

## C PORT Solutions, Inc.



**CONNECTING  
THE WORLD**

(A Georgia Corporation)  
Confidential Private Placement Memorandum  
June, 2011  
Contact information: Lee Hicks  
2160 Hills Avenue  
Suite A  
Atlanta, Georgia 30318  
Tel: 1.678.592.1434  
E-mail: [lhicks@cportsolutions.com](mailto:lhicks@cportsolutions.com)  
Website: [www.cportsolutions.com](http://www.cportsolutions.com)

*THE UNITS OF C PORT SOLUTIONS, INC. OFFERED HEREBY HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OF 1933, AS AMENDED (THE "SECURITIES ACT") OR ANY STATE SECURITIES LAWS. THEY MAY NOT BE RESOLD OR OTHERWISE TRANSFERRED, IN WHOLE OR IN PART, UNLESS THEY ARE REGISTERED UNDER THE SECURITIES ACT, UNDER ANY APPLICABLE STATE SECURITIES LAWS, OR AN EXEMPTION FROM SUCH REGISTRATION APPLIES. ADDITIONAL RESTRICTIONS ON TRANSFER APPLY. INVESTORS SHOULD BE AWARE THAT THEY WILL BE REQUIRED TO BEAR THE FINANCIAL RISKS OF THIS INVESTMENT FOR AN INDEFINITE PERIOD OF TIME.*

**IN ACCORDANCE WITH TREASURY REGULATIONS, ANY FEDERAL TAX ADVICE PROVIDED IN THIS COMMUNICATION MAY NOT BE USED TO AVOID FEDERAL TAX PENALTY. SUCH ADVICE IS PROVIDED ON THE BASIS AND WITH THE INTENT THAT THE ADVICE MAY NOT BE USED TO AVOID ANY FEDERAL TAX PENALTY. EACH PROSPECTIVE INVESTOR SHOULD CONSULT ITS OWN QUALIFIED TAX ADVISOR AS TO ALL FEDERAL, STATE AND LOCAL TAX CONSEQUENCES OF AN INVESTMENT IN C PORT SOLUTIONS, INC.**



**The World's Only Collaboration Solution**  
**that Mobilizes Telepresence, Telemedicine, and Unified Collaboration...**

---



**Video Conferencing**

Feature-rich - Full HD Video  
C PORT Style



**Web Conferencing**

Now C PORT Lets You Show Them  
What You're Talking About



**Audio Conferencing**

High Definition Audio Conferencing  
Made Incredibly Easy



**Interactive Whiteboard**

Capture Your Ideas  
And Save Them

## **CONNECTING THE WORLD**

### **Table of Contents**

Notice to Recipients.....	3
Cautionary Statements .....	3
Executive Summary.....	5
Product Descriptions.....	9
Management Team.....	18
Strategic Marketing Plan.....	28
Target Markets.....	29
Competitive Landscape .....	32
ARGO Business Plan .....	35
Appendix A: The C PORT Graphical Story.....	50

## Notice to Recipients

This confidential Private Placement Memorandum (the "Memorandum") relates to the offering by C PORT Solutions, Inc., a Georgia corporation ("C PORT Solutions," "C PORT", the Company) of Investor Units of C PORT Solutions at a purchase price of \$1.00 per Investor Unit. The minimum purchase is 100,000 Investor Units for \$100,000. However, C PORT Solutions reserves the right to accept less than 100,000 Investor Units in its sole discretion. The Investor Units are being offered on a "best efforts" basis during an offering period commencing on the date hereof and expiring on June 30, 2011, unless extended by C PORT Solutions. C PORT Solutions reserves the right to accept any subscriptions and issue Investor Units prior to the expiration of the offering period. There is no public market for any Investor Units or other equity interests in C PORT Solutions and there can be no assurance that any market will develop after this offering.

THESE INVESTOR UNITS INVOLVE A HIGH DEGREE OF RISK. INVESTORS SHOULD CAREFULLY CONSIDER THE MATTERS SET FORTH UNDER THE HEADINGS "CAUTIONARY STATEMENTS" AND "RISK FACTORS". THE SECURITIES BEING OFFERED HEREBY HAVE NOT BEEN REGISTERED OR APPROVED BY THE SECURITIES AND EXCHANGE COMMISSION (THE "SEC") OR ANY STATE SECURITIES REGULATORY AUTHORITY, NOR HAS THE SEC OR ANY SUCH AUTHORITY OF ANY STATE PASSED UPON THE ACCURACY OF ADEQUACY OF THIS MEMORANDUM. ANY REPRESENTATION TO THE CONTRARY IS UNLAWFUL.

All checks shall be made payable to the order of "C PORT Solutions, Inc." and delivered together with a completed Subscription Agreement to David Kassens, 2160 Hills Avenue, Suite A, Atlanta, Georgia 30318. C PORT Solutions reserves the right, in its sole and absolute discretion and for any reason whatsoever, to accept or reject any tendered subscription for the Investor Units offered hereby. Such rejection may take place after deposit of a tendered check by C PORT Solutions in its account. This offering is being made pursuant to Rule 506 of Regulation D promulgated under Section 4(2) of the Securities Act of 1933, as amended (the "Securities Act"), solely to "accredited investors" as that term is defined under Rule 501 of the Securities Act and has not been registered under any state securities laws.

## Cautionary Statements

THE SECURITIES OFFERED HEREBY ARE BEING OFFERED AND SOLD ONLY TO SELECTED PERSONS WHO ARE, OR WHOM C PORT SOLUTIONS REASONABLY BELIEVES TO BE "ACCREDITED INVESTORS" AS SUCH TERM IS DEFINED IN RULE 501(A) PROMULGATED PURSUANT TO THE SECURITIES ACT. INVESTORS WILL BE REQUIRED TO MAKE REPRESENTATIONS WITH RESPECT TO THEIR NET WORTH AND INCOME AND TO REPRESENT, AMONG OTHER THINGS, THAT THEY ARE ACCREDITED INVESTORS AND ARE FAMILIAR WITH AND UNDERSTAND THE TERMS OF THIS OFFERING. EACH PROSPECTIVE INVESTOR WILL ALSO BE REQUIRED TO REPRESENT THAT SUCH INVESTOR IS PURCHASING THE UNITS FOR HIS OR HER OWN ACCOUNT AND NOT WITH A VIEW TOWARD DISTRIBUTION OF SUCH SECURITIES IN VIOLATION OF THE SECURITIES ACT OF 1933. THIS MEMORANDUM CONSTITUTES AN OFFER ONLY TO THE PROSPECTIVE ACCREDITED INVESTORS TO WHOM IT WAS DELIVERED AND SUCH OFFER MAY BE WITHDRAWN AT ANY TIME PRIOR TO CLOSING. THIS MEMORANDUM DOES NOT CONSTITUTE AN OFFER TO SELL THESE SECURITIES IN ANY JURISDICTION IN WHICH SUCH OFFER IS UNLAWFUL. IN MAKING AN INVESTMENT DECISION, INVESTORS MUST RELY ON THEIR OWN EXAMINATION OF C PORT SOLUTIONS AND THE TERMS OF THE OFFERING, INCLUDING THE MERITS AND RISKS INVOLVED. THE PURCHASE OF THE INVESTOR UNITS ENTAILS AN EXTREMELY HIGH DEGREE OF RISK. ANY PERSON WHO IS NOT IN A POSITION TO LOSE THE ENTIRE AMOUNT OF SUCH INVESTMENT SHOULD NOT MAKE AN INVESTMENT IN THE SECURITIES. INVESTORS SHOULD BE AWARE THAT THEY WILL BE REQUIRED TO BEAR THE FINANCIAL RISKS OF THIS INVESTMENT FOR AN INDEFINITE PERIOD OF TIME. INVESTORS IN THIS OFFERING ARE URGED TO CONSULT AN ATTORNEY, ACCOUNTANT OR OTHER CONSULTANT WITH REGARD TO THE MERITS AND RISKS OF THIS OFFERING.

NO PERSON IS AUTHORIZED TO GIVE ANY INFORMATION OR TO MAKE ANY REPRESENTATIONS IN CONNECTION WITH THIS OFFERING OTHER THAN THOSE CONTAINED IN THIS MEMORANDUM. INFORMATION OR REPRESENTATIONS NOT SPECIFICALLY CONTAINED HEREIN OR PROVIDED IN

WRITING BY C PORT SOLUTIONS MUST NOT BE RELIED UPON AS HAVING BEEN AUTHORIZED BY C PORT SOLUTIONS. THIS MEMORANDUM COMPLETELY SUPERSEDES ALL PRIOR STATEMENTS AND INFORMATION PROVIDED IN CONNECTION WITH C PORT SOLUTIONS, THE OFFERING and THE TRANSACTIONS DISCUSSED IN THIS MEMORANDUM, WHICH HAVE BEEN MADE PRIOR TO THE DATE OF THIS MEMORANDUM.

NEITHER THE DELIVERY OF THIS MEMORANDUM NOR ANY SALE MADE PURSUANT HERETO SHALL UNDER ANY CIRCUMSTANCES IMPLY THAT THE INFORMATION CONTAINED HEREIN IS ACCURATE AS OF ANY TIME SUBSEQUENT TO THE DATE SET FORTH ON THE COVER HEREOF.

BY ACCEPTING THIS MEMORANDUM, THE OFFEREE AGREES TO NEITHER PERMIT ANY REPRODUCTION OR DISTRIBUTION OF ITS CONTENTS, COMPLETELY OR IN PART, NOR TO DIVULGE ANY OF ITS CONTENTS, EXCEPT TO HIS OR HER PROFESSIONAL ADVISORS IN CONNECTION WITH THIS OFFERING. THE DELIVERY OF THIS MEMORANDUM TO A POTENTIAL SUBSCRIBER SHALL NOT, UNDER ANY CIRCUMSTANCES, CREATE ANY IMPLICATION THAT THERE HAS NOT BEEN ANY CHANGE IN C PORT SOLUTIONS' AFFAIRS SINCE THE DATE HEREOF. HOWEVER, IN ITS DISCRETION, C PORT SOLUTIONS MAY PROVIDE A SUPPLEMENT TO THIS MEMORANDUM DISCUSSING MATERIAL CHANGES TO THE INFORMATION DISCLOSED HEREIN PRIOR TO THE COMPLETION OF THIS OFFERING.

A PROSPECTIVE INVESTOR, BY ACCEPTING DELIVERY OF THIS MEMORANDUM, AGREES TO PROMPTLY RETURN THIS MEMORANDUM AND ANY OTHER DOCUMENTS OR INFORMATION FURNISHED IF THE PROSPECTIVE INVESTOR ELECTS NOT TO SUBSCRIBE TO PURCHASING ANY OF THE UNITS OFFERED HEREBY.

THE INFORMATION CONTAINED HEREIN MAY INCLUDE CERTAIN STATEMENTS, ESTIMATES AND PROJECTIONS WITH RESPECT TO ANTICIPATED FUTURE PERFORMANCE. SUCH STATEMENTS, ESTIMATES AND PROJECTIONS REFLECT VARIOUS ASSUMPTIONS CONCERNING ANTICIPATED RESULTS THAT MAY OR MAY NOT PROVE TO BE CORRECT. C PORT SOLUTIONS MAKES NO REPRESENTATIONS OR WARRANTIES (EXPRESS OR IMPLIED) AS TO THE ACCURACY OF SUCH STATEMENTS, ESTIMATES OR PROJECTIONS. ACTUAL RESULTS MAY VARY MATERIALLY FROM ANY PROJECTED RESULTS CONTAINED HEREIN.

EACH OFFEREE IS HEREBY GIVEN AND URGED TO USE FULL AND FREE ACCESS, AS OF THE DATE HEREOF AND THROUGHOUT THIS PRIVATE OFFERING, TO C PORT SOLUTIONS' BOOKS AND RECORDS AND TO ALL DOCUMENTS DESCRIBED HEREIN. OFFEREES WHO DESIRE TO EXAMINE ANY DOCUMENT, INCLUDING BUT NOT LIMITED TO DOCUMENTS REFERRED TO IN THIS MEMORANDUM AND ANY AND ALL OTHER INFORMATION CONCERNING C PORT SOLUTIONS SHOULD CONTACT DAVID KASSENS AT (404)-566-4250.

## Executive Summary

The C PORT leadership team consists of 9 seasoned professionals who possess over 200 cumulative years of relevant work experience in blue chip, global organizations. All 9 of these individuals worked for C PORT and received no direct monetary compensation for their efforts during the company's formative and launch time periods. Terms of their non-compensated C PORT tenures range from a low of 6 months to a high of 18 months. 6 of these team members were awarded founders equity in lieu of direct cash compensation, and the remaining 3 were awarded stock options commensurate with their position of responsibility and tenure with the company. All 9 members of the C PORT leadership team are now full time, salaried employees and enjoy full benefits.

During 2010 and the first half of 2011, C PORT Solutions accomplished a number of notable objectives helping propel the company from an early stage venture into a thriving enterprise with a global distribution foot print and a full line of leading telecommunication and telepresence products and services. This transformation was enabled by certain key accomplishments; chief among them was a substantial order from a Fortune 500 company (Newell Rubbermaid-NYSE: NWL), to purchase a large quantity of C PORT's flagship OMNI PORT product and to ship these units to Newell Rubbermaid locations worldwide. In fact, C PORT recently implemented the fastest global, multi-unit, telepresence implementation in history (18 units in 12 weeks) for Newell Rubbermaid. Pursuant to this deployment, Newell Rubbermaid now has telepresence sites in 6 different countries and 4 separate continents. More importantly, these sites are also available to C PORT prospects as demonstration/show sites. By virtue of this deployment, C PORT has developed a proven supply chain capability within North America, Western Europe and the Pacific Rim. Most importantly, C PORT has demonstrated proven competence in meeting and exceeding timely manufacturing, delivery and support objectives to nearly any global location

Also in 2010, C PORT received a major sales order for its newly launched MEDI PORT product. The Georgia Partnership for Telehealth (GPT) purchased 26 of C PORT's MEDI PORT mobile telemedicine solutions. After a careful and thorough evaluation, C PORT's MEDI PORT was selected over a competitive offering from Cisco/Tandberg due to MEDI PORT's greater simplicity and mobility. The MEDI PORTS were distributed to rural hospitals and rehab centers as part of GPT's roll out of their recently-awarded U.S. Department of Commerce grant to improve and expand GPT's telehealth network in Georgia. In early 2011, C PORT also received MEDI PORT orders from St. Joseph's Translational Research Institute (SJTRI), Shaw Center for Women's Health, Habersham OB/GYN, and The University of California (Davis).

In April 2011, C PORT entered into a significant business relationship with Newell Rubbermaid reflected in a formal distribution agreement pursuant to which Newell Rubbermaid will form a new business unit dedicated to the exclusive reselling of the Company's MEDI PORT product line. In May 2011, Newell Rubbermaid launched this new company division to sell products and services into the rapidly expanding telemedicine market space. This new Newell Rubbermaid business unit is branded as "RUBBERMAID HEALTHCARE POWERED BY C PORT SOLUTIONS". Newell Rubbermaid has become the exclusive reselling partner of C PORT'S MEDI PORT product line. This is the first time in Newell Rubbermaid's long and storied history that the company has ever co-branded a new business unit with an outside business entity. As of June of 2011, Rubbermaid Healthcare is on track to hire 4 dedicated outside sales professionals and 1 inside sales manager, in addition to 2 marketing managers and 1 business development director. These 8 individuals will form the initial core of Rubbermaid Healthcare's sales and marketing efforts for C PORT's MEDI PORT product line, with a yet-to-be determined number of additional employees to be hired later in calendar year 2011 and 2012.



In 2010, Newell Rubbermaid made a strategic investment of \$1,000,000 in C PORT SOLUTIONS. Of this amount, \$500,000 is in the form of equity consisting of common shares issued and amounting to 5% ownership of C PORT Solutions based on a post-money valuation of \$10 million. The additional \$500,000 is in the form of a promissory note that is convertible into an additional 5% equity stake or is subject to repayment in cash.

In mid-2011, pending a successful paid trial of six OMNI PORTS placed in hotel properties around the globe, C PORT anticipates receipt of a significant order from Hyatt Hotel Corporation for the Company's OMNI PORT solution. Hyatt will likely purchase units for many of their hotels and conference facilities worldwide as a means of making those centers more "business meeting-friendly" and thus increasing the per-unit revenue that Hyatt derives from those locations.

Also in mid-2011, C PORT will launch a paid trial with a global insurance brokering firm Marsh, Inc. that will include four OMNI PORTS to be deployed in Hoboken, NJ, London and Pune, India. Pending a successful trial result, management anticipates that Marsh may purchase a large number of OMNI PORTS for its corporate facilities around the world. The purpose of this purchase would be to enhance intra-corporate communication and enhance client collaboration throughout the widely-dispersed Marsh organization.

Also in mid-2011, C PORT commenced discussions with Herman Miller, Inc. one of the world's largest office supply manufacturers, regarding the C CUBE product line. While these talks are still in their preliminary stages, initial indications are that Herman Miller may seek to enter into a distribution relationship with C PORT regarding the C CUBE product, and possibly also including other C PORT (non-healthcare) products.

Also in mid-2011, C PORT was approached by Verizon Wireless about entering into a research and development (R&D) partnership. Verizon Wireless has offered to provide expert advice along with full access to the Verizon Wireless LTE (4G) Innovation Center in Waltham, Mass. This partnership between the two companies would allow for testing of Verizon's LTE (4G) capability embedded into the C PORT product line. Upon certification later in 2011, this partnership agreement would provide C PORT a high speed wireless LTE (4G) option for nearly all C PORT products. Initial talks indicate that Verizon Wireless may also seek a broader business relationship with C PORT. Discussions are ongoing.

Finally, in June of 2011 C PORT completed the sale and installation of two of the company's flagship OMNI PORT solutions, equipped with 70 inch LCD displays, in the executive suite of Dr. Richard Azziz, President of Georgia Health Sciences University and a significant thought leader in healthcare education.

In 2010, C PORT designed and launched a groundbreaking software application called NAV PORT. NAV PORT was designed to simplify the C PORT hardware platform, make it even easier to use and enhance its interoperability with other, non-C PORT solutions. NAVPORT acts as the proprietary “secret sauce” associated with a streamlined and simplified collaborative experience delivered in conjunction with C PORT’s products. In 2011, NAV PORT 2.0 was developed and launched. NAV PORT 2.0 further enhances the benefits associated with the earlier version, while adding software and hardware configurability options allowing customization of the C PORT platform that can be easily performed by the end user. As the market for converged collaboration solutions continues to rapidly evolve, there is an increasing user demand for solutions that are not just powerful but also simple to operate. NAV PORT 2.0 is the key to simplifying the everyday use of all C PORT products, so that even an uninitiated user can easily launch an HD video call, audio call, web conference call or whiteboard session by simply touching an icon on an interactive screen. This in turn leads to positive user feedback, increased usage, higher product utility and heightened strategic positioning within the client’s work flow process. Naturally, all of which leads to greater adoption and sell-through of C PORT’s hardware, software and support offerings, both into the existing installed base and to new customers, in commercial, governmental and educational settings.

## NAV PORT™

NAV PORT is the user interface that powers C PORT’s set of solutions. NAV PORT makes the experience of using C PORT’s virtual meeting solutions incredibly easy. Simply touch the appropriate icon for the application you want and it launches automatically. It’s as easy as that.



Many current and prospective clients have been demanding powerful, easy-to-use, converged and affordable collaboration solutions that can be moved from room-to-room based on user demand and location. Until C PORT’s first product launch in 2009, users had options with limited features and capabilities. Future versions of NAV PORT planned for 2012 (code named project ARGO), will include many new groundbreaking features and enhancements that will further extend the combined collaboration paradigm and set new standards for simplicity, function and utility within this burgeoning hardware, software and services category. C PORT plans on remaining the front runner and “thought leader” in this rapidly expanding market space.



In early 2011, C PORT designed and launched C VIEW, the world's first unified collaboration platform to be fully integrated into a multi-touch LCD display. The C VIEW display contains all the hardware and software necessary to enable a fully immersive collaboration experience – seamlessly combining high definition video conferencing, high definition audio conferencing, web conferencing and interactive white boarding in a wide variety of combinations. C VIEW offers a full range of displays - 22", 32", 42", 52", 55" and 70" inch - to provide the optimal solution for all collaboration requirements. C VIEW was specifically developed to provide non – technical users the ability to walk up and quickly master the operation of the device. C VIEW offers incredible flexibility - users have the option of using the platform as a fixed in-room device or in its original mobile form.



**C VIEW is the world's first unified collaboration platform to be fully integrated into a multi-touch LCD display.**



C VIEW was developed specifically to provide a complete and robust hardware platform to showcase the function and operability of C PORT's NAV PORT collaboration software solution. The combination of the two products together enable a collaborative experience that forms the foundation of C PORT's intellectual property and stands as a unique differentiator in the marketplace. The C VIEW/NAV PORT solution is the standard configuration on nearly all C PORT platforms.

## **Product Descriptions**

C PORT's solution set now encompasses 15 different hardware platform combinations along with 1 key piece of operating software, developed and marketed to create mobile converged collaboration solutions that specifically target key growth segments – Enterprise, Education, Federal and State government, Healthcare, Finance, Manufacturing, Retail and Hospitality. C PORT Management believes that the diversity of the Company's platform set allows it to satisfy a broad range of client communication and collaboration needs in these various markets. C PORT's product development strategy targets three of the fastest growing sectors of technology adoption and include; mobile telemedicine, mobile telepresence and mobile unified collaboration.



# MOBILE TELEMEDICINE



## **Mobile HD Telehealth Platform**

C PORT's MEDI PORT LTE is the ideal video-only solution for any healthcare environment. Each LTE comes equipped with a 720p HD video camera and codec that can be upgraded to 1080p HD video. The MEDI PORT LTE includes the same durable state-of-the-art and highly mobile platform that comes standard across the entire MEDI PORT product line.



## **Mobile Clinical Platform with Onboard Computing and Integrated Peripheral Capability**

MEDI PORT CLN is an easy-to-use mobile computing platform converging high definition video conferencing with onboard computing enabling your practice to meet meaningful use requirements.



## **Mobile Point of Care Platform with Onboard Storage**

The MEDI PORT HSP is specifically designed for hospitals, clinics and medical offices that require HD video conferencing, full computing power for access to patient records and images, open ended flexibility to add any number of medical instruments, and extra storage for medical supplies.



## **Mobile Point of Care E-Prescribing and Dispensing Platform**

The MEDI PORT SRX is the ultimate mobile point of care clinical platform for E-Prescribing and first-dose dispensing. The SRx platform supports ARRA reimbursement and additional revenue from first-dose dispensing.

# MOBILE TELEPRESENCE



## Be There Without Going There

An easy-to-use, mobile lifesize HD videoconferencing solution which creates the feeling that you're sitting across the table from other participants in multiple locations around the world. Includes lap top enabling interactive work during sessions. TELE PORT lets you be there without going there and at a fraction of the cost of the competition.

# MOBILE UNIFIED COLLABORATION



## The world's most versatile mobile collaboration platform

MOBI Enables multiple combinations of C VIEW displays – dual and quadruple 32", 42", 52", 55" and 70" sizes, is light weight and easy to move, rolls anywhere, has a ruggedized design for maximum durability, is sleek ergonomic design and generous cavity space for additional hardware.

## The world's first unified collaboration platform to be fully integrated into a multi-touch LCD display.

C VIEW is the world's first unified collaboration platform to be fully integrated into a multi – touch LCD display. Developed and designed by C PORT Solutions, the C VIEW display contains all the hardware and software necessary to enable high definition video conferencing, high definition audio conferencing, web conferencing and interactive white boarding in a wide variety of combinations.





**NAV PORT™**

**It's just that easy, it's NAV PORT.**

NAV PORT is C PORT's user-designed software program that cleanly and elegantly combines the most common forms of unified collaboration into a single, intuitive user interface.



**OMNI PORT™**

### **Taking Collaboration to the Next Level**

OMNI PORT is an easy-to-use mobile platform with a large display converging high definition video conferencing, web conferencing and audio conferencing with interactive white board technology to make meetings more engaging and productive.



**DUO PORT™**

### **Where the Work Gets Done**

An easy-to-use mobile collaboration platform with twin displays converging high definition video conferencing, web conferencing, audio conferencing with interactive white board technology, DUO PORT is ideal for developing content in smaller work places and with dispersed teams.



**QUAD PORT™**

### **Multi-Tasking Made Easy**

QUAD PORT is industry's first quad-capable mobile collaboration platform containing four fully independent monitors that can SIMULTANEOUSLY display high definition video, web conferencing, audio conferencing and interactive white board technology.



### The Ultimate Collaboration Workstation

The world's first desktop collaboration platform integrating high definition video conferencing, web conferencing and interactive white boarding. Utilizing three fully independent screens with 3G/4G wireless capability, TRI PORT is the ultimate collaboration workstation for out-of-the-office-field use.



### Bringing Collaboration Home

MY PORT is an easy-to-use personal collaboration laptop integrating high resolution video conferencing, audio conferencing and web conferencing with interactive white boarding for use in the office at work or at home.



**TRAVEL PORT is the complete collaboration package for use on the road, and ideal for sales forces operating in the field.**

- Fully equipped, touch enabled HP tablet
- High definition web camera
- Casio Ultra-Slim projector
- Mimio interactive white boarding kit with digital ink pen
- Custom carry-all roller bag



**C CUBE is a brand new work paradigm that represents a revolutionary transformation of how people collaborate in an untethered, cloud-based world.**

No laptops to connect, no cables to attach, no manuals to memorize, C CUBE will astonish you with its innovative simplicity. Simply walk into a C CUBE environment and instantaneously access all forms of collaboration.



**A revolutionary video complement to concierge services anywhere; in resorts, hotels, corporate campuses, and healthcare facilities.**

By simply touching the display, TELE-CONCIERGE instantly connects you to a live person who can assist with directions, reservations, doctor's office locations and more, all in live HD video and audio. Hospitality and function never looked so good together.

### **The C PORT Story**

Lee Hicks, C PORT Solutions founder and CEO, spent years as a leader in the advanced collaboration industry. While implementing collaboration solutions to help companies like Boeing, Toyota and Procter & Gamble reduce their travel costs, improve operational efficiencies and reduce carbon footprint, Lee saw the substantial costs and limitations of fixed in-room systems. As a 25+ year professional sometimes spending as much as 5 days a week away from his young family, Lee also recognized the value of remote collaboration as a way to improve work/life balance. So, he founded C PORT Solutions to address collaboration industry shortcomings by offering a complete set of products on a mobile platform, which could be wheeled to any meeting space. Most importantly, the platform had to be very simple to use. Finally, he was determined to offer his solution set at an affordable cost so that organizations could empower all their knowledge workers with collaboration technology.

### **What C PORT Does**

C PORT designs, manufactures, markets and sells the world's only mobile platform that simplifies, converges and mobilizes HD Video, HD Audio, Web Conferencing and Interactive Whiteboard solutions.

C PORT's mobile collaboration products enable organizations of all sizes to dramatically cut travel costs, reduce their carbon footprint and improve the work/life balance of their knowledge workers by making collaborative meetings more productive, more affordable and simpler to conduct.

### **The C PORT Mission**

To become the global leader in the virtual, CaaS (Collaboration as a Service) market by putting C PORT Solution's products into the hands of every knowledge worker.

### **C PORT is focused on the:**

- \$34B+ Collaboration Technologies Market (Compound Annual Growth Rate (CAGR) of 10-12%).
- \$19B+ Telemedicine Market (CAGR of 8-12% CAGR).
- \$300B+ Corporate Travel Market (CAGR of 15%).

### **C PORT'S main value propositions include:**

- Empower knowledge workers with powerful, but easy-to-use and affordable collaboration products that have been designed for daily usage in both planned and unplanned meetings.
  - Simplify and converge all primary collaboration types - HD Video, Audio & Web Conferencing and Interactive Whiteboard.
  - Replace corporate travel with C PORT Solution utilization.
  - Seamlessly deliver any collaboration application "on-demand".
  - Full mobility for use anywhere, anytime - not "fixed room".
  - Assist Organizations of all sizes and types working to reduce:
    - Carbon Footprint.
    - Employee Burnout (improve work / life balance).
- C PORT products exist to enhance:
  - Greater innovation by harvesting intellectual capital of internal and external knowledge workers.



- Collaboration
- Faster time to market.
- Better delivery of products
- Productivity/Faster time to market

### Customers

As noted below, C PORT's current customers are represented by some of the world's largest and best known brands and institutions. C PORT maintains an international customer presence and recently implemented the fastest global, multi-unit, Telepresence implementation in history (18 units in 12 weeks) for a Fortune 500 client. The client, Newell Rubbermaid, implemented the OMNI PORT platform in 14 locations, 6 countries and 4 continents.





Newell Rubbermaid and their global brands supported by C PORT Solutions include:



## Revenue

In C PORT's first full calendar year in operation (2009), the company generated revenue of \$47,061. In 2010, C PORT generated revenue of \$1.75 million on a goal of \$1.5 million. During calendar year 2010, through efficiencies in manufacturing supply chain and by enacting strict component cost controls, the Company was able to reduce the average unit price across the entire C PORT product line by approximately 50%. In doing so, C PORT maintained roughly 40% gross margins and experienced minimal margin compression while making price points even more attractive to increase market share and adoption.

## Supply Chain

C PORT has established a global supply chain that can manufacturer, ship, install and support the most discerning global enterprises anywhere around the world. C PORT has developed a proven supply chain capability within North America, Western Europe, Asia and the Pacific Rim. C PORT has demonstrated real experience in meeting and exceeding timely manufacturing, delivery and support objectives to nearly any global location. Additionally, C PORT has taken the necessary steps with its supply chain partners to ensure that its products are compliant with the Restriction of Hazardous Substances Directive (RoHS). RoHS was adopted in February 2003 by the European Union (EU) to restrict the use of certain hazardous materials in electronic and electrical equipment. RoHS compliance enables the delivery and implementation of any C PORT platform for any client in the EU.





## **FDA Regulation**

In February 2011, The Food and Drug Administration published a final rule giving notice that they intended to exercise “enforcement discretion” with regard to any company that produced a medical device data system (MDDS), such as C PORT’s MEDI PORT. The FDA often applies regulatory discretion to emerging medical device market segments like MDDS once the product category begins to fully emerge. This rule reclassifies MDDS from a Class III post-amendment device to a Class I (general controls) device. This reclassification carries significantly less regulatory burden for companies like C PORT. The final rule imposes “general controls” on device manufacturers referring to the Quality System regulation (QSR), and applies “regulatory discretion” (meaning the FDA can exercise regulation sporadically, retroactively or not at all), to any product that falls under the FDA’s purview. FDA recognizes that some MDDSs already on the market are not currently manufactured in accordance with QS and Medical Device Reporting (MDR) requirements. All manufacturers of MDDSs, including any healthcare facilities acting as manufacturers, will now be required to comply with this regulation, since these healthcare facilities are now considered manufacturers under this new FDA ruling. This regulatory action has already caused some large healthcare facilities, clinics, and telemedicine product manufacturers, that had previously constructed their own devices, to cease production. C PORT has registered MEDI PORT with the FDA, has complied with all FDA regulations pertaining to it’s MEDI PORT platform, and is establishing a compliant quality system and Medical Device Reporting (MDR) system for our devices that will be completed within the regulatory timeline.

## **Potential Medicare and Medicaid Reimbursement for MEDI PORT platforms**

With the recent enactment of The American Recovery and Reinvestment Act of 2009 (ARRA), and the Health Information Technology for Economic and Clinical Health Act of 2009 (HITECH Act), eligible healthcare professionals and hospitals can qualify for Medicare and Medicaid incentive payments when they adopt certified Electronic Health Record (EHR) technology and use it to achieve specified objectives (termed “meaningful use”). Federal funds will be distributed through Medicare and Medicaid incentive payments to Eligible Professionals (EPs) and hospitals. Total potential Medicare reimbursement for any qualifying healthcare professional or hospital is \$44,000. Total potential Medicaid reimbursement for any qualifying healthcare professional or hospital is \$63,750. C PORT’s MEDI PORT, when equipped with compliant EHR technology, allows potential buyers to meet requirements for reimbursement under this federal law, and thereby significantly offsets the cost of MEDI PORT acquisition.

## **American Telemedicine Association**

Beginning in January 2011, C PORT was accepted as a full Corporate Member of the American Telemedicine Association (ATA). RUBBERMAID HEALTHCARE POWERED BY C PORT SOLUTIONS was a Platinum Sponsor of the annual ATA Trade Show and Exposition held in Tampa in May, 2011.



## **SUPPORT AND SERVICES**

### ***Description***

A services-centric approach assuring a longer term, results-oriented commitment to customer success at all phases of product ownership. Our objective is to develop an independent revenue stream associated with servicing and maintaining the units we have in the market.

### Features

- Expert training.
- Follow up engagement to ensure usage is maximized.
- Own problem until it is resolved.
- Multi-tiered, flexible support options.
- 24/7 help desk.
- Optional on-line support.

### Benefits

- Maximizes return on investments made in C PORT devices.
- Maximizes customer use and productivity.
- Faster time to value.

Our current world-wide footprint is demonstrated by the locations of our current show sites (below).

### Global Show / Demonstration Sites

C PORT is a global company with show sites in 6 countries on 4 continents. C PORT currently has show/demonstration sites (with installed C PORT products), in the following cities and countries: Atlanta, GA; Chicago, IL; Freeport, IL; Oak Brook IL; Palo Alto, CA; New York, NY; Cambridge, MA; East Long Meadow, MA; Huntersville, NC; Weston, FL; Winchester, VA; Fradley, UK; Hong Kong, China; Melbourne, Australia; Hamburg, Germany; and St. Niklass, Belgium.



### Products Platform

C PORT has developed a full and robust product line represented among unique and distinct collaboration platforms that can meet the needs and desires of any enterprise or small business (“SMB”) customer.

### **Software**

In mid-2010, C PORT developed its first generation user interface called NAV PORT 1.0. It is a software program that greatly simplifies the converged collaboration experience for any end user. In early 2011, the next version of NAV PORT, appropriately named NAV PORT 2.0, was developed and launched. NAV PORT 2.0 further enhances the user experience and allows even novice knowledge workers the ability to quickly launch a video conference, audio conference, web conference or interactive white board session. An end user simply has to press a finger against a custom-designed icon located on the screen to launch a rich collaboration experience. Now even a novice user can quickly become proficient with C PORT products and more productive in their current work process. This intuitive NAV PORT interface launches into a session with minimal pre-learning and obviates the need for memorizing confusing menu structures and commands. NAV PORT 2.0 also positively reinforces the simple point-and-touch behavior that helps demystify the features of C PORT technology and greatly enhances the benefits, while contributing to greater product usage and utility. In early 2012, C PORT plans on beginning the development of the next generation of NAV PORT which will truly redefine the end user experience. This software, code named “ARGO”, will extend the core value proposition of simplified and converged mobile collaboration beyond the current hardware platforms. Argo will also provide a rich and simplified user experience in initiating and managing a multidimensional collaboration experience across a heterogeneous technology environment. Based on open architectural standards, Argo will deliver a robust interoperability platform which will provide seamless integration and “plug & play” experience across environments comprised of multivendor hardware and software products.

### **Partners**

C PORT has entered into strategic partnerships with key manufacturing, component, distribution and development resources allowing for immediate procurement of vital components into the C PORT supply chain. This allows C PORT to speed execution and delivery of finished product to end customers at an average order-to-delivery rate of 6 weeks or less. This accelerated cycle time from order entry to product delivery is a full 65% faster than competing fixed room solutions and at 33% of their total cost. Key strategic partners include: Newell Rubbermaid’s Technology Global Business Unit (Dymo Mimio), Rubbermaid Medical Solutions, Premiere Global Services (PGI), BridgeOne, AVI-SPL, St. Joseph’s Translational Research Institute (SJTRI) and HINRI Labs. Key Technology partners include: Polycom, LifeSize, V Rooms, and Nanolumens. Key manufacturing, distribution and finance partners include: Windsor Fixtures, MDI, Canvas Systems, Synnex, CDW, ScanSource, Midwich (UK), IBS (Australia) and Wells Fargo Equipment Finance.

### **Management Team**

C PORT’S executive management consists of a seasoned team of business professionals with proven track records in leadership at some of the most recognized enterprises in American commerce. The C PORT leadership team possesses over 200 years of combined management experience at companies like: SAP, Microsoft, Lotus/IBM, Steelcase, Hewlett-Packard, AT&T Wireless, Procter and Gamble and Ogilvy & Mather.

## Leadership



### Lee Hicks

Founder, CEO. Lee has 25 years of technology leadership experience and has been involved in over 100 installations of advanced collaboration systems at companies like Disney, P&G, Toyota, Boeing, IBM, AT&T, Medtronic and Med Assets. He has held executive and sales management positions with Steelcase, SAP, Dun & Bradstreet and Ceridian. Lee holds a BBA in finance from the University of Georgia.



## Michael Edmeades

SVP, Marketing & International Business Development. Michael has 31 years of experience in advertising and marketing leadership. He began his career at Ogilvy and Mather in New York City, and has held senior executive level positions with companies such as BrighthouseLIVE, and WestWayne/22Squared, Atlanta. Michael has an MA from The University of Oxford in England.



## Peter Muller

SVP, Business Strategy. Peter has 25 years of sales and marketing management in collaboration technology and internet media services. He began his career as at Lotus Development Corporation, and later held management or executive level responsibility at Microsoft, Digital Envoy, Flycast/Engage, and CMP Media. Peter holds a BA from Washington and Lee University, and an MBA from Babson College.



## Larry Sanders

SVP, Manufacturing & Supply Chain Management. Larry has 31 years of large enterprise manufacturing and supply chain leadership with emphasis on global implementations and far sourcing. He has previous management responsibility at Procter & Gamble where he spent over 24 years and he has also worked at Exxon Engineering. Larry holds a BCE from Georgia Tech.



## Pete McLain

VP, Business Development. Pete has a large breadth of experience with 11 years of sales and management leadership with medical information, technology, imaging and device companies such as Zimmer, Johnson & Johnson and DePuy. He also has 15 years of international government and non-government management, including the Executive Director and CEO of two international non-profit technology and training companies. A major focus for both international non-profits was basic health, sanitation and infectious disease training among many poor and rural communities around the world. Pete received a BA from Rhodes College and an MBA from George Washington University.



## David Kassens

SVP, Finance. David has 21 years of financial and administrative management experience with start-up ventures like Proficient Systems, later sold to Live Person, (NASDAQ-LPSN), and large companies like Progress Energy (NYSE-PGN). David holds a BBA in Accounting/Finance from The University of Wisconsin, and an MS in Finance from Georgia State University.



## Ray Johnson

SVP, Business Development. Ray has over 21 years of experience leading the growth of wireless and telecommunications companies. He has held executive and sales leadership positions with McCaw Cellular Communications, AT&T Wireless, AT&T, and Cypress Communications. Ray holds a BS in Computer Science/Marketing from Boston College.



## Pap Datta

SVP, Product & Services and CTO. Pap has spent the last 24 years at Hewlett Packard (HP) where he was most recently the Director of Software Strategy. Pap previously led the global operations for HP's software services division which includes: software development, services strategy & marketing, services delivery, program & project management, workforce development, quality assurance, and customer loyalty. Pap holds a BSEE from The DeVry Institute.



## Dr. Taliaferro Smith, III, Psy.D.

Senior Director of Healthcare Solutions. Dr. Smith was Assistant Administrator at Anchor Hospital in Atlanta where he worked closely with the CEO to oversee both business and clinical operations. Dr. Smith played an integral role in developing and launching a mental health telemedicine line of business for the hospital, and he has extensive experience in the design, implementation, and training necessary to build successful telemedicine programs. Dr. Taliaferro Smith has more than 18 years of experience in the world of psychology. He received his Psy. D. degree from the American School of Professional Psychology/ Virginia Campus in 2004, an MA in Clinical Psychology from the Georgia School of Professional Psychology in 1995, and his BA from Hampden-Sydney College in 1990.



## Board of Directors



### Lee Hicks

Founder, CEO. Lee has 25 years of technology leadership experience and has been involved in over 100 installations of advanced collaboration systems at companies like Disney, P&G, Toyota, Boeing, IBM, AT&T, Medtronic and Med Assets. He has held executive and sales management positions with Steelcase, SAP, Dun & Bradstreet and Ceridian. Lee holds a BBA in finance from the University of Georgia.



### Steve Hufford

Steve Hufford currently serves as a senior investment banker with a leading middle-market investment bank. Steve has more than two decades of deal-making experience in sales, corporate development, investment banking and corporate law. In addition to his service as an investment banker, Steve has served as a partner of a major Southeastern law firm; as a senior corporate development executive for two NASDAQ-listed technology companies; and as the co-founder of two successful venture-funded start-ups in the financial services and technology. Both of these companies achieved successful exits. Steve graduated from James Madison University with dual degrees in Political Science and Russian Language, and received his J.D. from the University of Virginia School of Law.



### Hartley D Blaha

Newell Rubbermaid President, Corporate Development. Buddy Blaha joined Newell Rubbermaid in October 2003, bringing with him a long history of global mergers and acquisitions experience. Under his leadership, the company has significantly transformed its portfolio while building an exceptional organizational capability to source, evaluate, execute and integrate potential transactions that augment the company's strategic objectives. Prior to assuming his current role, Buddy spent 16 years at Lehman Brothers in both New York and London and was most recently Managing Director, Mergers & Acquisitions. Buddy holds a degree in commerce from the University of Virginia.



## Investors

Newell Rubbermaid is an early strategic investor in C PORT Solutions currently owning 5% of common shares after an initial \$500,000 investment in early 2010. Later in 2010, Newell Rubbermaid contributed an additional \$500,000 via a convertible promissory note. Newell Rubbermaid has the option of receiving back the \$500,000 in cash, or converting the loan into C PORT equity equaling an additional 5% ownership based on a \$10 million dollar post-money valuation. This \$1,000,000 total investment by Newell Rubbermaid is the only outside investment C PORT Solutions has received to date.

## Press

Major business media and trade publishers are paying heed to the accomplishments of C PORT Solutions.

## C PORT Solutions Advances Videoconferencing



**ATLANTA** – (August 11, 2010) To most people, "Think globally. Act locally" is nothing more than a bumper sticker slogan. To Lee Hicks, founder and CEO of C PORT Solutions in Atlanta, that slogan represents a critical component of his company's business strategy. "In the beginning, I made a commitment to myself that we would try and spend every dollar earned right here in Georgia," Hicks said.

In 2009, C PORT began offering an advanced collaboration system combining high-definition video, audio, web conferencing and interactive whiteboard technology for videoconferencing packaged in a self-contained mobile platform. In addition to its multitasking prowess, the system, which comes in a variety of configurations based on customer requirements, was designed to be intuitively easy to operate even for non-IT/AV experts.

"One of the things I've learned is that people don't use advanced forms of communication, not because those technologies don't work, but because they don't know how to work the technologies," Hicks said.

Every component of the C PORT system is manufactured or facilitated by companies based in the metro Atlanta, Georgia area.

The market for these collaborative solutions is on the verge of exploding, according to industry analysts.

"Using collaboration technology is a more cost-efficient, as well as a greener, way to ensure companies can conduct business as usual," Hicks said. Saint Joseph's Translational Research Institute (SJTRI) in Atlanta, which does medical research and physician training with companies from around the world, has been quick to exploit the benefits offered by collaborative technology.

"Recently, we did a procedure with our sponsor watching and asking questions from London through our C PORT system," said Dr. James D. Fonger, SJTRI executive director, surgery and business development.

During the past several months, C PORT has been contracted to deliver collaborative systems to a number of major corporations including Lockheed Martin Corp., MedAssets Inc. and Newell Rubbermaid Inc.

Newell Rubbermaid, which moved its global headquarters to Atlanta in 2008, recently placed an order for 20 C PORT systems. The deal, estimated to be worth more than \$1 million, includes the deployment of mobile collaboration systems in 14 locations across six continents.

# Newell adds to R&D investments

**Forms new healthcare division in partnership with C Port Solutions**

**by Andy Peters, Staff Writer**  
**Atlanta, GA, May 21, 2011**

---

Call it outsourcing the corporate R&D department.

Big companies such as Newell Rubbermaid Inc. and United Parcel Service Inc. are ramping up their venture capital investments in startup companies. Newell Rubbermaid (NYSE: NWL) just closed a \$1.1 million investment in an Atlanta tech firm; its third investment since the fund's creation a year ago. In-house venture capital funds at Newell Rubbermaid, UPS and other companies play the role of a research and development division, said Martin Tilson, an attorney who advises investors and startups on corporate transactions.

"They're looking for technologies they can use in their business," Tilson said. It's a model that's been deployed for years by Silicon Valley firms such as Cisco Systems Inc. and Oracle Corp., and by the consumer products giant Procter & Gamble Co. The funds supplement, but don't replace, spending on R&D.

Newell Rubbermaid's \$1.1 million investment is in MySnapCam LLC, which makes broadband cameras that provide remote surveillance to companies. It's the type of investment that Newell Rubbermaid hopes will help it keep its product line in the "premium" category, said Hartley "Buddy" Blaha, president of corporate development, the company unit responsible for the venture capital fund. "When you think about our brands, they're generally premium brands," Blaha said. "Our brands need some kind of premium aspect to them, something consumers are willing to pay for."

In exchange for the equity stake, Newell Rubbermaid got a seat on MySnapCam's board, said CEO Bill Donges. More importantly, Donges said, the consumer products giant will be providing advice on going to market. "When you get someone with the stature of Newell Rubbermaid, it opens up other opportunities," Donges said. "They already have market share in several markets I want to go in."

The matchmaker for MySnapCam and Newell Rubbermaid was Southeast Investor Group LLC, a collection of high-net-worth individuals, private equity funds and corporate funds that was founded in 1995 by Tilson and other Atlanta investors. The group hosts monthly dinner meetings attended by investors throughout the Southeast, who hear presentations from two or three companies seeking funding. Because the Southeastern region is so spread out geographically, there needed to be a group like Tilson's so investors and entrepreneurs could find each other, said Atlanta investor Bernard Gray.

"It's a good source of potential deal flow," said Ed Croft, managing director of investment bank Croft & Bender LLC.

Blaha, a member of Tilson's group, approached Donges after he presented at a Southeast Investor Group meeting to express an interest in partnering with MySnapCam. Before that meeting, Donges had been funding his company himself. Newell Rubbermaid is the first outside investment in MySnapCam. Sometimes an investment made by Blaha's fund at Newell Rubbermaid does not turn out exactly the way the company planned, although not necessarily in a bad way. Newell Rubbermaid's investment in Atlanta-based C PORT Solutions Inc. produced a new company division for Newell Rubbermaid, but that wasn't the initial reason for their investment, Blaha said. C PORT makes videoconferencing and interactive whiteboard technologies.

"We saw it as a channel into the government" market, where Newell Rubbermaid's whiteboard product isn't a player, Blaha said. But because C PORT's products were appropriate for medical products, C PORT was used to launch Rubbermaid's telemedicine business line, he said. Newell Rubbermaid expects to make about three venture capital deals per year, Blaha said.

He declined to identify the size of the fund. By "staying close to the entrepreneurial community," Newell Rubbermaid is able to diversify beyond its own in-house R&D division, Blaha said. Even with its venture capital fund, Newell Rubbermaid has continued to increase spending on internal research and development, said company spokesman David Doolittle.

Newell Rubbermaid's other venture-capital investment was made in Pittsburgh-based Thorlee Industries LLC, which has developed new types of baby strollers, infant seats and infant bathing devices.

The UPS Strategic Enterprise Fund operated by United Parcel Service (NYSE: UPS) participated in this year's \$6.65 million investment in Kabbage Inc., an Atlanta startup that provides loans to online retailers.

Established in 1997, the UPS Strategic Enterprise Fund has invested in at least a dozen companies in multiple industries, including software, computer hardware and insulation systems designed to keep valuable products cold during shipment.

#### R&D pipeline

- Newell Rubbermaid's venture capital investments
- MySnapCam LLC, Atlanta – video security monitoring
- C PORT Solutions Inc., Atlanta – videoconferencing and whiteboard technology
- Thorlee Industries LLC, Pittsburgh – baby stroller technology



# C Port's Work Paradigm Enables Enhanced Collaboration

May 31, 2011

By Anshu Shrivastava

A provider of mobile unified collaboration solutions, C PORT has unveiled a brand new work paradigm called C CUBE. A cubicle environment, C CUBE represents a revolutionary transformation of how people work and collaborate in an increasingly untethered, cloud-based world, said company officials. The wall of C CUBE is formed by a large, touch-enabled display, which allows the user to instantaneously access all information and functionality currently resident on PCs and laptops. In addition, it also enables all four major forms of remote collaboration -- audio conferencing; high definition video conferencing and telepresence; Web conferencing; and interactive white boarding, said company officials. The core of every C CUBE experience includes collaboration tools that are all fully integrated into a multi-touch LCD display called C View -- varying in sizes of 22", 32", 42", 52", 55" and even 70" inches, according to company officials. From the C CUBE, users can instantly access files with a touch of the finger, and work can be saved, printed or e-mailed directly, said company officials.

Developed and designed by C PORT Solutions, the C VIEW display contains all the hardware and software necessary to enable complete functionality. Plus, it also deploys C PORT's latest generation NAV PORT user interface, which controls the use of the collaboration tools. "Strategic thinking and idea creation are accelerated by demystifying technology which leads to instantaneous collaborative proficiency," said Lee Hicks, founder and CEO of C PORT Solutions. And most importantly, better decisions will be made faster and communicated more easily, Hicks said, adding that this results in the fastest path from the ideas of knowledge workers to the impact they can have on the organizations' bottom line.

Earlier in May, Rubbermaid Healthcare in collaboration with C PORT Solutions introduced MEDI PORT solution.

*Anshu Shrivastava is a contributing editor for TMCnet. To read more of Anshu's articles, please visit her columnist page.*

Edited by Tammy Wolf



## Rubbermaid Healthcare Unveils New Telehealth Offering

June 2, 2011

*Organization collaborates with Atlanta-based C PORT Solutions to provide an advanced, affordable, easy-to-use mobile platform to revolutionize treatment at the point of care*

Rubbermaid Healthcare, the leading provider of clinical workstations and mobile computing solutions for healthcare facilities, recently announced its expansion into the telehealth space with the launch of the MEDI PORT solution. The solution is made available through a collaboration with Atlanta-based C PORT Solutions.

MEDI PORT is a line of powerful mobile computing platforms that combines high-definition video, audio and web conferencing, and interactive white board technology onto a single mobile device that can be rolled anywhere – the OR, ER, hospital inpatient rooms or outpatient clinic. The device allows remote medical specialists to view patients and provide expert counsel, especially important for rural clinics and field hospitals with limited medical staff. Live surgeries can be shared remotely for purposes of mentoring and training and better diagnoses are enabled via bedside access to patient data and web based resources.


"We are very excited about our expansion into the telehealth space as well as our collaboration with C PORT Solutions to support this endeavor," said Dave Pirkle, president of Rubbermaid Healthcare. "Our goal as an organization is 'to increase the capacity to care' and that's exactly what we're setting out to do with the launch of the MEDI PORT solution. The mobility that the solution enables will help to ensure that everyone has access to the healthcare they need."

The gap between the procedure room and access to the information and expertise required to ensure quality patient care often leads to delays in treatment, additional costs and potentially compromise patient outcomes. The MEDI PORT solution bridges that gap allowing doctors and other medical experts to collaborate, communicate and apply their knowledge to those who need it at a time and place where they need it most.

"We are proud to partner with Rubbermaid Healthcare and together, have specially configured Rubbermaid's industry-leading medical cart to create the MEDI PORT," Lee Hicks, founder and CEO of C PORT Solutions. "We've taken an advanced, affordable, easy-to-use platform for telemedicine and telehealth and made it mobile, resulting in a powerful platform that goes anywhere you need it. We look forward to working with Rubbermaid Healthcare to deliver products and solutions that are life-changing and life-enhancing."


Driven by an aging population, increased requirements in remote locations and the need to control rising health care costs, the world market for telemedicine is growing at 7 to 8% per year and is expected to exceed \$18B by 2015 according to Global Industry Analysts. Growth in the US market (currently \$9.5B) has been further stimulated by federal grants to encourage telemedicine and develop telecommunications infrastructure.

## Patents

		UNITED STATES PATENT AND TRADEMARK OFFICE		UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1410 Alexandria, Virginia 22313-1410 www.uspto.gov		
APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY DOCKET NO	TOT CLAIMS	IND CLAIMS
61/317,150	03/24/2010		110	7481293		

Louie Hicks  
3088 Marne Drive  
Atlanta, GA 30305

CONFIRMATION NO. 1168  
FILING RECEIPT



OC000000040951365

Date Mailed: 04/05/2010

C PORT solutions has achieved provisional patent protection for its OMNI PORT, DUO PORT and TELE PORT advanced collaboration products. C PORT's unique intellectual property is classified in 4 major categories.

1. C PORT Design – C PORT is the only mobile platform designed and engineered to integrate Hardware, Software, Power Management, Cable Management, Display Technology, Touch Technology, Video Codec and Camera Technology from any and all manufacturers.
2. Server Design – CPORT's Server is a custom design that is not currently available from any server manufacturer... however the design could be licensed to HP, Dell, IBM or others for production. It combines the transaction processing, fault tolerance, redundancy, scalability and failover of a rack mount data center class servers with multiple graphics processors and HD Audio found in high-end gaming systems.
3. C PORT Utility – C PORT is the only platform that fully integrates and mobilizes HD Audio Conferencing, HD Video Conferencing, Web Conferencing and Interactive Whiteboarding. Its "Roll Anywhere" Mobility enables the same unified communication and collaboration tools to go from the Board Room to the Shop Floor and anywhere in between.
4. C PORT Collaboration Environment Control Software, called NAV PORT- Is recognized as the industry's first and most compelling configurable collaboration environment user interface.

## Strategic Marketing Plan

### Business Goals

The primary goal of the 2011 Strategic Marketing Plan is to define a sales and marketing framework for supporting the Company's strategic business goals, including:

### Market Size

- Cisco indicates the total collaboration technology market is a \$34 billion market. This presumably includes hardware, software, services and web-based solutions like WebEx, which was acquired by Cisco in May 2007 for \$3.2 billion. Cisco's Telepresence unit is estimated to have approximately \$500 million in sales.
- In addition to the market for executive conference rooms that often cost as much as \$300,000 for a single room, the collaboration market is beginning to encompass lower price video conferencing products penetrating middle management. *Gartner Research* reports that revenue from video conferencing continued to grow during the recession.
- Driven by aging population, increased requirements in remote locations, the need to cut costs and technology advancements, the world market for telemedicine is growing at 7 to 8% per year and is expected to exceed \$18 billion by 2015 according to *Global Industry Analysts*. Growth in the US market (currently \$9.5 billion) has been further stimulated by federal grants to encourage telemedicine and develop telecommunications infrastructure. Major areas of telemedicine application include radiology, cardiology, dermatology, psychiatry and pathology. Telemedicine in BRIC countries is growing at more than 10% per year.
- A variety of reports predict strong growth for the Telepresence and video conferencing markets.
  - *ABI Research* predicts that the high-end Telepresence market to grow to almost \$2.5 billion in 2013.
  - *Frost & Sullivan* estimates the market is expected to reach \$4.7 billion by 2014, with one third of that figure being accounted for by the Pacific Rim.
  - *Gartner Research* forecasts that videoconferencing will account for \$8.6 billion in revenue worldwide in 2013, more than double what it is now.

- Most bullish of all is a prediction by *Bernstein Research* which states that “70% of internal travel and 10% of external travel could be replaced in the next 10 to 15 years, resulting in an aggregate reduction of 21% in corporate travel spending.”
- *Bernstein Research* also said that **30%** of the 6 to 8 million conference rooms in the US will be Telepresence enabled over the next 5 years. In fact travel agents and corporate travel offices will be able to book Telepresence suites next year through a collaboration of Sabre and Cisco.
- *Forrester Research* reports that 17% of US business travelers have used videoconferencing in the past year to reduce business travel and 48% say their employers will have videoconferencing policies in place by the end of 2010 to reduce travel.
- A March 2010 report by *Bernstein Research* says that “technical advances in video conferencing have moved the capability to an entirely new level over the last 18 months, so that it now has the potential to fundamentally impact business travel”.
- Many of the world's largest technology companies have entered the unified communications market to position themselves for future revenue growth. The entire unified communications products and services market is predicted to grow at a compounded annual growth rate of 13.7% to \$48.7 billion by 2012.

## Market Trends

- Increasing corporate demand for video conferencing to cut operational costs,
  - See Market Size for estimates of market growth
  - Beginning 2009 until today, leading technology companies made significant investments in high definition video.
    - Cisco bought Tandberg in 2009 for \$3.3 billion in an all cash transaction.
    - Logitech bought LifeSize for \$405 million in an all cash transaction.
    - Marriott and Starwood invested \$42 million in Cisco Telepresence rooms for their conference centers to try to replace falling room revenue from lack of corporate travelers.
    - Bank of America commits to spending \$100 million a year on Cisco Telepresence every year for 10 years.
    - Polycom purchased Accordant Technologies for \$50M in an all cash transaction.
- Increasing consumer demand for video communications, popularity of Skype, OoVoo, iPhone4 and iPad2
- Increasing cost of air travel, ticket costs rose 4% in the first 6 months of 2010 according to American Express Travel Services in addition to the proliferation of checked bag fees.
- Increasing inconvenience of air travel, delays, lost luggage, crowded planes and security lines on the upswing. Airline Passenger Bill of Rights introduced into Congress.
- Inconvenience of land travel, cities becoming choke points – 18 kilometer trip from Bangalore airport into city takes 90 minutes minimum, 70 mile/7 day traffic jams in China, smog etc.
- Outsourcing continues to grow, Obama care and financial uncertainty cuts permanent hiring.
- Concern for environment remains prevalent, always strong in Europe, Chinese now focused on reducing carbon footprint.

## Target Markets

### Healthcare

#### Examples:

1. Training hospitals like Emory and Grady hospital in Atlanta, GA.
2. Hospital systems like St. Joseph's and Children's Healthcare of Atlanta.
3. Diversified healthcare providers like HealthSouth and HCA.
4. IDNs and GPOs – Northside / Forsyth, Tenet.
5. Medical research institutions like SJTRI.
6. Medical Device companies.
7. Rural and remote clinics.
8. Doctor's offices.



**Characteristics:**

- Overall healthcare need to reduce expenses, stream line back office systems and address understaffing.
- Disconnect between procedure room, patient data and access to outside expertise.
- US market for “telemedicine” growing by 8% a year.
- Need to share latest information regarding medical procedures, medical implements, diseases and viruses.
- Hospital systems typically poorly networked.
- Rural clinics and field hospitals need access to outside surgical and diagnostic expertise.
- Selling process unique to hospitals. Need to target physicians as well as targeting healthcare executives.

**Overall Marketing Penetration Strategy**

Fast follow Cisco/Tandberg, allowing their *Clinical Presence* advertising develop the market and leverage MEDI PORT's value proposition in head-to-head comparison of four times (4X) the capabilities for half the price as compared to competitive offerings.

1. Build case study around MEDI PORT utilization at SJTRI, both as a conference tool with clients and sponsors and as a high definition video conferencing link to the procedure room.
2. Disseminate case study to SJTRI partners and sponsors, copy emphasis on price/value equation versus medical cart competition.
3. Develop and enable channel partnerships with leading healthcare supply chain solutions providers such as GE Medical, McKesson, Siemens and Cardinal Health.
4. Leverage strategic partnership with Polycom.
5. Educate broader medical marketplace via editorial coverage in medical journals.

**Hospitality****Examples:**

1. Hotel chains catering to mid-level business market – Hyatt Place Marriott Courtyard, Crowne Plaza and Hilton Garden Inn.
2. Hotel Chains catering to senior level business market – Hyatt (Grand, Regency and Park), Westin, Ritz, Four Seasons, Waldorf Astoria, Marriott and Intercontinental Hotels.

**Characteristics**

- Highest profit margin contribution in the hotel space derived from attracting business meetings.
- Looking to replace lost income from reduced room pricing and occupancy following the Great Recession where average revenue was down 21% across US business oriented hotel properties in 2009.
- Pipeline challenge - committed to bringing new properties to market which were planned assuming pre-recession pricing and occupancy.
- Recognize that business travel will not achieve pre-recession levels for foreseeable future.
- Recognize that developing meeting capabilities could source local business traffic which would have previously flown to central destination.
- Business hotel chains recognize that meeting spaces now *have* to be enabled by high definition video conferencing capabilities.
- Collaboration solutions have to be easy to use, given flow of different guests through meeting rooms, must support all collaboration solutions.
- Must be easy on the network.
- Hotel brands seeking differentiating features and benefits.
- Most scale properties would welcome high definition, web enabled collaboration solutions in guest rooms and suites.
- The market is best accessed through channels specializing in hospitality industry such as the C PORT partner Bridge One. Otherwise, C PORT direct sales efforts would focus on centrally run chains with high percentage of company owned and operated properties, or franchisees with multi property footprint.

### **Overall Market Penetration Strategy**

1. Develop model to demonstrate how much incremental revenue could be generated by hosting meetings involving collaboration.
2. Underscore additional value of using C PORT solutions for internal operations when not in use by guests.
3. Target more upscale properties utilizing C PORT solutions as a value added premium brand differentiator'.
4. Access hospitality market via channel partners specializing in category

### **Brand Marketing Companies**

#### **Examples:**

1. Manufacturers and marketers of branded consumer and commercial products such as Newell Rubbermaid, Georgia Pacific and Procter & Gamble.
2. Marketing driven branded retailers such as Home Depot, Publix and Target.

### **Characteristics**

- Large, complex, dispersed, often global operations requiring multiple business disciplines working in teams to manufacture and market product.
- Currently dependent on heavy executive internal travel to bring product to market.
- Also incur heavy external travel as part of sales process.
- Manufacturing and supply chain increasingly dispersed and outsourced.
- Premium on cutting costs and maximizing quality/efficiency.
- Running operations with significantly downsized executive work force.
- Speed to market critical in highly competitive environment.
- Heavy consumers of professional services – designers, consultants, marketing services providers, financial and legal.
- Established base of in-room video conferencing which could be extended by C PORT Solutions.

### **Professional/Financial Services Providers**

#### **Examples:**

1. Consulting companies like Boston Consulting Group (BCG) and McKinsey.
2. Media services holding companies like Omnicom, Publicis and WPP Group.
3. Insurance brokers such as Marsh, Willis and Aon.
4. Regional, national and international banks.
5. Law firms, Morris Manning & Martin.

### **Characteristics:**

- International, national or super regional organizations with multiple offices and dispersed client base.
- Often play “middle man” role – insurance broker interfaces between client and insurance provider, advertising agency between client and media/research/production providers, thereby requiring collaboration with multiple parties.
- Services are knowledge content heavy.
- Knowledge content increasingly comes from dispersed teams/sources.
- Important to be perceived by clients as cutting edge.
- Critical to recruit the best and the brightest who demand state of the art technology solutions, work/life balance important for retention.

### **Overall Market Penetration Strategy**

- Target professional services firms that are actively looking to remote collaboration solutions to cut travel costs (see Market Trends section).
- Use OMNI PORT and DUO PORT to educate the market that quality does not need to be sacrificed for lower cost.

- Develop ROI calculators for operating expense and carbon footprint reduction.
- Disseminate case studies via prominent placement on the C PORT website.
- Execute targeted direct mail campaigns.
- Host events at existing C PORT client locations.

### Opportunistic

Given the breadth of C PORT's intrinsic appeal, strong public relations program and business relationships of the executive team, we anticipate sales opportunities outside the four designated target groups, most significantly in higher education and government.

### Overall Target Profile

*Primary:* C-Suite Executives, especially CFOs, at organizations (both SMB and enterprise) which entail heavy collaboration both internally and externally (heavy executive travel). Our solutions enable SMBs with enterprise class capabilities and enterprise companies with SMB nimbleness. An important trait of this target audience is the ability to recognize and embrace technology as a driver of behavior change. Their common pain points are the need to cut costs, foster innovation, increase the productivity of their workforce, upgrade the quality of their product/service and accelerate time to market.

- C Suite Executives – CEOs, COOs, CFOs, CTOs, CIOs
- Healthcare Executives – senior executives in hospital administration, top level physicians

*Secondary:* Knowledge workers across all industries.

- People who work in teams to generate the organization's product or service on a day-to-day basis – professional services content providers, operations managers and relationship managers.
- The single owner LLCs and displaced executives who can now be empowered with a full suite of collaboration tools.
- Higher education professionals researching and producing academic content, collaborating with peers or providing education in a distance learning environment.

## Competitive Landscape

No other collaboration solution offers the four key collaboration tools on a mobile platform which is simple to use and easy to afford.

### Competitor #1 – High Definition Video Conferencing Providers

- **Competitors:** Cisco Telepresence, Hewlett Packard "Halo", IBM, Polycom, LifeSize, Vidyo
- **Pricing:** \$100,000 to \$300,000.
- **Competitive Strengths.** Rich immersive virtual meeting experience, scale, deep financial resources, name recognition, installed base.
- **Competitive Weaknesses.** High cost to buy and install, lengthy implementation period, high monthly support costs, limited availability of collaboration tools, immobility, IT support required for set-up and operation .
- **Our Competitive Strategy.** Key competitive advantages: 10% of the cost for 90% of the experience, roll anywhere mobility, simple to use, full spectrum of collaboration tools, no design/build/integration cost, minimal support cost expenditure, rapid implementation.

### Competitor #2 – Web and Audio Conferencing Providers

- **Competitive Products/Services:** WebEx, Citrix GoTo Meeting, Live Meeting, Adobe Connect Pro, LogMeIn.
- **Pricing:** Around \$50 per month.
- **Competitive Strengths:** Solid web conferencing offerings, decent value, robust marketing budgets.
- **Competitive Weaknesses:** poor quality video conferencing offering limited interactive white boarding, little competitive differentiation, weak collaboration capabilities – essentially one-to-many offering.
- **Our Competitive Strategy:** Communicate that C PORT offers HD audio and video conferencing, a full range of collaboration tools and that web conferencing services are greatly enhanced when embedded in our platform.

### Competitor #3 – Web Streaming Video Providers

- **Competitive Products/Services:** Skype, OoVoo, Vivu, IOCOM.
- **Pricing:** \$25 to \$45 per month.

- **Competitive Strengths:** Inexpensive, easy to access, easy-to-use, Skype has high awareness – “skyping” is now a consumer term.
- **Competitive Weaknesses:** poor quality video resolution, dropped connections, video only, essentially a one-to-one solution, not true collaboration.
- **Our Competitive Strategy:** demonstrate value of upgrading to C PORT – true collaboration platform, full suite of collaboration tools, mobile platform provides great access, easy to use as Skype, upgrade company brand perception both internally and externally.

#### **Additional Competitors**

- **Integrators** whose margins are in the design and build aspects of installation.
- **Internal IT staffs** who think they could build a similar mobile solution for less.
- **Cart Products** which lack a full suite of collaboration tools are complicated to use (requiring IT set up) and are not really mobile due to poor cable management.

## Collaboration Technology Providers Comparative Analysis

PLATFORM CAPABILITIES		PROVIDERS														
Collaboration Platform	Features	C PORT Solutions	LifeSize	Polycom	Cisco / Tandberg	WebEx	GoTo Meeting	Live Meeting	Adobe Connect Pro	PGI	Intercall	Skype	Mimio	SMART Technologies	Promethean	Polyvision
	Mobile	✓		✓	✓								✓	✓		✓
	Touch Enabled	✓		✓	✓								✓	✓	✓	✓
	Cross Platform Software User Interface	✓														
Video Conferencing																
	High Definition	✓	✓	✓	✓											
	1080p / 30f	✓	✓	✓	✓											
	720p/60f	✓	✓													
	H.323	✓	✓	✓	✓											
	HD Camera PTZ	✓	✓	✓	✓											
	HD Audio	✓	✓	✓	✓											
	PT to PT HD	✓	✓	✓	✓											
	MultiPoint HD	✓	✓	✓	✓											
	Multi Display	✓	✓	✓	✓											
	Embedded MCU	✓	✓	✓	✓											
	Streaming	✓	✓	✓	✓											
	Recording	✓	✓	✓	✓											
	Presentation of Content	✓	✓	✓	✓											
	Telepresence	✓	✓	✓	✓											
	Mobile Telepresence	✓		✓	✓											
Web Conferencing																
	Desktop Sharing	✓				✓	✓	✓	✓	✓	✓			✓		
	Application Sharing	✓				✓	✓	✓	✓	✓	✓			✓		
	Audio (Phone / Computer)	✓				✓	✓	✓	✓	✓	✓			✓		
	Recording	✓				✓	✓	✓	✓	✓	✓			✓		
	Drawing Tools	✓				✓	✓	✓	✓	✓	✓			✓		
	Mac Compatible	✓				✓	✓	✓	✓	✓	✓			✓		
	PC Compatible	✓				✓	✓	✓	✓	✓	✓			✓		
	Chat / IM	✓				✓	✓	✓	✓	✓	✓			✓		
	Integrated Toll Free	✓				✓	✓	✓	✓	✓	✓			✓		
	Web Video	✓				✓	✓	✓	✓	✓	✓			✓		
	Desktop Integration	✓				✓	✓	✓	✓	✓	✓			✓		
	IPAD	✓				✓	✓			✓	✓					
	IPHONE	✓				✓	✓			✓	✓					
	Smart Phone	✓				✓	✓			✓	✓					
	Encryption	✓				✓	✓	✓	✓	✓	✓			✓		
	UC Integration (ie. OCS)	✓				✓	✓	✓	✓	✓	✓			✓		
	Interactive Whiteboard	✓				✓	✓	✓	✓	✓	✓			✓		
	Annotation Tools	✓				✓	✓	✓	✓	✓	✓			✓		
	Event Class Registration	✓				✓	✓	✓	✓	✓	✓			✓		
	Personal Address Books	✓				✓	✓	✓	✓	✓	✓					
Audio Conferencing																
	Toll Free	✓				✓	✓	✓	✓	✓	✓	✓				
	Reservationless	✓				✓	✓	✓	✓	✓	✓					
	Managed / Hosted	✓				✓	✓	✓	✓	✓	✓					
	24 / 7 Operated Assistance	✓				✓	✓	✓	✓	✓	✓					
	Recording and Replay	✓				✓	✓	✓	✓	✓	✓					
	Web Access Features	✓				✓	✓	✓	✓	✓	✓					
	Operated Assisted	✓				✓	✓	✓	✓	✓	✓					
Interactive White Board																
	Multi Page View	✓											✓	✓	✓	✓
	Single Page View	✓				✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
	Document Import	✓											✓	✓	✓	✓
	Pen	✓				✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
	Highlighter	✓				✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
	Shapes	✓				✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
	Text	✓				✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
	Transparency	✓											✓	✓	✓	✓
	Screen Clipping	✓											✓	✓	✓	✓
	Applications Access	✓											✓	✓	✓	✓
	Recording	✓											✓	✓	✓	✓
	Web Access	✓											✓	✓	✓	✓
	Ink Capture	✓											✓	✓	✓	✓
	Zoom (In Out Ful)	✓											✓	✓	✓	✓
	Gallery	✓											✓	✓	✓	✓
	Character Recognition	✓											✓	✓	✓	✓
	Spotlight	✓											✓	✓	✓	✓
	Reveal	✓											✓	✓	✓	✓
	Display: Flat Panel	✓											✓	✓	✓	✓
	Display: Projector	✓											✓	✓	✓	✓
	Touch Enabled	✓											✓	✓	✓	✓
	Single Touch	✓											✓	✓	✓	✓
	Multi Touch	✓												✓		
	Multi Display	✓												✓		
	Keyboard: OnScreen	✓											✓	✓	✓	✓
	Keyboard: Wireless	✓											✓	✓	✓	✓
	Wireless Interface	✓											✓	✓	✓	✓
	Save: Multi File Format	✓											✓	✓	✓	✓

## **Growth Accelerator through Software Development- “PROJECT ARGO”**

C PORT Solutions provides simple, mobile, converged collaboration platforms which enhance the collaboration experiences of all knowledge workers across all enterprises. C PORT's mission is to introduce simple and effective collaboration solutions that empower users to travel less, improve productivity, reduce carbon footprint and enhance work life balance. The C PORT Software Platform, **Argo**, is a collaboration management software platform, which will extend the core value proposition of simplified and converged mobile collaboration beyond the current platforms and provide a rich and simplified user experience in initiating and managing a multidimensional collaboration experience across a heterogeneous technology environment.

Based on open architectural standards, Argo will deliver a robust interoperability platform, which will provide seamless integration and “plug & play” experience across environments comprised of multivendor hardware and software products. This will allow C PORT Solutions to enter a higher margin software business model extending the business reach across multiple verticals, open partnered solution services, tap into multiple revenue channels/models and drive up the barrier to competitive entry. By providing one converged and simplified interface to manage across the multiple endpoints (user devices) and platforms, Argo will be the hub through which any knowledge worker, across any industry, can interact with their counterparts via HD video and audio conferencing, share information and innovate.

A relatively small portion of C PORT's initial funding from Newell Rubbermaid was used to develop a software user interface which greatly simplifies the user experience in initiating and managing the collaboration technologies integrated within the current platforms. This user interface will be extended through Argo and become the “face” of C PORT Solutions. The Company is seeking to raise another \$1 million from sophisticated early-stage investors through the issuance of common shares to support a full-scale product launch of Argo within 12 months from the closure of funding (currently projected Spring of 2012).

### **Product**

Argo is a software platform, which provides a rich and simplified user experience in initiating and managing electronic collaboration across diverse, multi-vendor technology environments. At its core, the architecture is based on well-established open (APML, XML, IP, OMA, UDEF, etc.), as well as more recently introduced standards such as MediaNet, to facilitate interoperability and data exchange across collaboration technologies. This enables integration and management of software and hardware endpoints in a seamless manner towards greater ease of use and enhanced performance.

# Argo

## Security

Identity, Policy Management, Support Encryption

## User Experience

Intuitive U/I, Integrate multiple applications /endpoints via APIs  
Driver Interoperability and Optimization

## Services

Knowledge Capture, Knowledge Management Interfaces, Integration into Enterprise IT  
Services, Scheduling & Calendaring, Session Management, Vertical Solutions, Audit/BI

## Standards

Leverage Established Common Architecture to Enable Auto Discovery of Clients & Auto Config of  
ASP Content

## Resource Optimization

Consistent performance across endpoints

## Administrative Services

Capacity Management, Performance Metrics, Maintenance & Support Functions

The overall capability stack includes security to help IT and users manage desired security policies and ensure a secure interaction across their electronic collaboration sessions. This security layer will also facilitate audit capabilities to ensure the collaboration sessions are not misused. A very simple, intuitive, touch based user interface will allow the user to initiate a multi-point session without having to navigate multiple applications or to individually activate all the hardware components required for that session.

A services layer will enable integration and customization of desired applications and back-office products to fit the specific user or solution requirements. It will also allow for managed services with respect to scheduling, provisioning value added services such as conference calendaring & mediation, metrics and reporting across all



collaborative sessions. Optimization and administrative layers will ensure integrity of the connections, network resource effectiveness and maintenance, diagnostics and updates.

- **Technology**

Argo will be the interoperability platform that enables discovery, configuration and management of the broadest range of key remote collaboration technologies, both hardware and software. An intuitive U/I will facilitate user interaction without requiring expertise or knowledge of the individual technologies by the user. The basic use case involves the user easily scheduling, initiating and managing remote collaboration sessions across multiple endpoints, applications and content sources.

- **Functionality**

Argo will comprise of an integrated stack which acts as a tiered set of services to external components, as well as components internal to Argo. The services oriented model allows for predictable results and uniformity in data models and allows for seamless data exchanges.

- **Security**

Security is of paramount concern when collaboration between knowledge workers is creating valuable IP, or sharing sensitive information. The Argo security layer will be configurable to the policies and standards the user deems required. It will provide clear audit trails and metrics to ensure adherence.

- **User Interface**

Argo will leverage the work already done on the NAV PORT module. This module provides basic, touch enabled functionality to provide easy initiation of a remote collaboration session. NAV PORT will become the “face” of C PORT Solutions and will be leveraged by Argo as the user interface. Argo will improve upon the existing interface to take into consideration new features, standards and localization needs.

- **Services**

The Services layer is designed to offer easy integration to third party applications or key applications required by the user to facilitate a successful remote collaboration session. This may include integration into Knowledge Management systems, Calendaring & Scheduling, records management, images, etc.

- **Standards**

The standards layer leverages key networking and communication standards to enable discovery, plug and play and resource requirements across multiple devices and applications.

- **Optimization**

Leveraging the data from the Standards layer, this layer optimizes use of memory, driver, network resources, etc. to provide the highest quality of service possible during a remote collaboration session.

- **Administration**

This is the maintenance layer. This manages required updates and patches to Argo, provides data and reporting around usage and performance. Allows for diagnostics based on connected devices; provisions connections to the support services network and website, dials “home” when problem occurs.

## **Market Opportunity**

Ongoing globalization is driving increased mobility in the workforce and continues to impose challenges on traditional methods and processes across all business functions. The world’s mobile worker population is expected to exceed 1 billion workers this year, growing to nearly 1.2 billion people before the end of 2010, according to a Feb. 18 report from IDC. In the most current IDC report, the firm describes the United States as having the most “highly concentrated” market of mobile workers and expects the size at 119.7 million people, by 2013. A flexible work environment and an increasingly mobile workforce are driving the demand for remote access to valuable knowledge workers and critical business information through remote collaboration technologies.

This demand for mobile access to people and broader content is compounded even further by the proliferation of social networking sites such as Facebook®, MySpace®, Bebo® and LinkedIn®. Both at the professional and social levels, these sites are driving the need for simplified solutions which allow their subscribers to interact, share and exchange information regardless of their geographic locations.

Even as converged mobile devices, such as the smart phones, the Apple iPads®, the Cisco Cius® and other platforms proliferate and are rapidly adopted across this growing base of mobile professionals, the cost and complexity remain high with respect to using and managing the various technologies and applications towards a rich,

interactive, electronic collaboration experience, while key players such as Cisco® and HP® try to cover the broader markets with their Telepresence and video conferencing solutions, they continue to be fragmented and focus on proprietary devices which demand the use of their proprietary infrastructure and services for optimum experience. As stated by Gartner in their 2009 forecast for collaboration technologies, *“Business end users typically treat the unified communication and collaboration [UCC] components - voice, messaging, conferencing, IM, presence, applications, clients, social networks and collaboration tools - in silos. ... They can no longer work this way as UCC represents a fusion of different communications cultures and work styles. The artificial separation they are used to will become a thing of the past.”* This underscores the need in providing a robust interoperability platform which allows for a rich and optimized remote collaboration experience across multivendor platforms and one that adapts to the work process, versus having the work process adapt to the technology.

Current trends support a growing market in the remote collaboration areas. As reported by Gartner, many of the largest vendor corporations in the world have entered the unified communications market and look to it for significant future revenues. The entire unified communications products and services market will be growing to \$48.7 billion by 2012. As COOs across the enterprise try to optimize the ability of their global knowledge workers and clients to interact, while reducing travel footprints and driving “green” initiatives, Gartner analysts predict that high-definition based video meeting products will replace 2.1 million airline seats annually, costing the travel and hospitality industry US\$3.5 billion per year.

### **Financial Analysis**

Gross revenue is based on per user revenue of \$21.25 per month and forecast to exceed \$306 million by the end of year five of operations. The target market size is based on 0.1% (one tenth of one percent) capture of projected mobile professionals at exit of 2010 of 1.2B users world-wide, as determined by Gartner Corporation. Taking a relatively conservative estimate using the 2010 exit numbers versus what will be a much larger mobile workforce at the exit of 2015. Additional opportunities in the enterprise and consumer market segments will substantially increase the potential market. The enterprise strategy will consist of a scalable server/client licensing model based on tokens. The targeted structure will be as follows:

\$5K/Month for 300 tokens → \$16.67 per user per month

\$9K/Month for 650 tokens → \$13.80 per user per month

\$12K/Month for 1200 tokens → \$10 per user per month

This model provides significant customer ROI as the payback is realized if only a few of the token holders do not travel each month, but meet using the Argo Collaboration platform. Furthermore opportunities for software maintenance, professional services and managed services add to the revenue opportunity. Software maintenance will be focused more toward the enterprise offerings and will be 12% of the annual license fee.

By providing the market an interoperability platform to support the distributed mobile workforce and reducing operational costs by cutting travel requirements and simplifying complexities which burden IT in managing across multiple technology platforms, Argo will make C PORT Solutions an acquisition target for larger players which include Enterprise IT solution providers to leverage this technology to control and drive more of their device platforms and infrastructure services and also Network Service Providers who need additional revenue streams via value added services.

### **Development of Core System**

Software development is required to accomplish the following items for first release to customers:

- Provide secured access at device, individual and group level.
- A robust U/I with integrated help facilities working on the standard desktop touchscreen monitor and the iPhone/iPad and Android devices.
- Provide discovery, plug & play and manageability across key collaboration technologies.
- Provide basic usage and security audit reports
- Provide heartbeat monitoring across C PORT platforms, logical error handling and initiate call to support as deemed appropriate by user policies.
- Manage required licensing policies

## **Business Model**

Revenue will be generated through actual end users, solutions integrators, enterprise IT organizations and value added resellers (VARs). Argo will be shipped with all C PORT platforms. A 2.5% software fee will be applied to the platform's unit price. This will provide the C PORT platform buyer with a 3 year license with updates. For most end users and mid-market businesses, Argo will be deployed via Software as a Services (SaaS) model. For enterprise IT and for other VARs and resellers, a scalable enterprise license model based on tokens would be made available. Along with the license to use (LTU), multiple tiers of maintenance/support and value added services would also be included in the overall portfolio of offerings.

Customer acquisition is driven by co-marketing and revenue sharing agreements with strategic partners, channel partners and VARs. Use of Social Media sites (Facebook, LinkedIn, etc.) for proliferation of a client software module and via joint value delivery models which provide the quickest and broadest reach. A "Freemium" model, where the basic functionalities would be provided free of charge via a downloadable client allowing for maximum adoption of Argo and premium capabilities offered through a nominal monthly subscription fee, would provide valuable revenue stream towards meeting core operating costs. Direct end user marketing (advertising and promotions) will be used to build customer awareness and further solidify the C PORT Argo brand.

The primary means of generating revenue will be via a SaaS subscription model, with yearly contracts and monthly subscription fees. The \$21.25 pricing plan is based on a yearly contract. Monthly, pay as you go fees will be set at \$33.95. The yearly contract will provide for access to all features and functions across the entire product and will include technical support and software maintenance and updates. It will not include access to specific maintenance and administrative functions which are more geared towards the enterprise IT deployments.

The enterprise server model, geared towards mature IT organizations who want to maintain control of software assets and have their own end-user support, will provide one or more management server licenses and tokens for the number of end users they feel will have concurrent use. The token concept allows for easy audit and management and can be generated on demand via an IT license compliance module.

Strategic partnership with premiere Social Networking sites will provide tremendous opportunities for co-marketing and deployments to extend reach and to establish joint services models for their users. Specific partnerships with ISVs in key verticals, such as healthcare, software development, education, federal government and the services sector will enable integration of the most prolific applications into vertical specific solutions.

Professional services geared towards behavior transformation which will enhance a knowledge workers capability to engage more effectively with their internal and external peers, will drive additional services revenue, but strategically will help drive preference for Argo and lead to increased adoption of C PORT offerings. Finally, NSPs and ISPs are ripe for partnerships, as they look for ways to offer value added services as their infrastructure services continue to commoditize and erode margins.

## **Competitive Edge**

Argo's competitive advantage is based on:

- Establishing strong business relationships with Social Network providers towards gaining customer reach and joint revenue models.
- Aggressively pursuing partnerships which enable vertical specific solutions.
- Drive value across a global market.
- Platform and device agnostic.
- Focus on helping client change behavior and drive preference.

Business relationships with Social Networking sites will provide the most rapid means of customer acquisition by leveraging their install base. Provisioning a model by which they can enable their users to use Argo for electronic collaboration to engage in HD video, audio conferencing, sharing apps and content makes a lot of sense as it is in line with the next step in the ongoing evolution of Web 2.X. Social Networks continue to gain ground within the enterprise and government agencies as viable means to engage across the workforce. In the services sector, social networks are becoming very popular in creating a direct connection to clients and partners.

The healthcare vertical is one of several key sectors which are looking for technologies which allow them to excel in their ability to service and manage their patients. As the medical community is faced with increasing legislative

uncertainties and a diminishing of practicing doctors in the midst of an aging baby-boomer population, there is a huge need to enable the valuable, but shrinking resources to provide the highest level coverage and care for the growing number of patients. This is where Argo can make a huge impact by enabling a medical specialist to provide their knowledge and expertise directly to a patient in a procedure room, anywhere in the world, without leaving their home location. This is just one example, but similar situations exist across education, services, engineering, etc.

Labor arbitrage, shifting of economic strengths and as the developing nations DEVELOP, we have become a global society across all aspects of our personal and professional lives. Valuable knowledge workers live and ply their expertise from all corners of the globe. Starting in the second year of development, Argo will ensure localization to key languages, specifically Spanish, Simplified Chinese, Japanese and those key languages which enable adoption across the most viable user base.

Not being tied to one platform, Argo will provision user interfaces to Microsoft®, the Apple® and Android® platforms. This will ensure the broadest integration opportunities for ISVs and device manufacturers. Product Marketing will drive prioritization of platform based on the best business opportunities.

C PORT Solutions will provide the necessary services to focus on the work process which Argo will need to support. Not the device. This approach will differentiate C PORT from others as this immediately drives value from the users' requirements for value and outcome, not ours. This specific approach is unique and a differentiator from competitors.

### Strategic Alliances

As mentioned before, strong alliances need to be developed with the social networking sites. Some facts to note:

- More than 250 Facebook applications have over a **million** combined users each month.
- Facebook states that 50% of active users log into the site each day. This would mean **at least 175m users every 24 hours.**
- LinkedIn has over **50m members worldwide.** This means an increase of around 1m members month-on-month since July/August last year.
- More than 700,000 local businesses have active Pages on Facebook
- **70%** of bloggers are organically talking about brands on their blog

These are just some key points which underscore the need to leverage social media for marketing and product distribution.

C PORT Solutions will leverage the strategic alliances currently in place with Newell Rubbermaid and PGI (Premiere Global) towards co-marketing, product definition and as routes to market. Newell Rubbermaid already has a minority stake in C PORT Solutions. The value of this investment will only increase with the release of Argo through the high margin capability the software business model can offer. It would be crucial to partner with Newell for joint, strategic marketing and messaging programs. Newell's strategic alliances and partnerships could be a key in gaining a foothold in specific sectors. PGI, who provides global collaboration and conference services, can gain immediate value by co-branding Argo as a simplification tool and a value add to their customers. Argo will help PGI to more effectively manage the multiple solutions they have around video, audio and web conferencing.

Key partnership with Saint Joseph's Transitional Research Institute will be paramount in understanding the need for remote collaboration in the medical research and development arena. Developing remote collaboration solutions shorten the time between an innovative breakthrough and use by a patient.

### Sales and Distribution Model

C PORT Solutions' Argo is initially targeting professionals and businesses that do not have the resources or technical skills to deploy, manage and support complex remote collaboration technologies. Sales to this market segment will be conducted through strategic partnerships with channel partners by vertical, through Social Media sites and strong business development and sales from a direct workforce. The company will develop a secondary market segment comprised of enterprise customers and premium services as soon as the initial release is launched successfully.

End user pricing is value-based and determined by the comparable per-user cost of deploying and managing a solution using existing technologies. An end-user price of \$21.25 per month will facilitate market entry and development. Over time, the competitive nature of the market may serve to lower the price for basic service but will increase the opportunity to offer premium subscriptions and value added services. Strategic partners will participate in revenue sharing agreements. Revenue sharing agreements will range from 3% to 15% of subscription revenue. To insure a conservative forecast, financial projections assume strategic partners retain 15% of all end user subscription revenue.

Argo will be delivered through a SaaS model. The hosting of which will be through an outsourced partner who will provide the mission critical five 9's availability and deliver against core performance requirements. These could be through well-established vendors such as HP.

### **Marketing and Sales Forecast**

Argo will be the interoperability platform that enables discovery, configuration and management of the broadest range of key remote collaboration technologies, both hardware and software. An intuitive U/I will facilitate user interaction without requiring expertise or knowledge of the individual technologies by the user. The basic use case involves the user easily scheduling, initiating and managing remote collaboration sessions across multiple endpoints, applications and content sources.

### **Sales Forecast**

The Argo sales forecast is based on the acquisition of individual users as well as enterprise corporate clients. Revenue from individual users is assumed to be a constant \$21.25 per month, per user throughout the sales forecast period. The corporate licenses will be at tiers of \$5K/Month, \$9K/Month and \$12K/Month.

### **Strategic Market Entry**

Argo will launch its service through SaaS models to individuals and small and medium businesses. This market entry strategy establishes Argo in the market while providing manageable growth. It also facilitates direct interaction with the customer base to further refine the service. Argo will co-market with Social Network sites as partners as well as marketing directly to end users through strategically targeted placement of web campaigns via mechanisms such as Google Ad Words. Co-Marketing, messaging and branding with strategic partners such as Newell Rubbermaid, Polycom and LifeSize will be used to reach and connect to the enterprise sectors. Direct campaigns to the C-Suites highlighting the reduced time to results and fast, measurable ROI through simplified, remote collaboration and the dramatic lowering of travel costs for internal meetings, will be the strategic point of entry into the enterprise sector.

### **Pricing Strategy**

Most limited web conferencing facilities charge between \$29 and \$45 per month and are not offering a fully converged experience across HD video, audio, application sharing and electronic white board technologies. As more players enter into the mix, the pricing pressure will erode these prices. The strategy was to come in at a price point, which allowed for faster adoption and higher percentage of connection. This forces the competitors to lower prices or lose market share to Argo. Many of the key players offering the pricing noted previously would experience significant margin erosion if they attempted to match Argo's pricing model.

The projected end user price of \$21.25 per month averages basic service accounts and additional fees for premium subscriptions and value added services. The technical support and rights to update are also key differentiators. Most competitors offer FAQ and chat, but have not modeled in 24x7 phone support. This will be a key as Argo does manage a much higher level of complexity than say Go-To-Meeting®.

The targeted corporate enterprise pricing structure will be as follows:

\$5K/Month for 300 tokens → \$16.67 per user per month

\$9K/Month for 650 tokens → \$13.80 per user per month

\$12K/Month for 1200 tokens → \$10 per user per month

First year maintenance and support for the enterprise licenses will be mandatory and will be 12% of the annual license cost. This will entitle the customer to 24x7 unlimited access to the help desk, right to system updates, escalation management, patches and bug fixes and quarterly operational reviews.

Additionally, professional services in areas of training, implementation and deployment will be offered at \$2500 for the first day, with incremental days at a rate of \$900 per day.

Revenue sharing with Argo partners will be treated as a 3% to 15% price discount, which in reality will put pressure on the overall margins by a few points. For this plan, a conservative estimate of 15% was used for the SaaS model.

### **Customer Acquisition and Advertising**

Revenue sharing models with channels such as Social Networking sites will encourage marketing and co-branding. Leveraging their reach and install base should allow desired adoptions and connect rates. Online ads, Google search engine optimizations and other web marketing techniques will be used to proliferate brand and value.

Further publications in technology journals, IT trade magazines and vertical publications will be required to promote product and also attract value added resellers and other partners. End user promotions and incentives via electronic and traditional media will also be part of the broader marketing budget to drive adoption.

### **Competitive Comparison**

The key competitors to Argo will be from the larger players such as HP and Cisco. Both of these companies have been making acquisitions and building IP in hopes of being able to move their very expensive and IT resource intensive solutions to the mid-market and consumer end. HP recently acquired more technology IP which allows them to optimize their proprietary conferencing backbone. Cisco introduced the tablet, CiUS, in hopes of taking advantage of the iPad craze and pushed their offering to the consumer and small business professional. Again, like HP, Cisco's main objective is to build more dependencies on their network infrastructure products and services. I.E. Sell more devices which enable video conferencing, which requires the most network bandwidth and between the end users and the service providers, someone will scream for more throughput from the backbone, which then Cisco will provision.

Most of the other players, still have not grasped the concept of integrating their solutions into the work processes, but require the work processes to really adapt to their solutions. Argo enables the user to streamline their work process as it adapts to existing platforms and applications with which the user is already familiar.

### **Staffing Plan**

In addition to the current leadership team, an SVP of Software and Services, a lead Software Architect, a Network Application Architect and an R&D Project Manager will be added following the first funding event. By the end of the first year of operations Argo will have a total of 38 Development FTEs, of whom 35 will be offshore. Additional resources will include Product Marketing Manager for inbound marketing needs and a Marcomm manager for outbound activities. Also, key to getting the product to market quickly will be in onboarding a Software Channel Director and a Director of Software Sales. These resources will be on a quota based comp plan. At the exit of 2011, there will be three Software Support/Escalation engineers hired. Years 2012 and 2013 will be heavily focused on growth of channels and sales, so there will be significant increase in FTEs to support that objective. Also, the support area will see incremental FTEs based on the need to provide high quality customer support to the end-user and corporate clients.



## ARGO Product Details

Argo Client



Login/Authentication  
Access Control

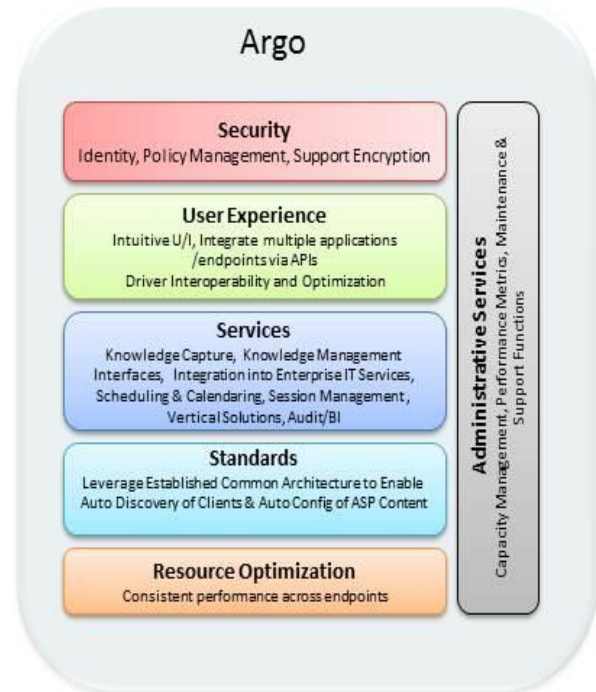
- Auto discover & Auto Configure collaboration components on network
- One touch initiation & management of collaboration technologies
- Config User preferences such as "Friends List", Favorite Apps, File destinations, etc.
- Access to Calendaring & Scheduling
- Remote Support Access – Audio, Video, Web enabled

- Provisioning of User Relevant Apps
- Provisioning of Metrics, Metering & Reporting
- Provide Knowledge Management Services
- Provide Collaboration Hosting Services (Video Bridge)
- Integrate calendaring to users' preferred platforms
- Provision remote diagnostics and Help Desk Workflow

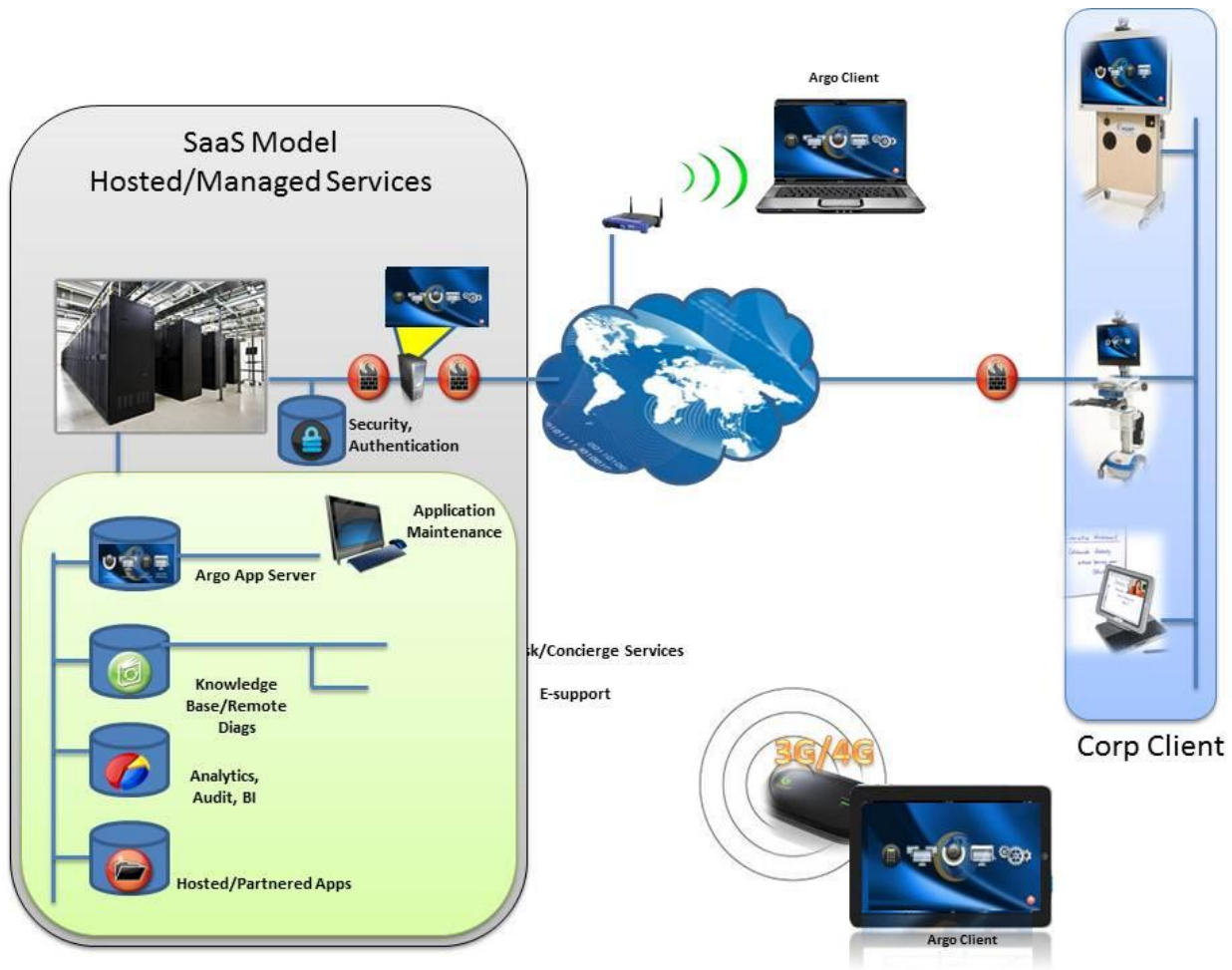
- Enables Interoperability
- Enables Auto Discovery and Registration/Config of discovered devices
- Enables Session Management
- Establishes Resource Management Requirements
- Enables SDKs for ISVs and OEMs to integrate components

- Driver Layer
- Utilizes requirements from standards layer to optimize system resources
- Network Analyzer – reduce network bottlenecks
- Capture and Management of Error/Exceptions from connected components

- Provision MOM capabilities – Monitoring all connected components
- Error Logging/Messaging
- Enable Remote Monitoring of Cport Platforms
- Execute against Support Automation and Supportability Requirements



## ARGO Managed Services: SaaS Model



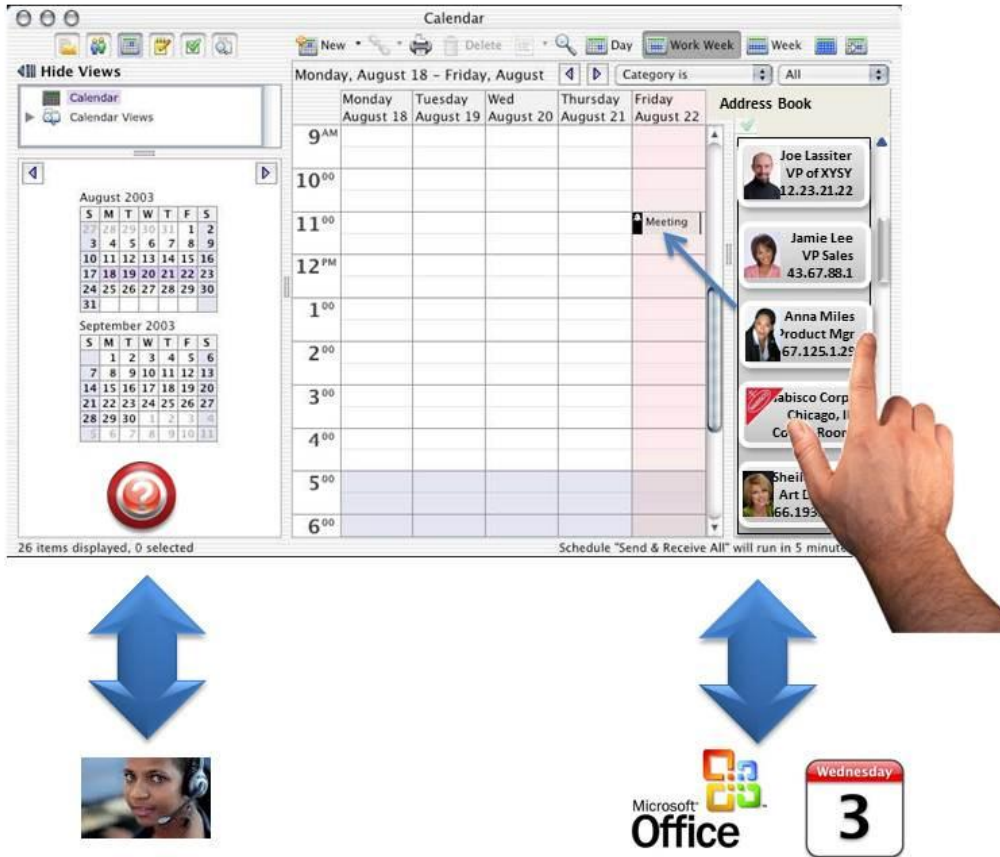
## ARGO Enterprise Model



## ARGO Auto Discover and Auto Configure



## ARGO Video Scheduler



## ARGO Video Meeting Request





## ARGO Video Meeting Initiation

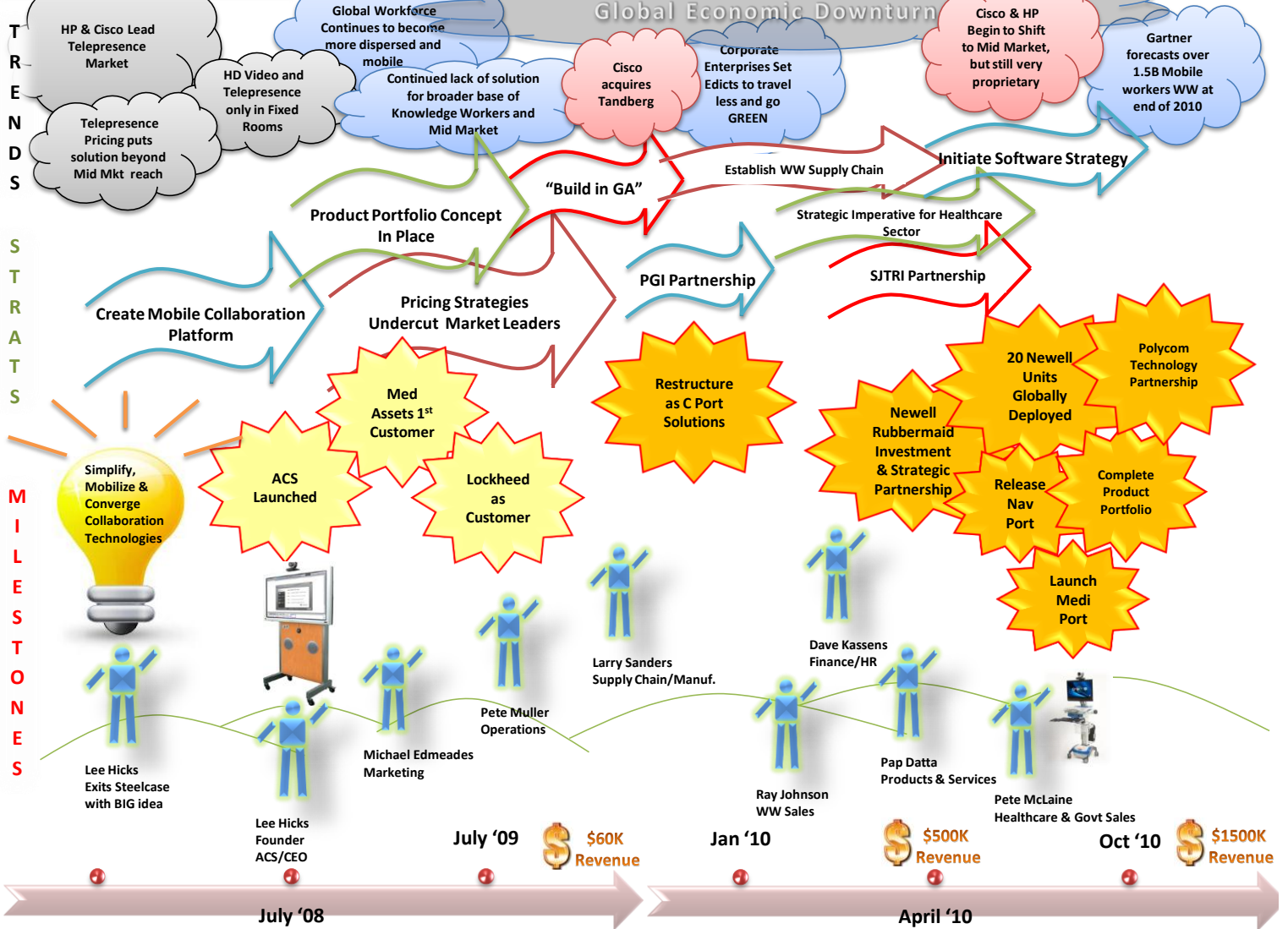




# Appendix A

## The C PORT Graphical Story

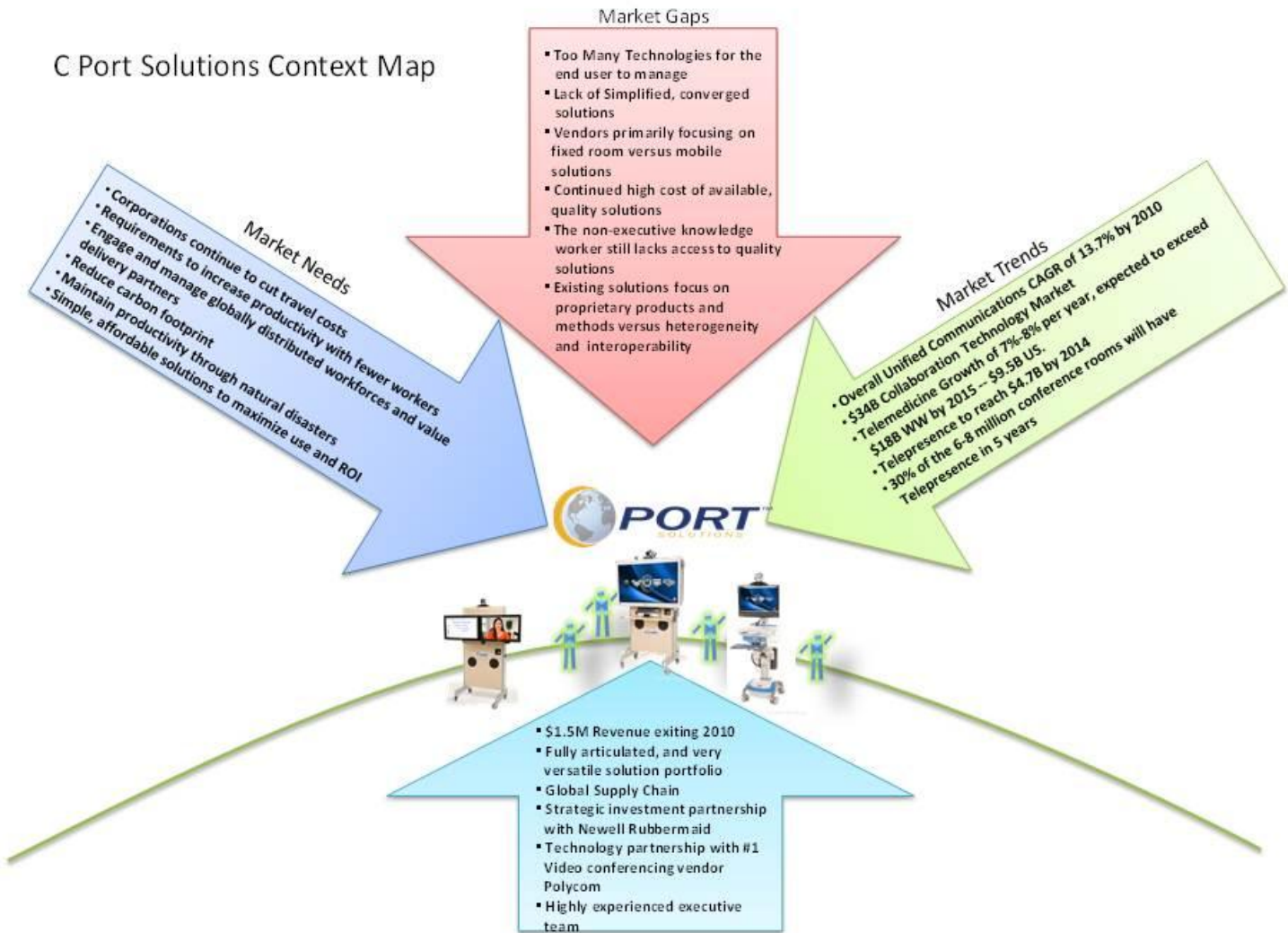
### C Port Solutions Graphic History



## Think Locally . . . Connect Globally



## C Port Solutions Context Map



C Port Solutions SWOT

