

COMPANY FACT SHEET

Founded

2004

Mission Statement

To put in the hands of courtroom lawyers, educators, presenters, coaches, and media consultants a powerful presentation software that lets them easily combine slides, electronic documents, pictures, audio, and video into one compelling presentation that keeps an audience engaged and focused.

Company Overview

ExhibitView evolved from one personal injury lawyer's need to build a settlement package for the wrongful death where a drunk driver sent an honest, hard-working man's 18-wheeler careening into 40-foot lake waters. That personal injury lawyer was Robert Finnell, ExhibitView co-founder and CEO.

The evidence in Finnell's case was overwhelming: 911 calls alerting police to the erratic driver; TV footage taken at the scene of the accident; underwater video shot by a diver who discovered the cab face down with the deceased still inside; autopsy results; video interview with the coroner; video testimony from witnesses; and an animation showing how the accident played out.

Since no product on the market could weave together Finnell's media-rich evidence into one cohesive story, he engaged media expert and good friend Bill Roach to build an interactive settlement package Finnell could deliver on DVD. The insurance company settled without argument, citing Finnell's DVD of evidence as the reason why.

Roach and Finnell continued to refine their concepts, bringing to market a tool anyone could use to create their own interactive, media-rich presentations. Today ExhibitView has a strong following of lawyers and law students who use it on a regular basis to successfully argue their cases in the courtroom, classroom, and during mediation.

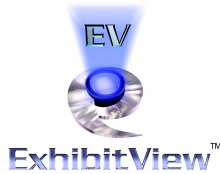
Target Market

- Courtroom Lawyers
- Paralegals
- Multimedia Consultants

...and anyone who needs to create media-rich presentations.

Key Product(s)

ExhibitView



PRODUCT OVERVIEW

The average juror *pays attention just 20 minutes in a typical eight-hour day* — a huge challenge for any lawyer trying to convince a jury to side with their client. “Touching” a jury with evidence that uses a variety of human sensors (e.g. sight, sound, touch) keeps them focused, thereby improving their rate of retention and comprehension.

ExhibitView helps lawyers **reach judge and jurors** through a combination of electronic documents, pictures, video depositions, audio recordings, and web-based material, **engaging them and leading them through the undisputable facts** — without disrupting their argument or paying a media expert \$1000-\$1500 per day to assist them in court.

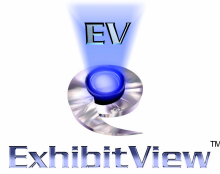
No need to pre-script every moment in the courtroom, or shoehorn electronic evidence into PowerPoint slides. ExhibitView lets you catalogue all of your evidence in one electronic library stored on your laptop, CD, or DVD.

Argue your case more effectively, more convincingly, with one cohesive story that keeps jury, judge, witnesses, and opposing counsel focused on the evidence. Draw attention to key points by highlighting, zooming in, or annotating electronic documents... even video. Redact or black out selected portions of an exhibit. Pull up a live website, or recall web pages saved by ExhibitView in standard pdf format. Play video/audio clips of previous testimony to prove inconsistencies during cross-examination. Or display up to two pieces of evidence at once — side by side — to provoke emotion, demonstrate before-after effects, or compare contradictory evidence.

Litigate without technical distractions. Forget about complicated courtroom setup. ExhibitView’s plug-and-play capability eliminates the need to fiddle with Windows settings when you need to project on the laptop and screen. The software auto-detects when you connect to a projector, allowing the jury to see the evidence without being distracted by behind-the-scene desktop icons, control panels, or you, as you point-and-click or navigate ExhibitView’s console.

Save time and money during trial preparation... and in the courtroom. No more foam board blow-ups, and no more countless hours sifting through boxes, flipping through depositions, and navigating video footage on a VCR. Every piece of evidence is on your laptop, pre-annotated and ready to present at a moment’s notice. ExhibitView’s powerful search helps you quickly find, preview, and present all of the supporting evidence tied together with your personalized labels.

Render 3-day certified training courses and expensive multimedia experts a thing of the past. Just one hour with the ExhibitView software and you’ll be an expert. Intuitive Windows-like menus and simple navigation make ExhibitView feel immediately familiar, and — unlike other courtroom softwares — you can bring your own support staff to court, saving you thousands of dollars in legal expenses.



MANAGEMENT TEAM



Robert Finnell, President and CEO

From a very early age Robert Finnell knew he wanted to live in a small town and represent people. After earning his law degree from **Samford University's Cumberland School of Law** back in 1975, Finnell set down roots in a small town 70 miles northwest of Atlanta... and that's where he has stayed.

At ExhibitView Finnell uses his 34+ years of personal injury and courtroom experience to drive strategic thinking and product direction. Finnell is a member of the **American Association for Justice** and the **Georgia Trial Lawyers Association**.



Sam Han, Chief Operating Officer

While working as an associate at a law firm in Atlanta, Sam Han was smitten with ExhibitView after striking up a conversation with co-founder Bill Roach. Calling the technology "quite clever" Han believed ExhibitView had the potential to revolutionize the courtroom. He joined Finnell and Roach to help bring ExhibitView to market, and he uses his expertise as a patent attorney to protect ExhibitView's intellectual property.

Han earned his law degree from **Georgia State University**, and he currently serves as Assistant Professor of Law at the **University of Dayton School of Law** in Dayton, Ohio.



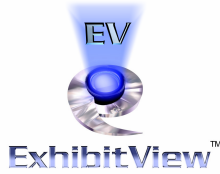
William Roach, VP Sales & Marketing

Bill Roach is the visionary who took ExhibitView from concept to product.

Roach knew firsthand the challenges lawyers faced when using other presentation software packages, because Roach was the "expensive media consultant" lawyers hired to operate complicated presentation software in the courtroom.

In 1996 Roach moved to Atlanta to start his own audio/video business where he met and assisted Robert Finnell with many legal cases. One heart-wrenching wrongful death case ignited the spark that led Roach to create a presentation software any lawyer could use to win more cases.

As VP of Sales and Marketing, Roach uses his creativity and innovation to get ExhibitView in the hands of lawyers who don't yet realize a "better solution" exists.



KEY PARTNERS

Chief Technologist



Ranendra Narayan Dutta
Nature Technologies co-founder and CEO

Ranendra aligns Nature's vision and mission, leveraging its global service and delivery capabilities, and branding it as a strategic software development partner and technology vendor.

Capturing the ExhibitView founders' vision of next-generation trial presentation software, Dutta and his team have created an easy-to-use multi-media display technology that redefines the viewer's experience. From courtroom to boardroom, classroom to locker room, the message is always clearly delivered and received.

Business Development



Ken Beam
The VAR-City founder and CEO

Beam founded The VAR-City in 1999 to help software companies grow revenues through strategic channel sales and business development. Working with software companies large and small, The VAR-City blends proven sales and marketing techniques with "best channels business practices" to create a profitable and efficient partner ecosystem.

Beam leverages his channel expertise to connect ExhibitView to partners with a broad marketplace appeal. "We're taking this exciting product suite into every venue where business growth, training, and presentations have been the exclusive domain of the ho-hum serial slide show. With ExhibitView the message is conveyed with an exciting array of audio and visual that holds your audience and makes every minute matter."