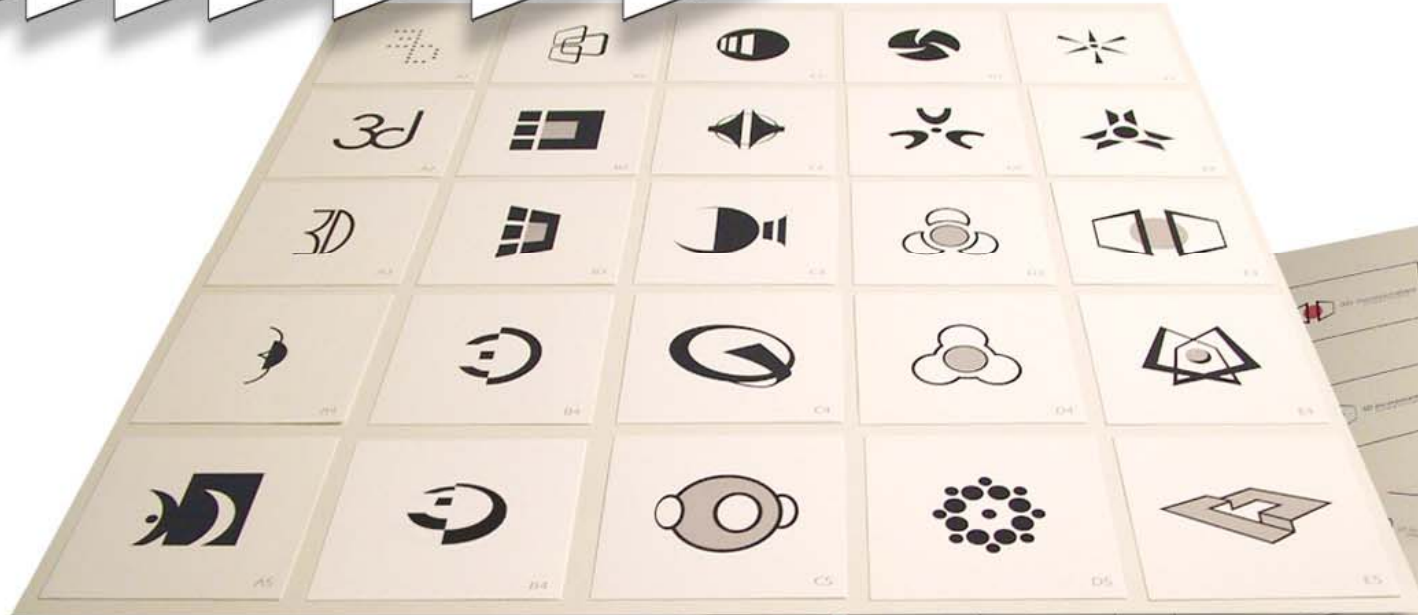
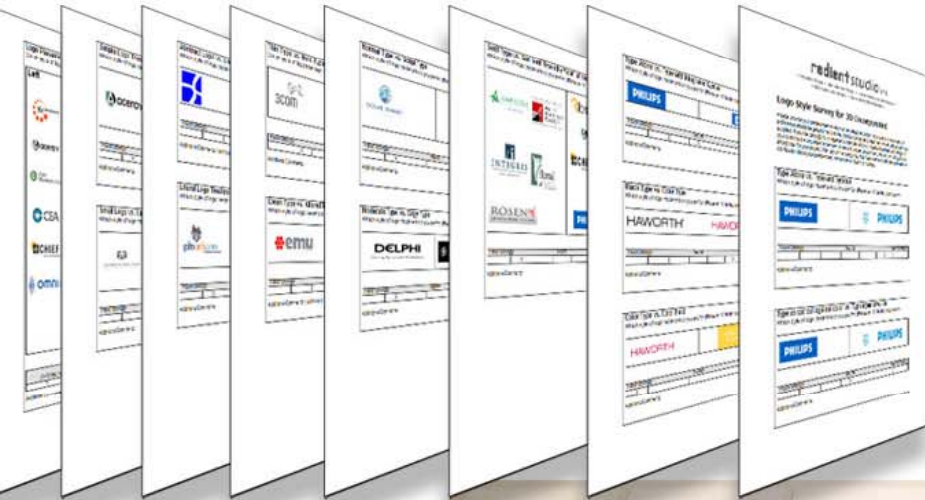
...without a computer!

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.

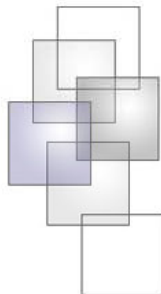
Current Clients:

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: 760.845.0296
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.

Inspire Innovation



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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.

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Who
What
Where
When
Why
How

**When was 3D Founded
Press Release**

3D Incorporated was founded by Jim Tiedt on June 10th, 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 Bortolotti 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 Tiedt, Jim's long time business associate and friend, joined the company as a Partner.

PureAuthenticity

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Who
What
Where
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Why
How

**How We Work
Process**

We employ a proprietary approach and process to ensure that the customer and stakeholders you get both from us and from your own in the understanding of the problem and opportunities at hand. We then work through these 3 phases to guarantee the quality, relevance and success of our collaborative efforts with you.

Proven Process

Discover Opportunities + Capabilities	Define Requirements + Strategy	Design Concepts + Prototypes	Develop Details + Infrastructure	Deploy Results + Benefits
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Who
What
Where
When
Why
How

**Who is 3D
Executive Team
You We Work With**

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

The NEW way:

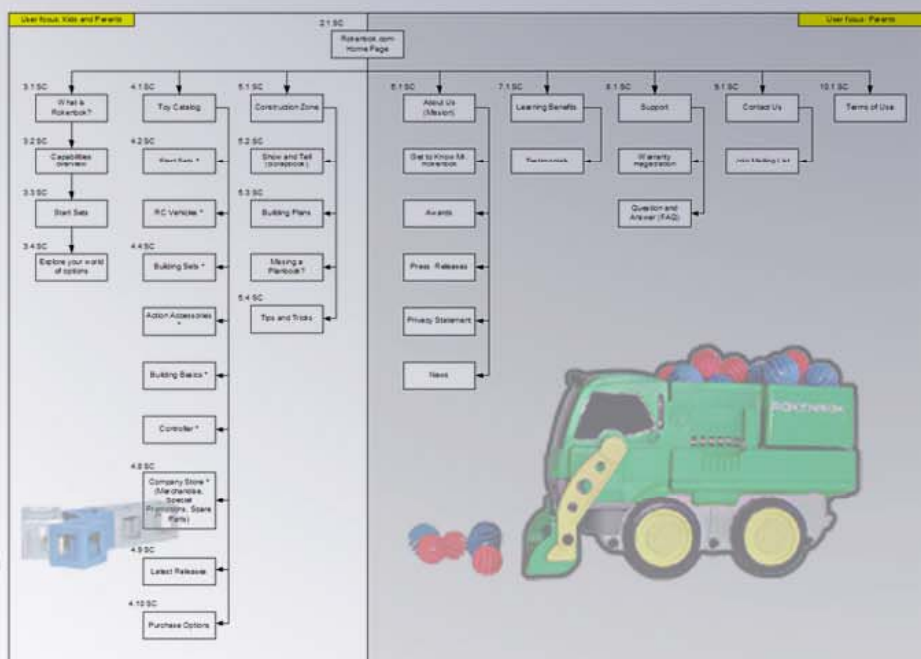
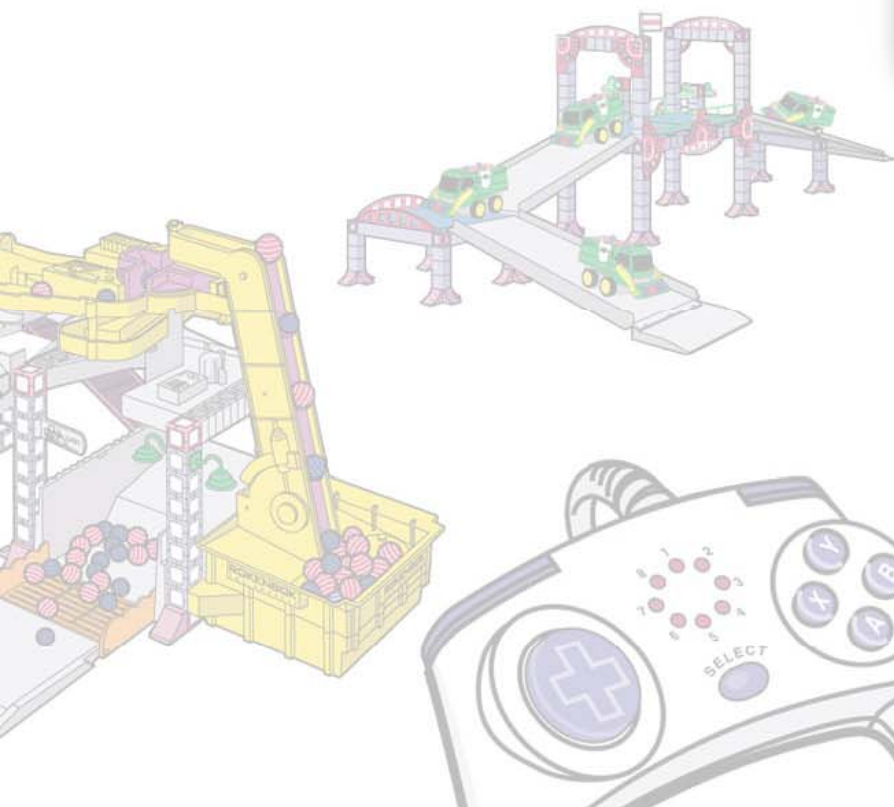
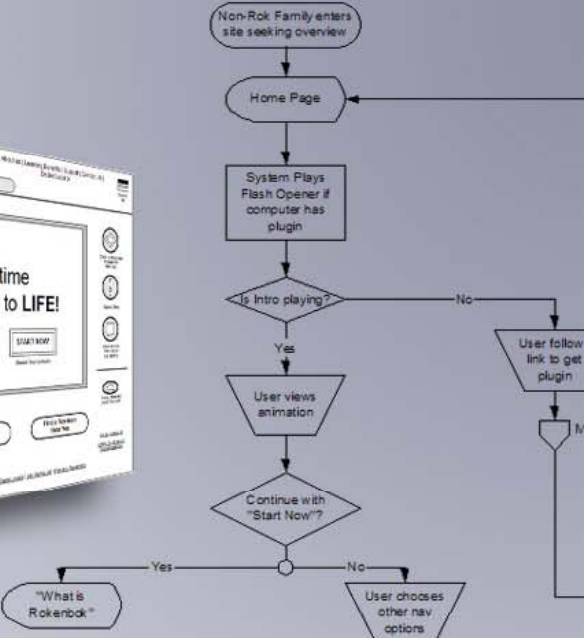
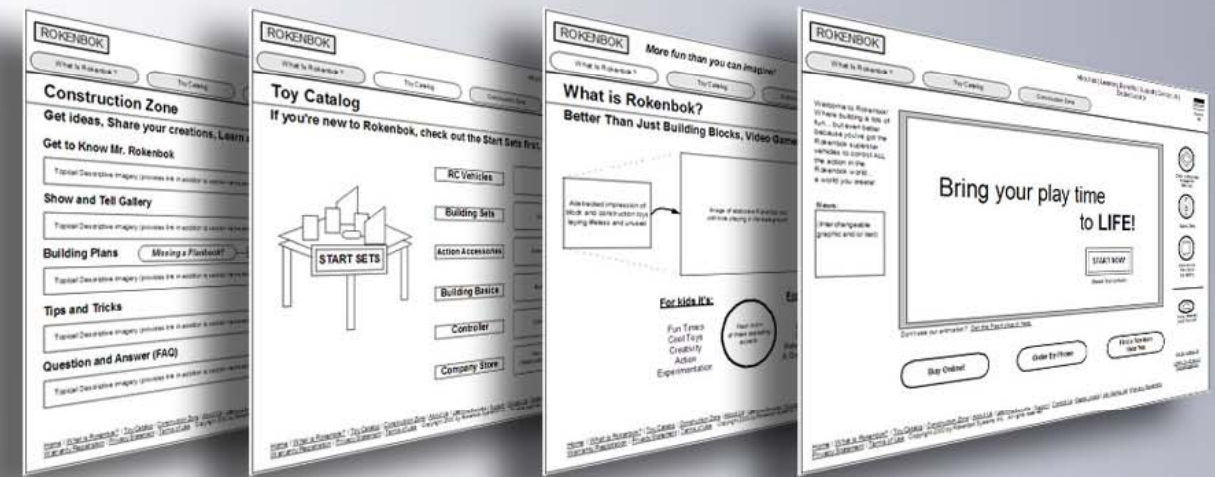
...was replaced by simplicity!

portfolio snapshots

Rokenbok Toy Company

Construction Toy Website (2000)

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 . . .

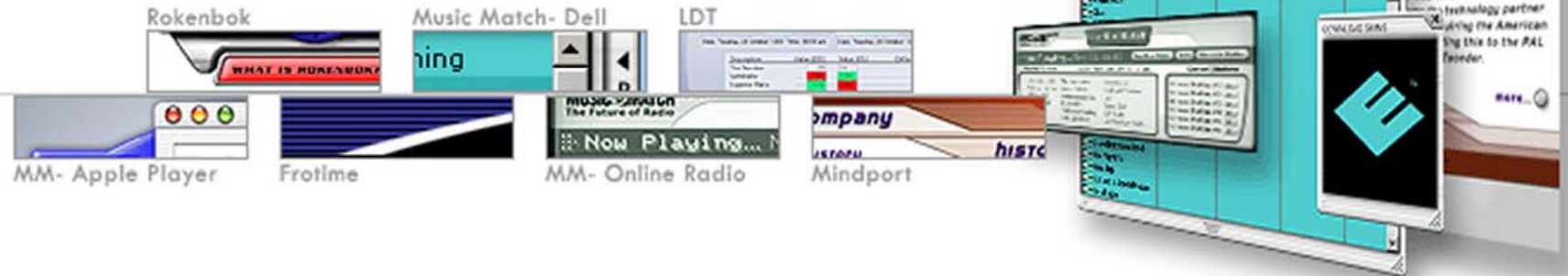
and successful **answers**
to your project **needs**.

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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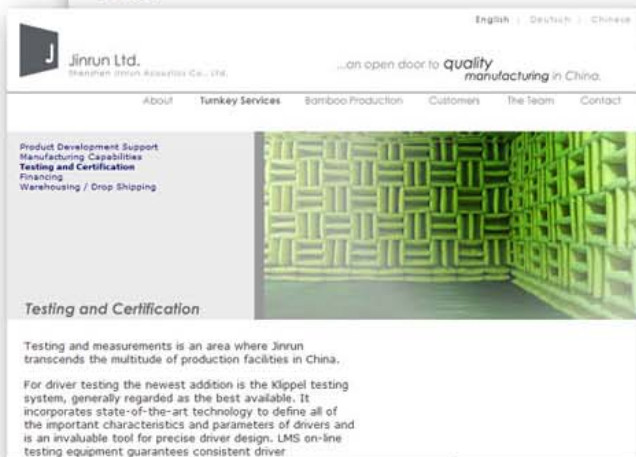
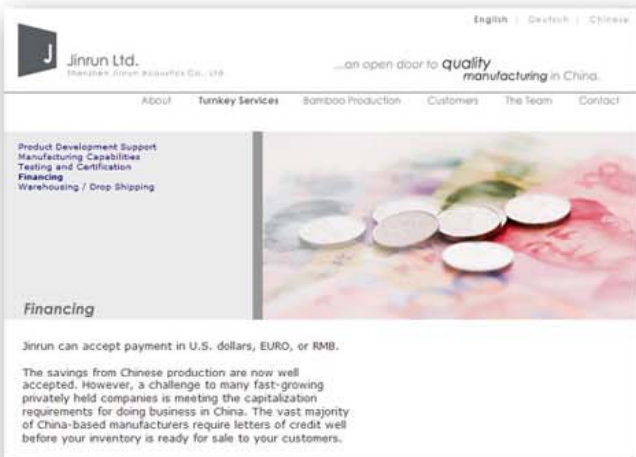
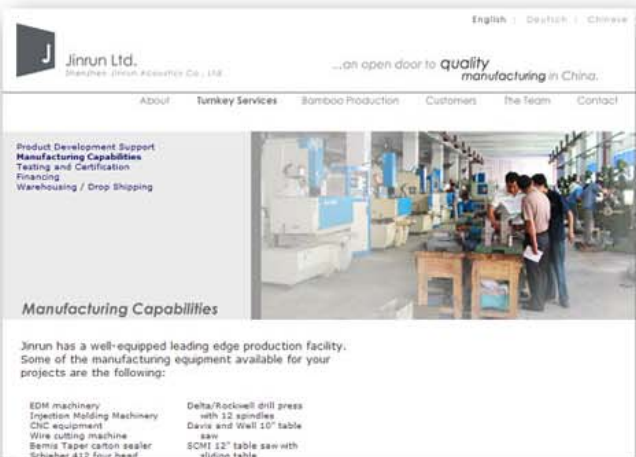
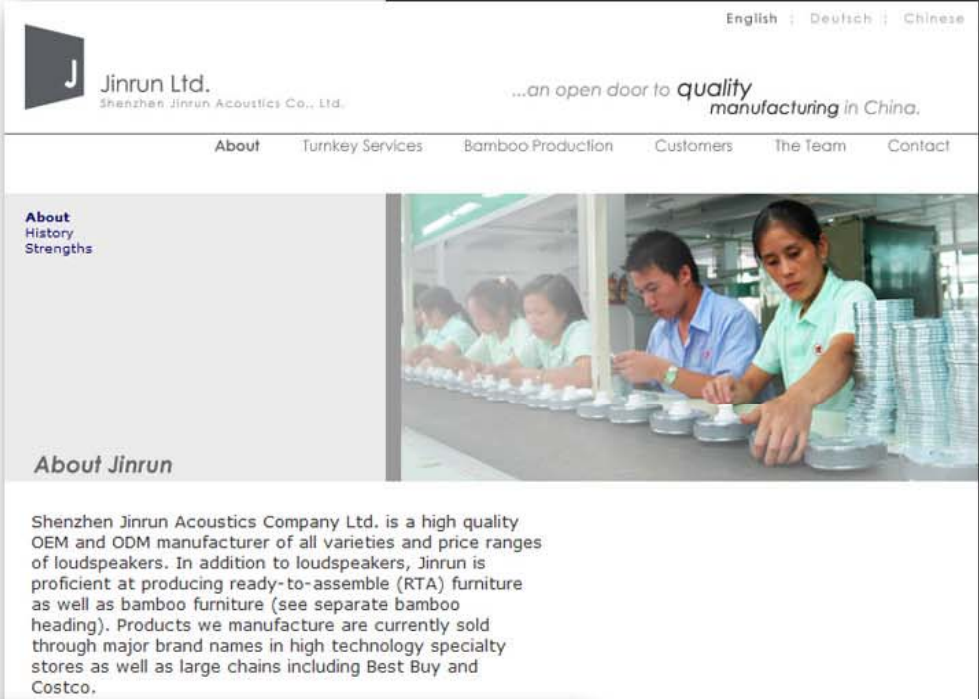
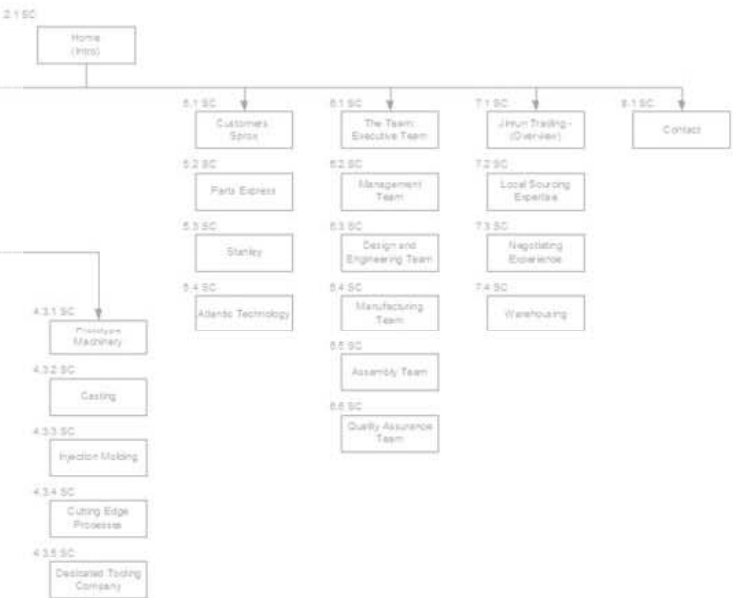
Radiant Studio
www.radiantstudio.com (2003)

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
PLANNING
Getting IT Together

The Harman Project

- 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

Manufacturers

Customs

Carriers
Truckers
Consolidators

Vendors

June 2007

Proprietary and Confidential

10

KINOR
PLANNING
Getting IT Together

The Supply Chain Challenge

Dealer Sales Rep Manufacturer Shipper Vendor Shipper Materials Other Markets

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

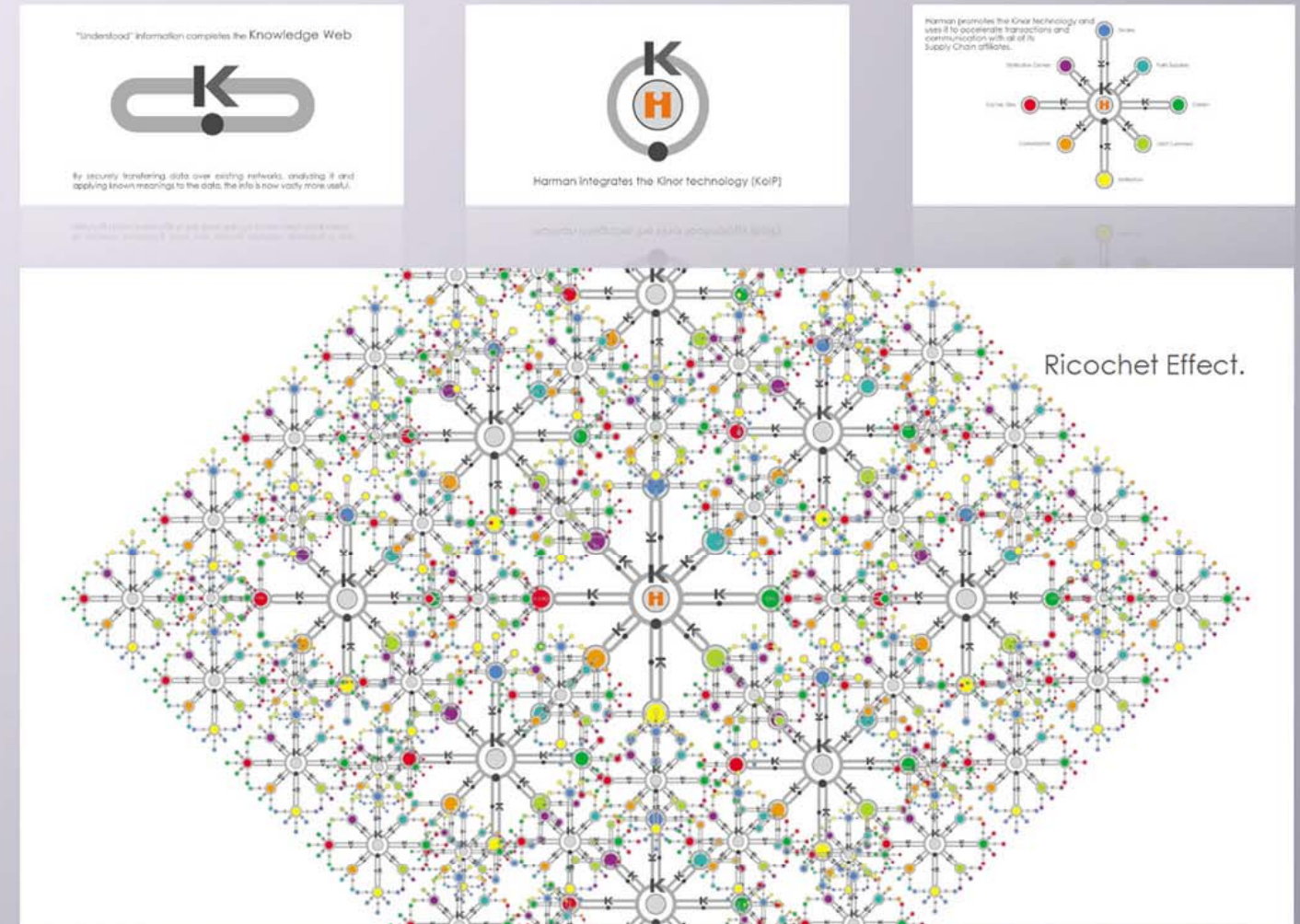
Complexity grows exponentially as the business grows

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



What if Complexity...



...was replaced by Simplicity?

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.

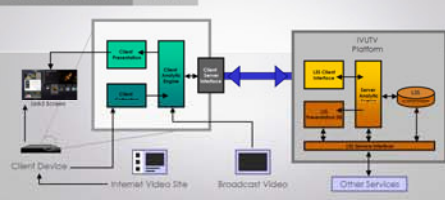
*Source: Alfred P. Sloan Foundation

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.

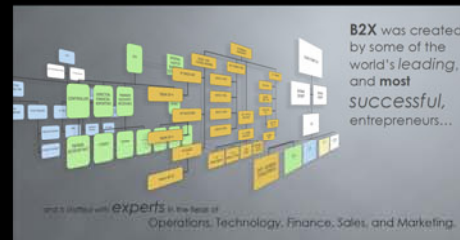
Our Advantage IVUTV



Our Advantage: The Link3 Solution



B2X
(2007)



B2X was created by some of the world's leading, and most successful, entrepreneurs...

and is staffed with experts in the field of Operations, Technology, Finance, Sales, and Marketing.



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

Mojo
(2008)

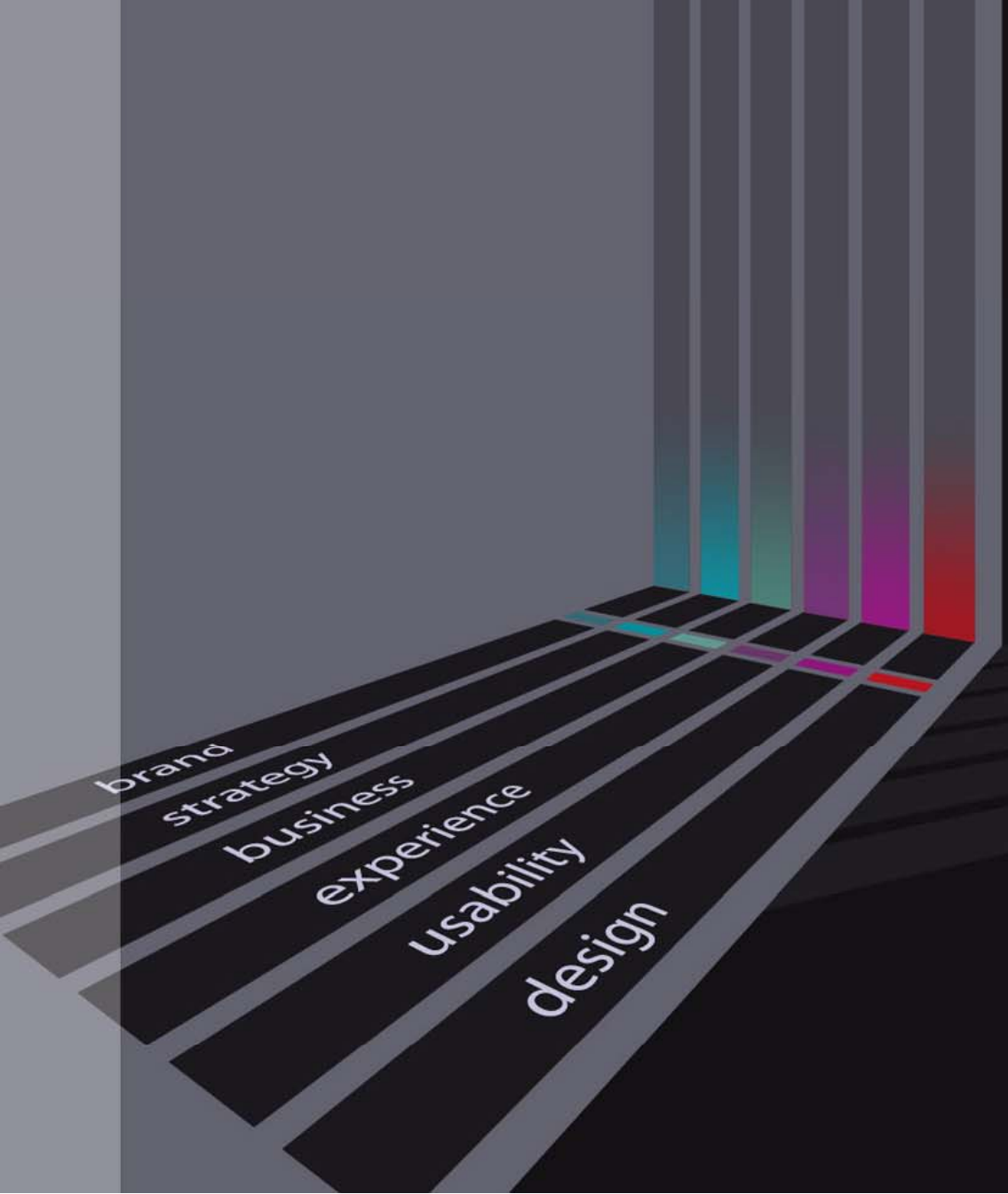
Mojo Mobility offers the RIGHT way to use inductive power to charge portable electronics.

Company	Technology	Power Transfer Rate	No. Originals	Initial Price	Characteristics
Mojo Mobility	Inductive	10W	100	\$100	Simple, easy to use
Other Company	Inductive	5W	50	\$50	Simple, easy to use
Other Company	Inductive	5W	50	\$50	Simple, easy to use
Other Company	Inductive	5W	50	\$50	Simple, easy to use



Anywhere you go

Link3
(2008)



chris borowiecki

professional portfolio

Please Contact:
chris@radiantstudio.com
cell: 760.845.0366

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