
Corporate Backgrounder

Company Overview

ExaDigm is a leading innovator of modular IP-based technology-focused solutions, enabling businesses worldwide to expand revenues, reduce costs and boost productivity. Leveraging advanced technologies, modular designs and a flexible platform architecture, ExaDigm delivers a range of products and solutions that easily and securely adapt to changing technologies without incurring the high costs associated. Through its one technology approach of a single technology platform the same across all terminals, ExaDigm provides its worldwide partners with the ability to deploy complete solutions that fit the needs of their customers and the ever changing marketplace's in which they operate.

Founded in 2000, ExaDigm is headquartered in Santa Ana, California, with operations around the globe.

Competitive Advantage

As a company that is "redefining innovation," ExaDigm boasts a number of "firsts" in its list of accomplishments that put the company ahead of the competition. ExaDigm is the first vendor in the industry to deliver:

- ♣ PC-based point-of-sale terminals
- ♣ Modular architecture featuring interchangeable modems
- ♣ Embedded Linux operating system
- ♣ True TCP/IP connectivity via Ethernet
- ♣ Support for up to 1024-bit SSL encryption at card swipe
- ♣ Visa® CISP PABP validation for a terminal application
- ♣ Certified RFID capability in a mobile terminal
- ♣ Secure local wireless connectivity through wireless LAN
- ♣ Host-based USB ports on terminals
- ♣ RFID readers fully integrated into a payment terminal

Products & Services

ExaDigm's products are all based on a one technology approach centered on a single technology platform that was the first in the industry to include a Linux O/S offering. According to a 2002 nationwide survey of retailers conducted by Moon Watch Media, ease of use and flexible programming – the two traits differentiating ExaDigm's products from its competitors – are the traits most desired by merchants. The company's products are all based on the same software and operating system, and offer robust encryption technology not found in competitor's products.

ExaDigm's products and services include:

- ♣ **Payment Terminals.** ExaDigm offers the XD Family of Payment Terminals currently available in two series - the 1000 Series Countertop Payment Terminals which includes the XD1000, and the 2000 Series Mobile Payment Terminals including the XD2000 and XD2100SP. In addition, a wide range of interchangeable modems, supporting any number of combinations of Ethernet, WiFi, CDMA, GSM, Bluetooth® and dial connectivity, are available.
- ♣ **Cellular Wireless Plans.** ExaDigm Cellular Wireless offers the most cost competitive CDMA and GSM cellular wireless plans for point-of-sale terminals giving merchants and ISOs alike a single source provider for all their wireless POS needs.
- ♣ **Peripherals.** Leveraging the host-based USB ports found in all ExaDigm payment terminals, a broad range of "plug and play" peripherals are available including external PIN pads, check readers, high speed receipt printers and RFID readers.
- ♣ **Accessories.** A range of accessories for use with all 2000 Series Payment Terminals are offered including, a car adaptor, holster, Li-Ion Battery and battery multi-charger.
- ♣ **Software.** Software Development Kit (SDK) and Terminal Management System (TMS).

Major Markets

ExaDigm's products and services provide solutions for a number of major industries:

- **Retail.** ExaDigm delivers a complete set of payment solutions for a wide range of retail environments. From the traditional countertop to mobile mall kiosks, temporary outdoor markets to sidewalk souvenir stands, and multi-lane retailers to mobile merchants, ExaDigm combines the right application with the most effective connectivity to deliver speed, cost efficiency and flexibility to retail merchants.
- **Food Service.** The food service industry operates across a wide range of environments. From casual dining restaurants to quick service, from food to-go at the drive-thru window, to curbside pickup, to home delivery, consumers increasingly expect service, convenience, and a variety of payment options with their dining experience. Food service providers are also eager to offer service and convenience whenever and wherever the customers are. For this reason, ExaDigm leverages the speed of broadband Internet access, the flexibility of wireless LAN and WiFi, and the mobility of cellular wireless to support the food service industry and provide the most expansive and versatile suite of payment solutions available.
- **Transportation.** Wireless cellular technology has enabled the transportation industry to accept payment cards on-the-go. From taxi, limousine and shuttle drivers processing fare payments to a local tour bus operator printing tour tickets and processing payments on-site, card acceptance is no longer limited to a fixed location. ExaDigm has developed a wide range of transportation application that offer the convenience of being able to use credit, debit, gift and loyalty cards with the security and cost effectiveness of a cellular terminal. In addition, given the PC-based architecture of ExaDigm's terminals, integration with existing transportation, ticketing and other back office systems can be achieved in a matter of weeks, not months.
- **Events and Venues.** Event and venue operators recognize the revenue opportunities in offering service, convenience and a variety of options to patrons wherever they are. For example, the ability to offer sports fans the option of ordering, paying for, and delivering the food and refreshments directly to their seat without missing any part of the game is the ultimate in customer service and convenience. ExaDigm's solutions for events and venue operators offer a suite of versatile options that are suitable for a wide range of environments. The solutions allow flexibility in connectivity from WiFi Ethernet to wireless cellular, and the applications support credit and debit cards, contactless cards, and gift and loyalty card transactions.

Key Executives

ExaDigm has assembled a team of management professionals recognized as industry leaders in their respective fields. With extensive experience in the electronic payments, point-of-sale and wireless industries, including tenure with key competitors, this world class team is intimately familiar with the problems and issues faced by these companies and the payments industry as a whole.

Michael Mulcahy	Chief Executive Officer
Dean Cha	President & Founder
Andrey Tikhonov	Chief Technology Officer
Tony Dabbene	Chief Financial Officer
John Allen Tharpe	Executive Vice President of Sales
Carmen Paraschiv	Executive Vice President of Project Management
Scott Holt	Senior Vice President of Marketing

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