

PLUS

Introduction of Interactive solution

UPTIC

April 2009

PLUS Vision Corp.

International Div.

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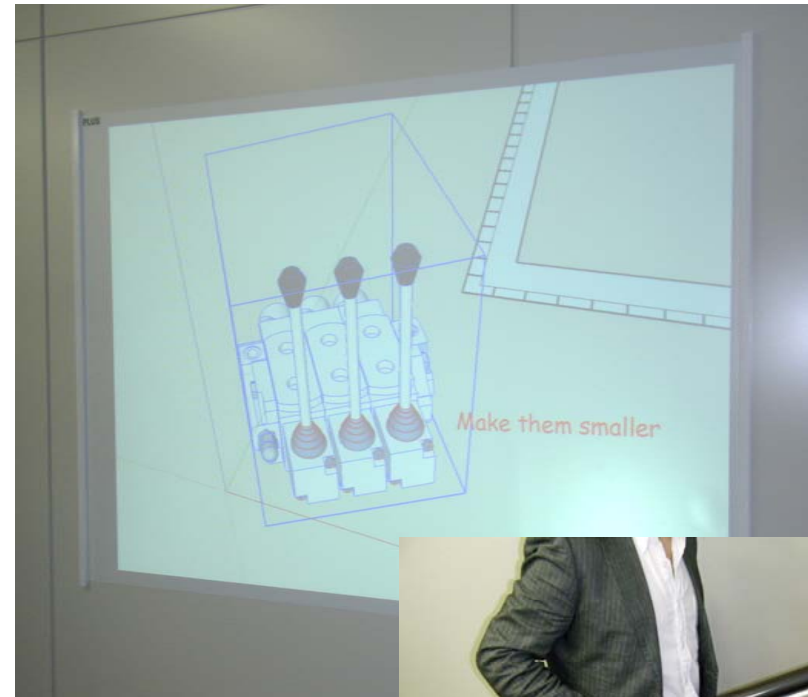
What is **UPIC**?

U=Ultra

P=Portable

I=Interactive

C=Communicator



Revolutionary Interactive Solution
Designed by **PLUS** Vision

- About IWB market, market needs and market segmentation
- Introduction of UPIC, Features and Benefits
- Opportunities that UPIC can provide
- What is Anoto Technology?
- Market price condition, UPIC price and launch timing
- Expansion of UPIC

Enter into new market by adding IWB products in addition to Copyboard products.

Target Market:

Education:

Growing market with low price/high performance IWB products. Appeal our products to this market with new cutting-edge technology.

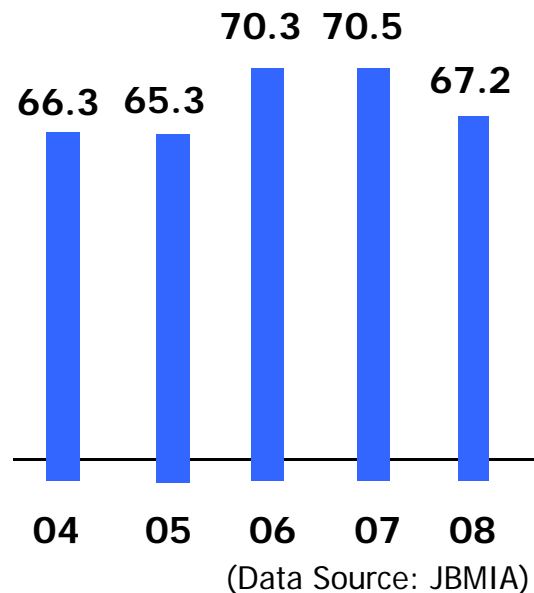
Business:

Appeal to this market with unique IWB products with cutting-edge technology seeking for big business opportunities.

Copyboard Market

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W/W Sales (1000 units)



Pros

- Niche market where less competition
- Stable profit structure
- Large potential market yet to be cultivated

Cons

- Less high-tech image for relatively high price
- Products benefit can only be obtained by using
- Relatively large product to demonstrate
- Installation is difficult
- Printer compatibility issues

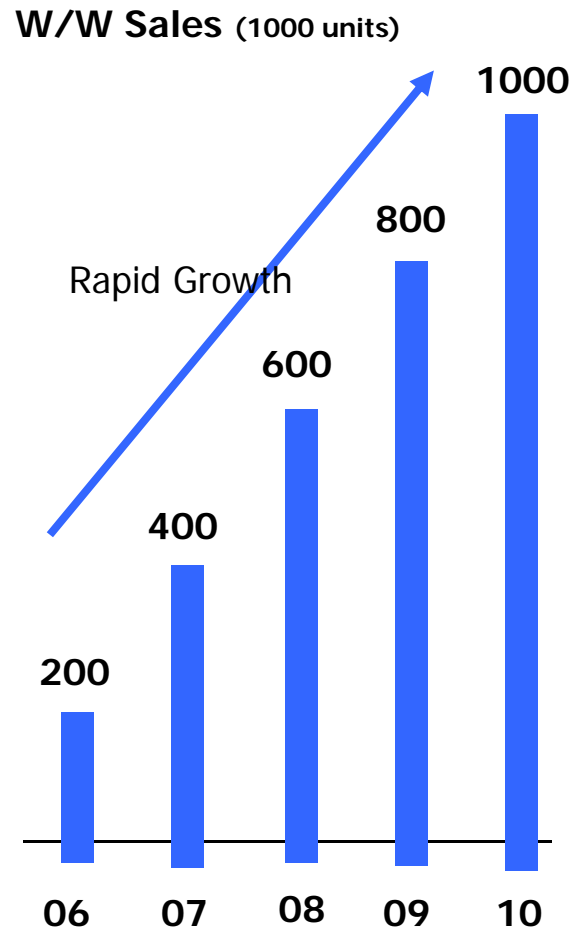
Diffusion Analysis



To solve Copyboard Cons, we will introduce IWB products

IWB Market

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(Data Source: Fuji Kimera)

Educational Market (More than 90%)

Rapid growth is expected in educational market.

Business Market (Less than 10%)

Despite the IWB market recognition, little is exploited for this market.



Easy Installation, Easy Setting, Low Price, High Performance...to get into the market

Issues of IWB

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Educational Market (More than 90%)

Business Market (Less than 10%)

Difficult to start up

* such as software installation USB cables and lots of connection cords...

Limited Input Area

* Active input area is limited against the projected image.

Difficult to start up

* such as software installation USB cables and lots of connection cords...
(Limited usage like training and special presentation)

Limited Usage

* Due to bad writing/erasing performance using Markers, it is difficult to use as whiteboard.



Big market opportunities by solving these issues

Solutions of UPIIC

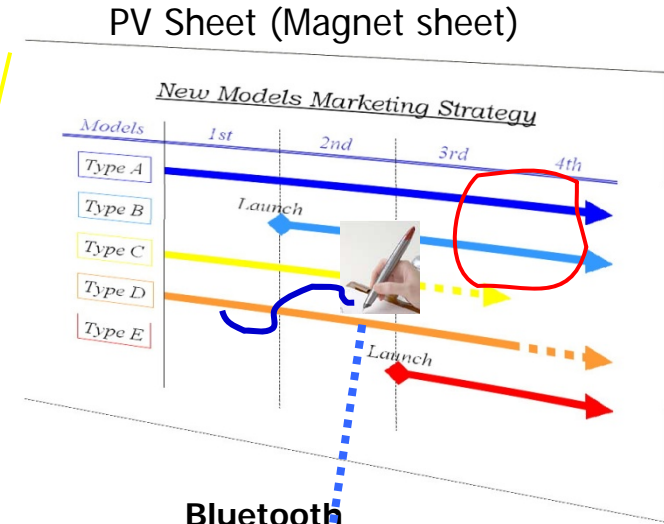
Whiteboard/Projection Sheet
With Board Makers & Eraser
(* Color:Black & White)



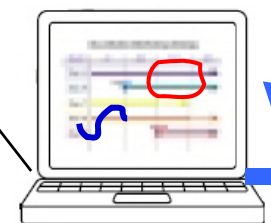
Anoto Pen



Sheet Size
56"
64"
72"



RGB



Bluetooth USB dongle

Bluetooth USB dongle
(Not included. Purchase at local dealer or by user)



Educational Market (Follow the upward trend)

Low cost IWB that focuses on easy use, easy introduction and easy installation.

Business Market (Introduction to large potential market)



Screen-like positioning

Versatile mobile screen (whiteboard) with IWB feature

Whiteboard-like positioning

Versatile mobile whiteboard (screen) with IWB feature

UPIC Features

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Features		Benefits
Easy installation	Sheet Type No AC power required Bluetooth compatibility (Use with Bluetooth USB Dongle) Easy Calibration	Just stick to the wall. No cumbersome cable connection Easy Operation Easy Setting
Stylus	Stylish marker type	Ergonomic Stylus increase writing performance
Bearing method	Absolute coordinate	Anoto Technology is employed
Compact size	Easy handling/delivery Easy Demonstration	Transportation cost cut Marketing cost cut
Future Possibilities		
Sheet	Dual purpose (projection/writable)	Can be used as whiteboard as well
Multiple use of Dedicated Stylus	Max 7 simultaneous use	No waiting time for multiple writing during presentations, meetings.
Writing capability	Screen and writing pad input	Not only for In front-of-the-Screen usages, but for the usages from the pads on the desks.

Low Cost, High Performance, Portability



More opportunities for expanding sales, channels and users

Market	Concept	Sales Channel
Education	Wireless IWB that can stick on the walls or on the whiteboards.	Education Teaching materials channel
Business	Wireless Interactive Screen that can stick on the walls or on the whiteboards.	Education / Business AV dealers (Bundling with projectors. Promoting as interactive screens) Office Equipment/Stationery Office Machine Catalog Web sales Retail
	Wireless IWB that can stick on the walls or on the whiteboards.	



IWB core technology comparison

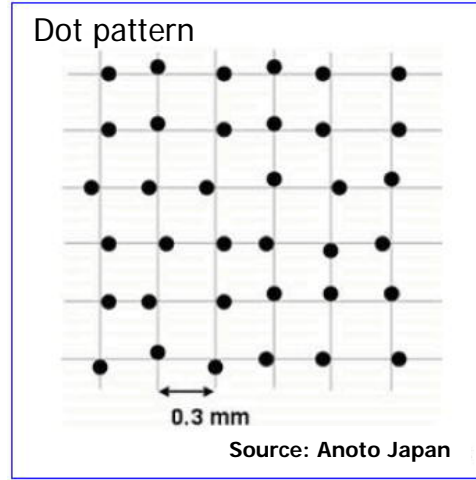
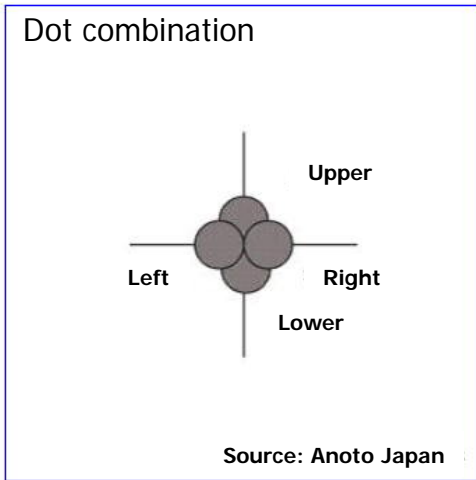
- Anoto has advantages over other technologies by performance and cost.
- No need to power the IWB by AC. No need for cumbersome cords.

	Size	Method	Place	Space	Setting	Cost	Accuracy	Stability	Finger use
PLUS Vision	56~72"	Anoto	YES	YES	YES	YES	YES	YES	
E-beam	MAX 100"	IR, Usonic		YES		YES			
Panasonic	78"83"	IR, Usonic							
Smartboard	48"~77"	Resistance					YES	YES	YES
Promethean	64"~95"	Emagnetic					YES	YES	
Hitachi	63"77"	IR Image					YES	YES	YES

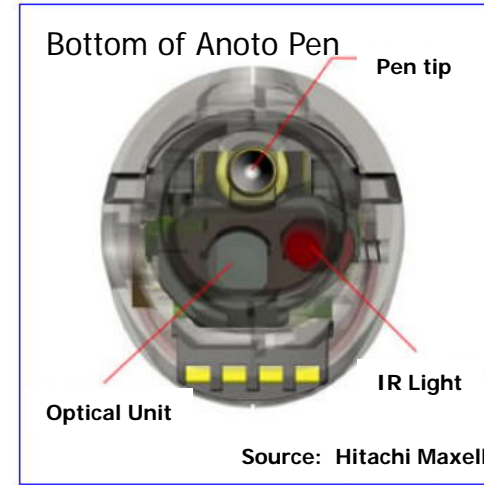
What is Anoto Technology?

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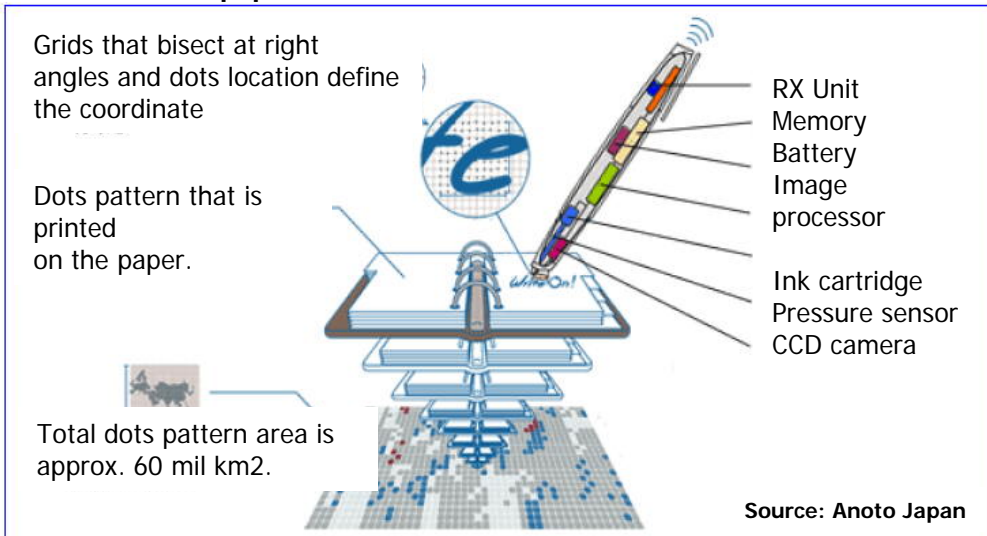
1. Anoto proprietary dot patterns printed on the paper or film.



2. Anoto pen tip CCD camera records the dot pattern and the coordinate is recognized.






3. Almost infinite combination of dot patterns. Anoto pen enables to control other equipments than IWB.



- High reading accuracy
- Expansion to various equipment than IWB
- No AC power required
- Rechargeable pen
- Wireless pen with Bluetooth technology

Product Line up Launch Timing **PLUS**

56 inch	64 inch	72 inch
		
Sheet + Anoto pen	Sheet + Anoto pen	Sheet + Anoto pen

Launch Timing: July 2009

Order and pricing information to be announced later

Bluetooth USB dongle



(Not included. Purchase at local dealer or by user)

IWB Pricing Comparison

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Please provide us the following pricing info for our reference

Manufacture	Model	User Price		Dealer price	
		B to B	Education	B to B	Education
Smart	SB680(77")				
	SB660(64")				
	SB640(48")				
	SB690(94" Wide 16:9)				
	SB685(87" Wide 16:10)				
Promethean	ATB95PRO(95")				
	ATB78PRO(78")				
	ATB64(64")				
eBeam	Projection(USB Model) 45025566				
	Whiteboard(Bluetooth Model) 45033998				
Hitachi	FX-DUO-63				
	FX-DUO-77				
	FX-63G				
	FX-63G (wireless)				
	FX-77G				
Panasonic	Interactive Panaboard UB-8325				
	elite Panaboard UB-T 780				

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Thank You.