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Imerj Overview

2011.09.08



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Overview

AGENDA

Agenda

#	Time	Item	Presenter
1	1:00-1:15	Introduction	Brian
2	1:15-1:45	Imerj & Product Overview	Brian
3	1:45-2:15	HW Design	Rich
4	2:15-2:45	Product Development Life Cycle, Product Build, Certification and Carrier TA Status	Joseph & Aman
5	2:45-3:15	User Experience	Sanjiv
6	3:15-4:15	Demos and Break	
7	4:15-4:45	China Gen1 Launch steps + Applications	Hafid / Cindy
8	4:45-5:15	Roadmap, Next Gen Models	Rich
9	5:15-5:45	Next Gen SW / Eco System	Sanjiv
13	5:45-6:00	Meet and Greet	

Introduction

IMERJ & PRODUCT OVERVIEW

Imerj Engineering Design Centers are located in N.America and Asia



TDC

Toronto Design Center

- Burlington, ON Canada
Eng. Headcount: 155
- Engineering focus:
 - SW, handset HW, system design and engineering
- Technical expertise:
 - SW Dev (Linux, Android, embedded-BSP)
 - SW User-Interface
 - Embedded System Eng & System Design
 - Electrical Engineering
 - Mechanical
 - Product validation

TWN

Taiwan Design Center

- Taipei, Taiwan
Eng. Headcount: 106
- Engineering focus:
 - Discreet tablet and accessories design and HW engineering
- Technical expertise:
 - Elec, Mech, Sys Design
 - FW / BIOS / SW
 - Tooling, Signal Integrity, System Validation

BDC

Beijing Development Center

- Beijing, China
Eng. Headcount: 57
- Engineering focus:
 - Wireless R&D and Test House
- Technical expertise:
 - Wireless/RF, Mech
 - Tooling, Layout, Signal Integrity, System Validation
 - Certified Mobility Test House

SDAC

San Diego Applications Center

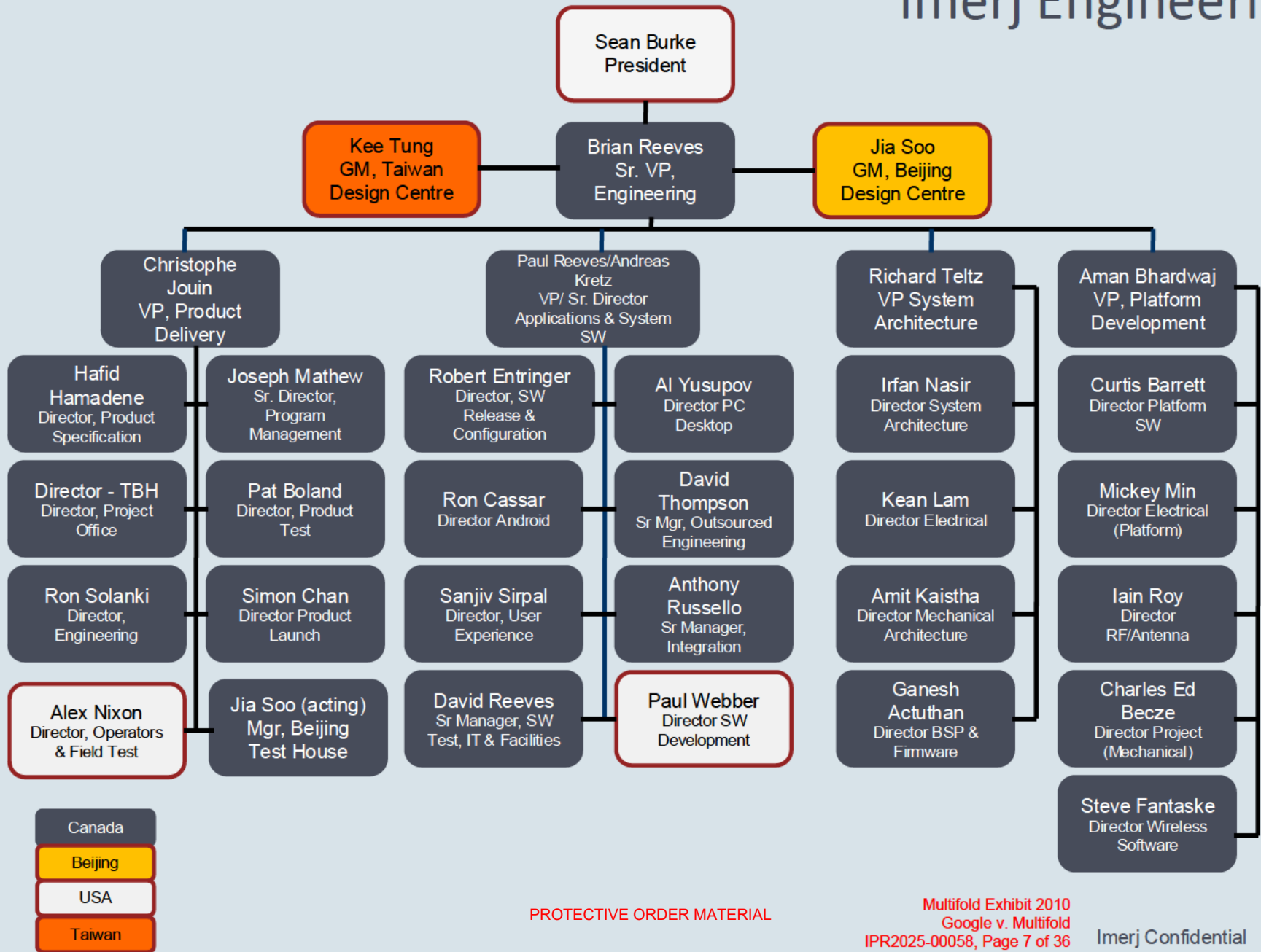
- San Diego, California
Eng. Headcount: 15
- Engineering focus:
 - Mobile software application development
- Technical expertise:
 - Android, Java
 - Agile Programming Methodologies

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Imerj Engineering

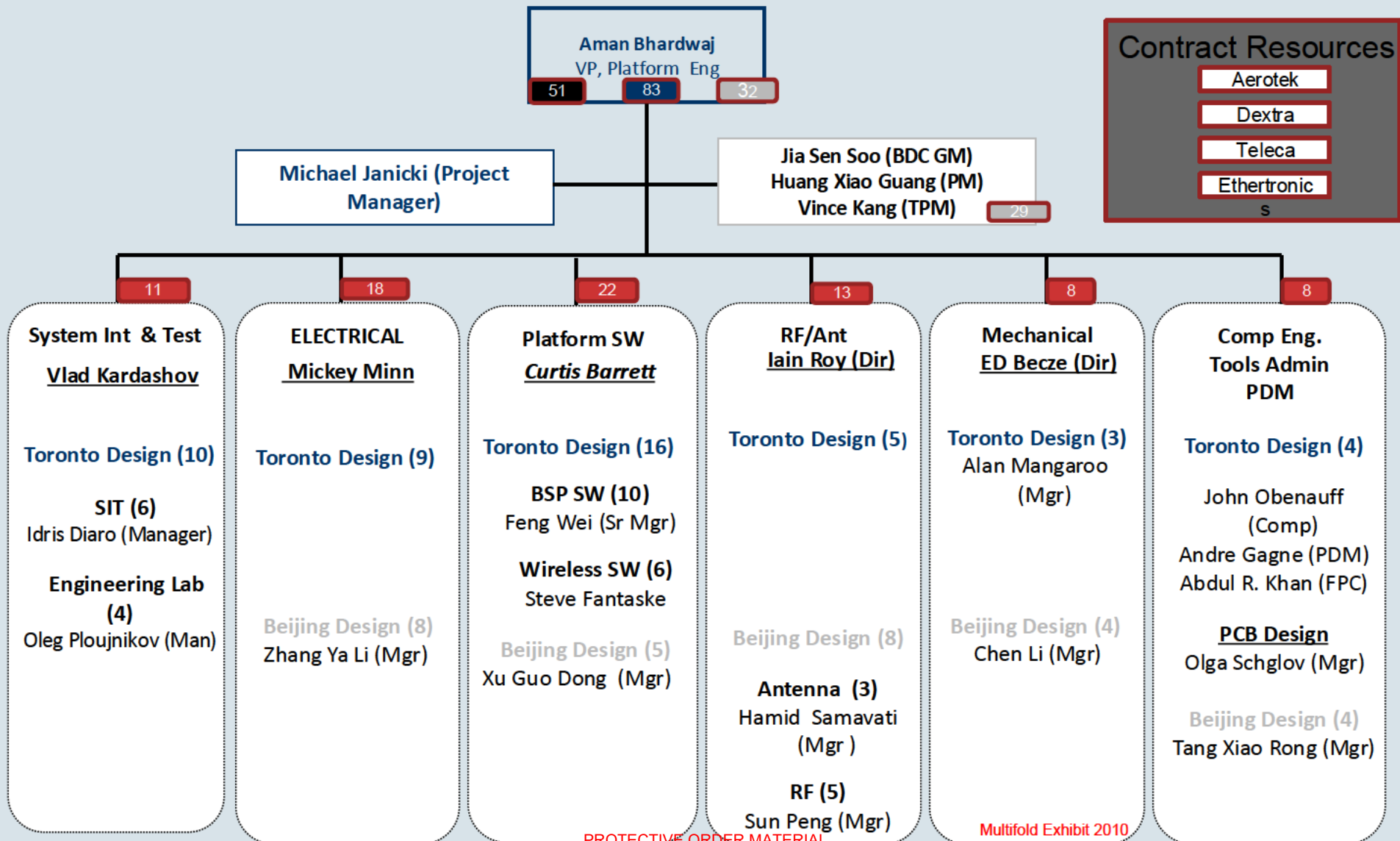


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Platform Organization Chart – TDC & BDC



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Imerj Beijing Test Laboratory – Authorization and Certification

Test Laboratory has full Authorization and Certification:

ISO17025: 2005



CTIA Authorized Test Laboratory



GCF membership



PTCRB/PVG membership



OMA membership



CMCC Authorized Test Lab



Test Coverage

	2G		3G			4G
	GSM	CDMA	WCDMA	CDMA2000	TD-SCDMA	
RF	😊	😊	😊	😊	😊	😄
Protocol	😊	😊	😊	😊		😄
(U)SIM	😊		😊			😄
EMC	😊	😊	😊	😊	😊	😄
SAR	😊	😊	😊	😊	😊	😄
OTA	😊		😊	😊	😊	😄

Legend:



Test capability available now



Planned for future upgrade

Headcount Breakdown Data

Toronto	Education					Type			
Discipline	Associate	Bachelor	Master	PhD	Years of Service	Current Full Time	Contractor	Vacancy	Total HC
SW Program Mgmt		3	1		19	4	2	1	7
UX Design	1	6	3	1	12.3	11	2		13
Android	3	6	6	2	16.6	17	9		26
Linux	3	1	9	1	16.2	14			14
SW Integration	1	2	2		13.6	5			5
SW Tools	1	1			6.8	2			2
SW Test	3	12	5	1	8.1	21	2		23
IT		1			15	1		1	2
Electrical Engineering		2	7			9		1	10
RF		2	3	1	17	6			6
SW BSP		4	4	1	17	9	2	1	12
SW Wireless	1	4	4		13.3	9	6	3	18
Mechanical Engineering		1	1	1	11	3	2	1	6
Component		1			12	1			1
Layout		1			20	1	1	1	3
PDM		1			15	1			1
SIT/Lab		9			9.4	9	6	2	17
HW PM		2	1		20	3			3
Contract Mgmt		2			20	2			2
Requirements		4			10	4			4
Field Test	2	3	1		14	6	1		7
Program Mgmt		3	1		10	4			4
Product Validation		5			8	5	10	1	16
System Architecture		5	5	5	20	15		5	20
Administration	1	2			15	3			3
Grand Total / Average	16	83	53	13		165	43	17	225

Headcount Breakdown Data

Beijing	Education					Type			
Discipline	Associate	Bachelor	Master	PhD	Years of Service	Current Full Time	Contractor	Vacancy	Total HC
Program Mgmt		2	2	1	13.2	5			5
Electrical Engineering	1	5	1		11.3	7		2	9
Mechanical Engineering		4			11.5	4			4
Wireless/RF		5	3		8.1	8	1	1	10
Layout	1	3			12	4			4
Signal Integrity		2			9.5	2			2
SW BSP		2	3		7	5	2		7
PA SW	1	2	2		8.6	5			5
System Arch		1			8	1			1
Field Test		2			7.5	2			2
Test House	1	12	5		7.1	18		3	21
Grand Total / Average	4	40	16	1		61	3	6	70

Headcount Breakdown Data

Taiwan	Education					Type			
Discipline	Associate	Bachelor	Master	PhD	Years of Service	Current Full Time	Contractor	Vacancy	Total HC
Program Mgmt		2	3		7.8	5			5
Electrical Engineering	8	15	5		12.8	28			28
Industrial Design		4	3		8.7	7			7
Mechanical Engineering		13	2		9.3	15			15
Product Assurance	12	19	3		12.9	34			34
BSP SW	1	6	5		10.5	12			12
Grand Total / Average	21	59	21	0		101	0	0	101

Headcount Breakdown Data

Chicago	Education					Type			
Discipline	Associate	Bachelor	Master	PhD	Years of Service	Current Full Time	Contractor	Vacancy	Total HC
Program Mgmt		1			25	1			1
SW Test Engineers							14		14
Grand Total / Average	0	1	0	0		1	14	0	15

Headcount Breakdown Data

San Diego	Education					Type			
Discipline	Associate	Bachelor	Master	PhD	Years of Service	Current Full Time	Contractor	Vacancy	Total HC
Program Mgmt			1		23	1			1
SW Android Apps		7	3	1	10.5	11		2	13
PA SW			1		9	1			1
UX	1				19	1			1
Grand Total / Average	1	7	5	1		14	0	2	16

ImerJ's vision: simplifying lives through a single converged device

Center of ImerJ ecosystem is a new type of mobile device...

2-in-1 Smartpad is **MORE** than a phone



It has both phone and tablet functionality in a form factor that **FITS IN YOUR POCKET**

...supported by accessories that allow for a seamless computing and media experience



Immersive **TABLET** experience

Full **DESKTOP** functionality



Complete **MOBILE** computing



- No need for synching
- All computing power and user data located in the 2-in-1 Smartpad

The ImerJ revolutionary dual screen 2-in-1 Smartpad; a hybrid of phone and tablet that fits in your pocket



Ultra thin profile



Off-screen gesture area

Folds in half to fit in your pocket

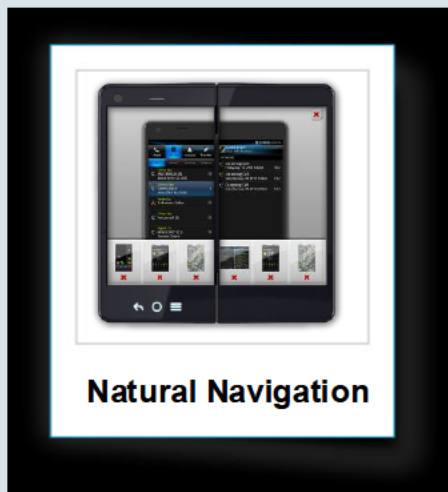
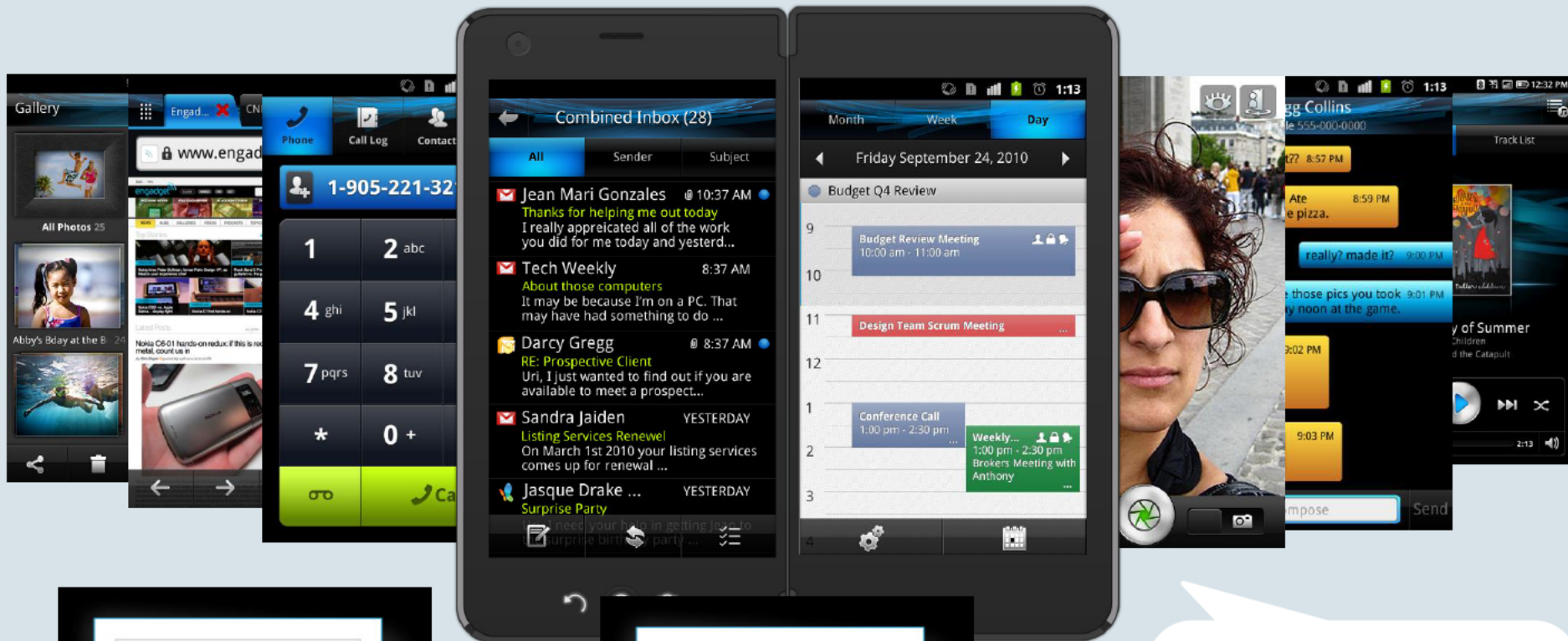
Simple & crafted user interface

Full phone and tablet functionality

2 full 4" screens

Runs multiple Android applications simultaneously

The ImerJ 2-in-1 Smartpad can access the full universe of Android applications and interact with them simultaneously



Natural Navigation



Fullscreen Browsing

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“Android supports comprehensive multitasking... This device takes that concept to a new level entirely.”
- engadget

The 2-in-1 Smartpad is the thinnest mobile device in the market

IMERJ



7 mm

Smart phone



**8.5 mm only
at thinnest point**

Tablet



8.6 mm

Ground breaking integration of best of breed SW and HW technologies enabling leading edge tablet functionality in a Smartpad form factor

Areas of Innovations

Software & UI

- Reengineered Android to be truly multitasking (unique in market)
 - Multi-screen multitasking mobile OS experience based on Android, offering complete Android compatibility along with a multi-screen SDK
 - Combination of mobile, tablet and PC experiences into one software kernel removes the need for synching multiple devices
 - Harmonized user experience in applications, file systems and settings across form factors
-

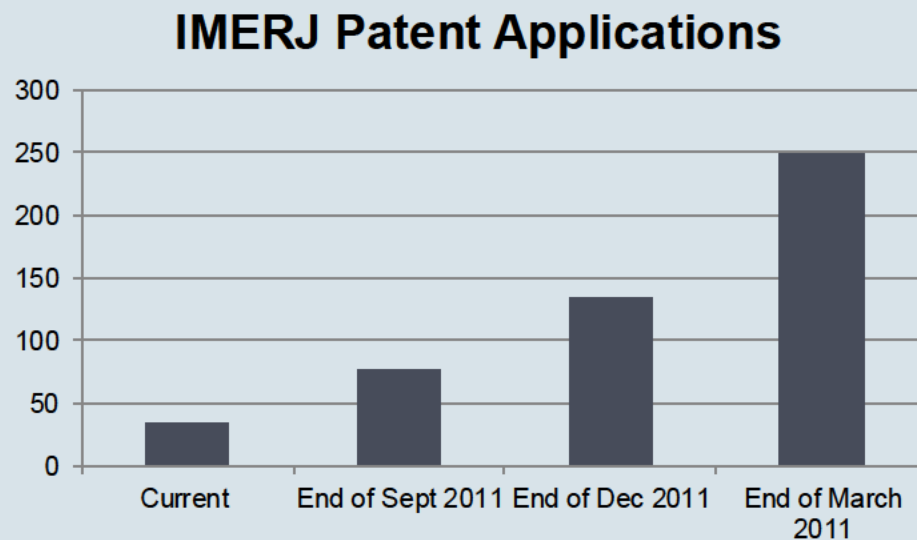
Hardware & Component Technologies

- Customized ultra flexible and reliable printed circuits with ability to push power and high speed video signal through hinge
- Nano-molding technology (seamless integration of plastic and metal to maximize signal and aesthetics, thinness).
- Customized 4G cellular antenna in half the volume of typical antenna
- Ultra thin high stack motherboard with 10 layers (0.8mm)
- Vanishing hinge with intuitive usage

Innovation value is being captured in Patent Portfolio

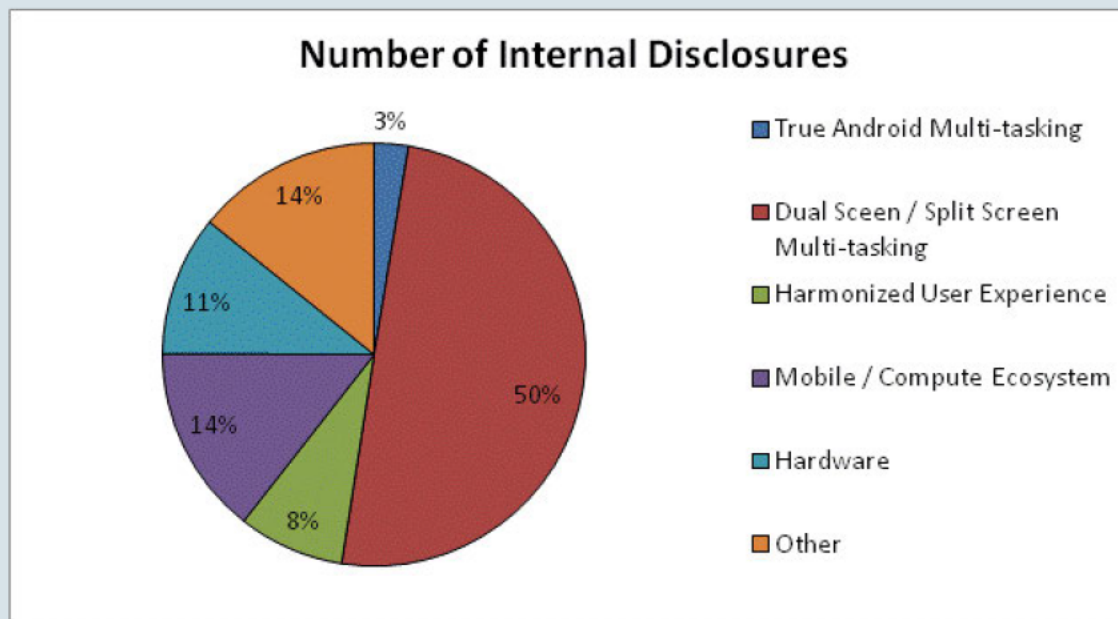
ImerJ IP portfolio is rapidly growing

- 45 patent application submissions YTD
- 100 patents expected filed by end of 2011
- Total of 345 disclosures with estimated yield of > 250 patents



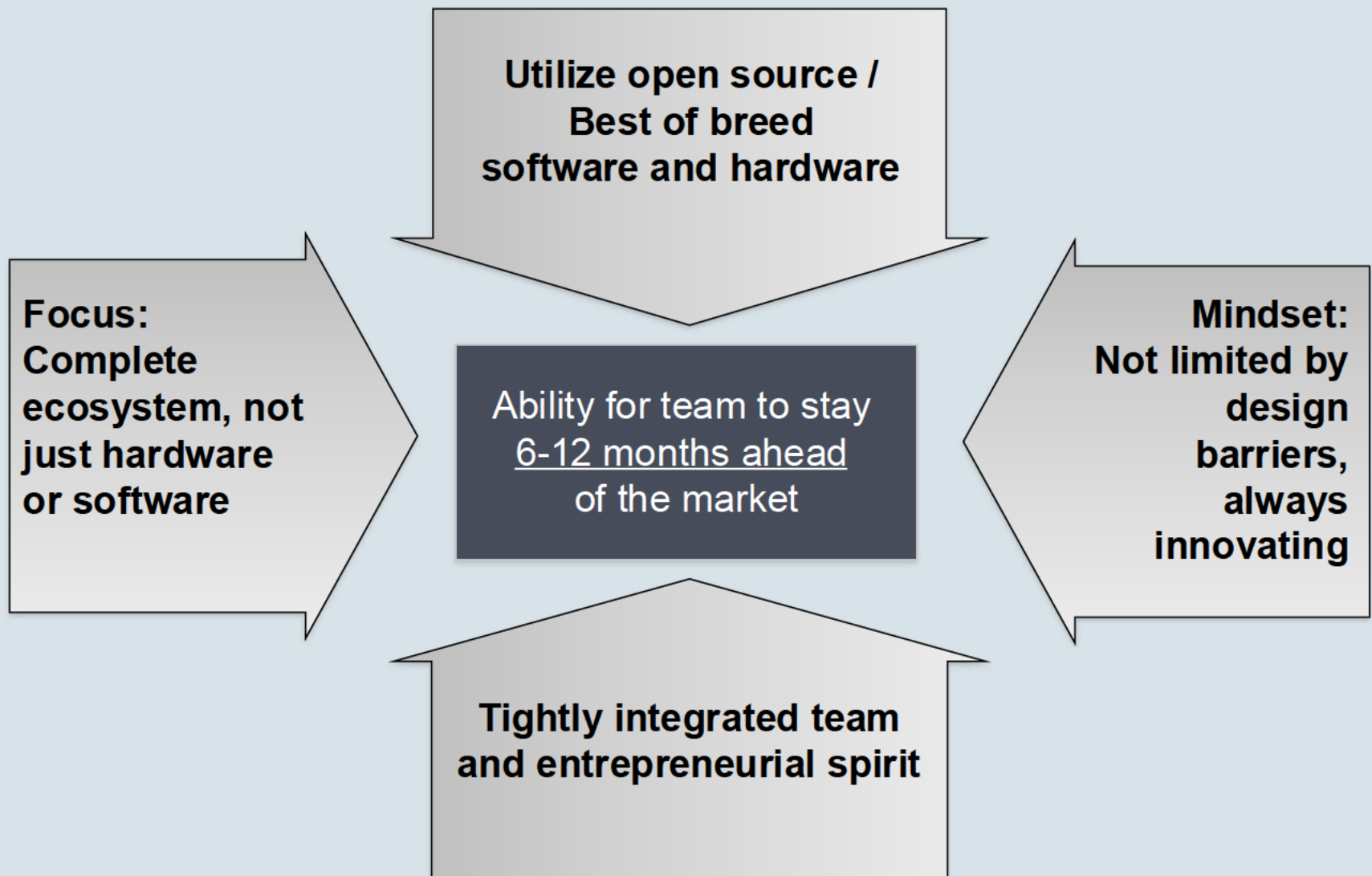
Note: All patent applications are filed in the US, and for select patents, filed in additional countries, including China, UK and/or Germany."

Breakdown of Disclosures (Currently as of Aug 2011 = 345)



Area of Innovation	Number of Internal Disclosures	Breakdown by Area
True Android Multi-tasking	9	3%
Dual Scean / Split Screen Multi-tasking	172	50%
Harmonized User Experience	28	8%
Mobile / Compute Ecosystem	50	14%
Hardware	37	11%
Other	49	14%
Totals	345	100%

Several factors allow the ImerJ team to innovate ahead of the market



Overview

HARDWARE DESIGN

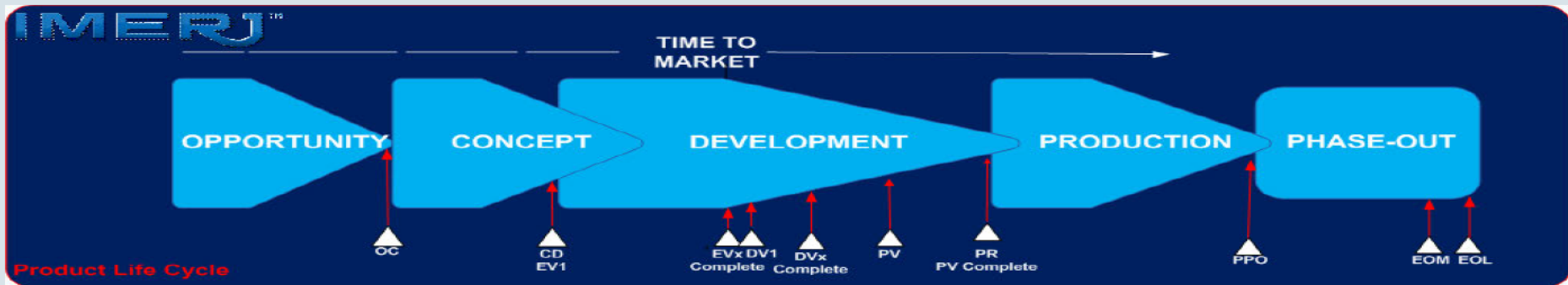
HW Design

[View HW Presentation](#)

Overview

PROGRAM PRESENTATION

Development Phases Overview



OC

EV; DV; PR

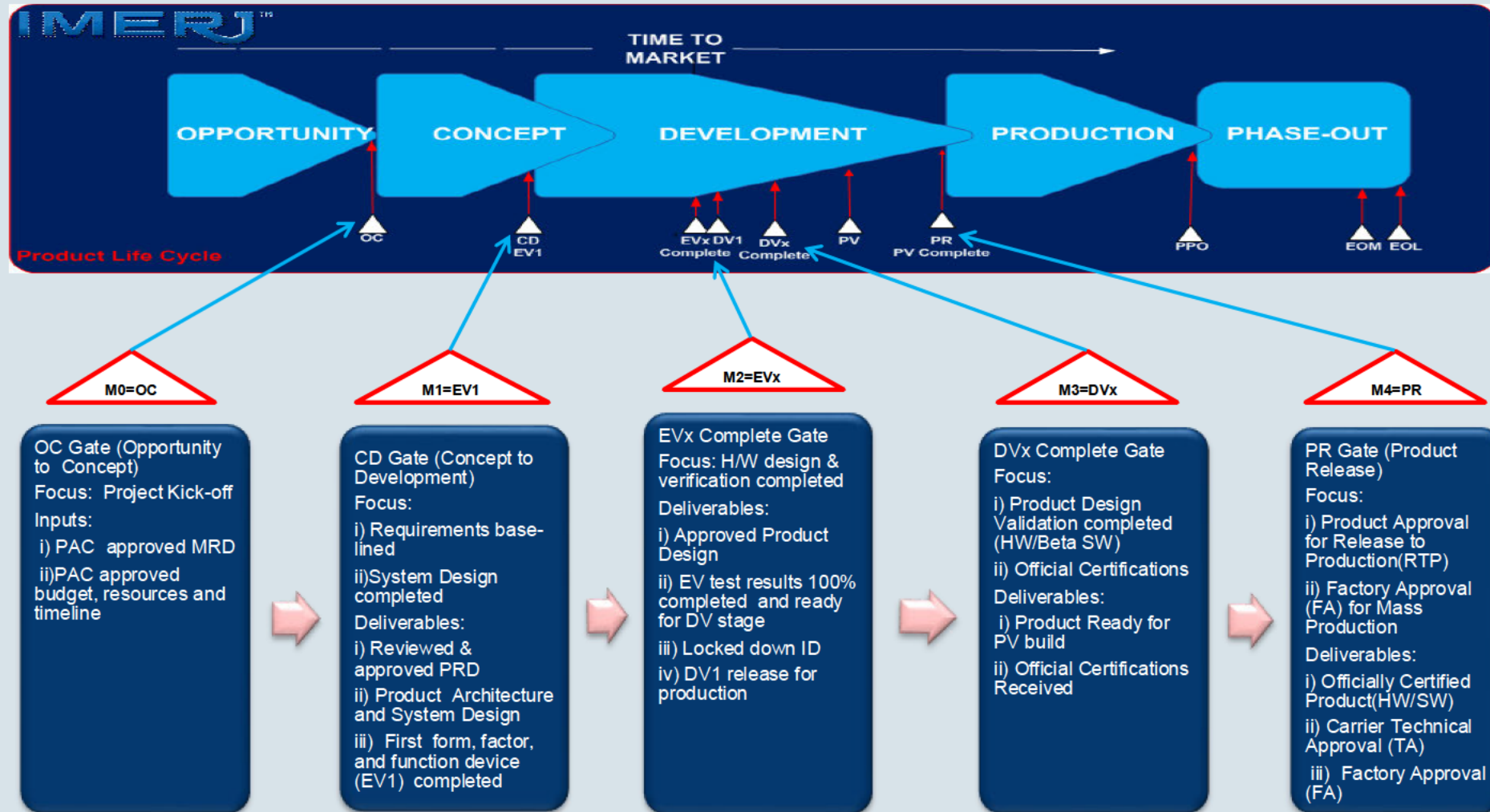
PPO

Imerj Gate Acronyms:

OC: Opportunity to Concept
CD: Concept to Development
EV: Engineering Verification
DV: Design Validation
PV: Product Validation
RTP: Release to Production
PPO: Production to Phase-Out
EOM: End of Manufacturing
EOL: End of Life

EOM & EOL

Product Life Cycle Gates



Product Build Status

- **EV (Engineering Verification) - COMPLETED**
- **DV (Design Validation) Status - COMPLETED**
 - Completed on time on July 25.
 - Completed production process, test, and jigs. Manufactured in production line @ Doumen China
 - 250 North America devices and 200 EU devices.
 - Used for Industry and regulatory certification
 - Used for Carriers Type Acceptance ([REDACTED], [REDACTED], [REDACTED], [REDACTED]) Information redacted
- **Pre-Production (PVT) Build Status – IN PROGRESS**
 - Completed pilot build of 250 devices. Factory Process & Yield analysis is in progress.
 - Target completion date is September 20
- **Mass Production (MP) status – ON TRACK**
 - Initial ramp starting on September 23
- **First Customer Ship – ON TRACK**
 - In [REDACTED] Stores by November 7

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Certification and Operator TA Status

Certifications

All tests passed



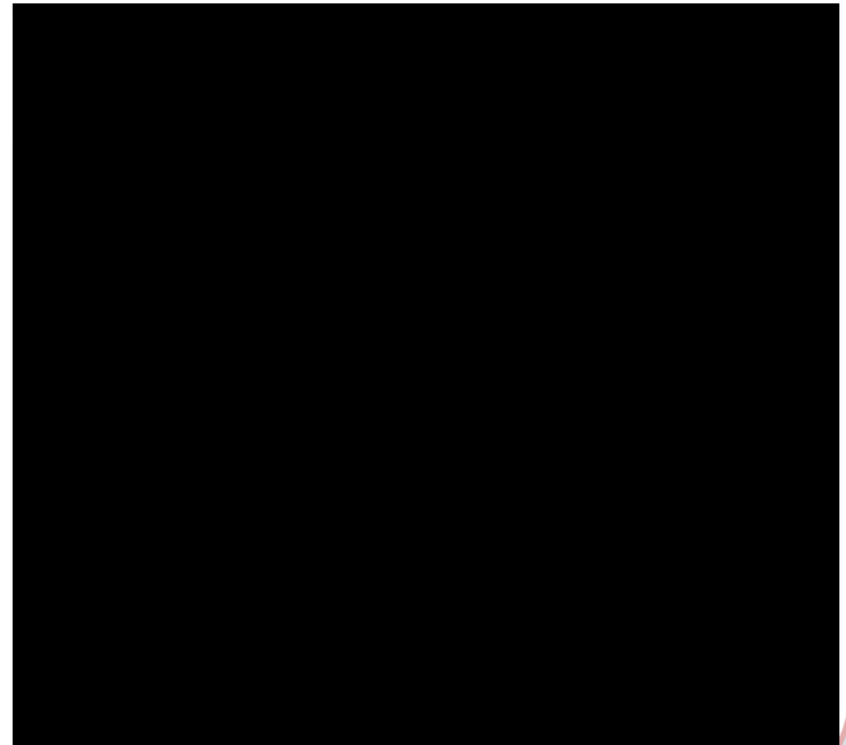
Will pass by end of September



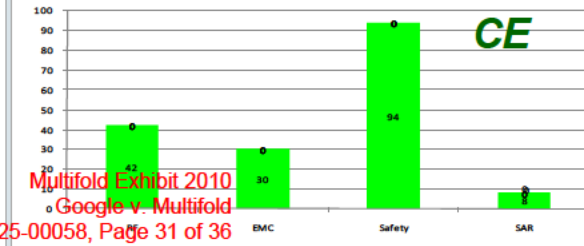
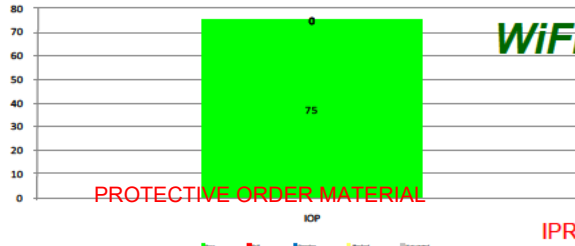
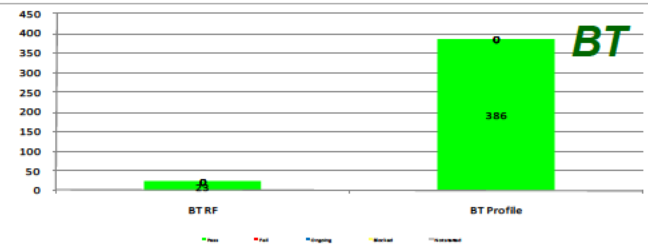
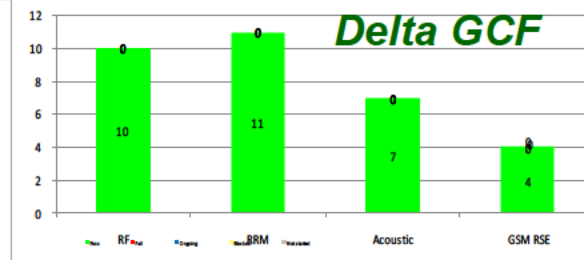
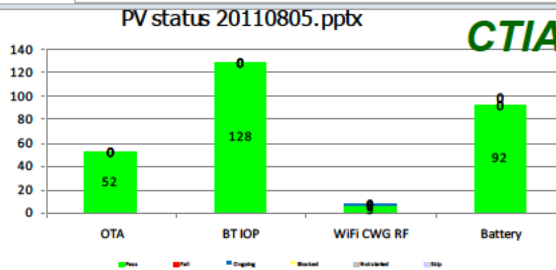
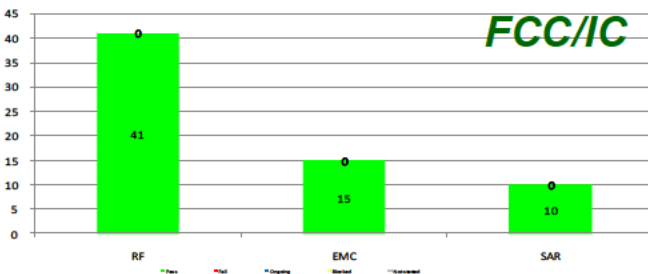
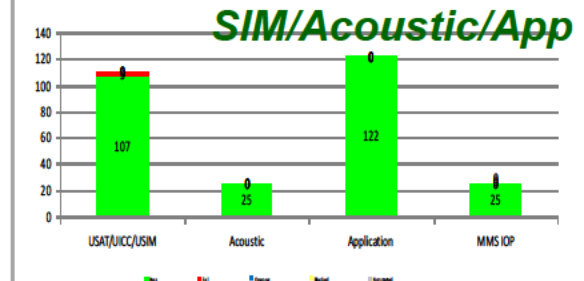
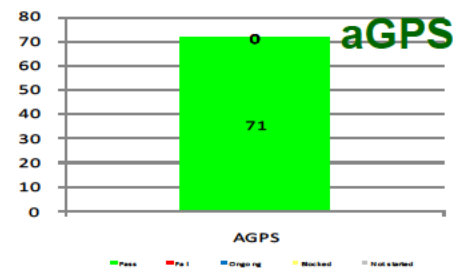
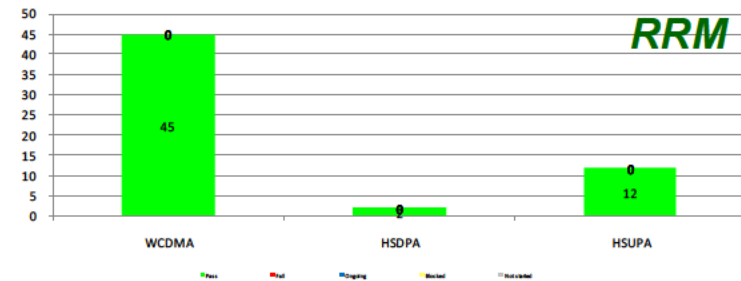
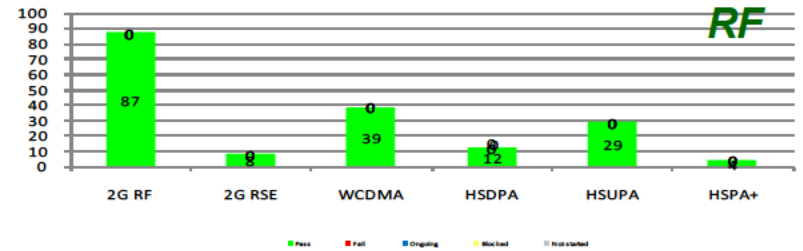
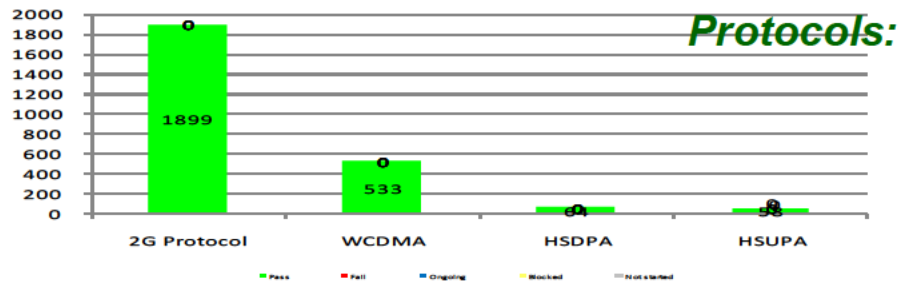
Technical Acceptance

Currently in operators labs

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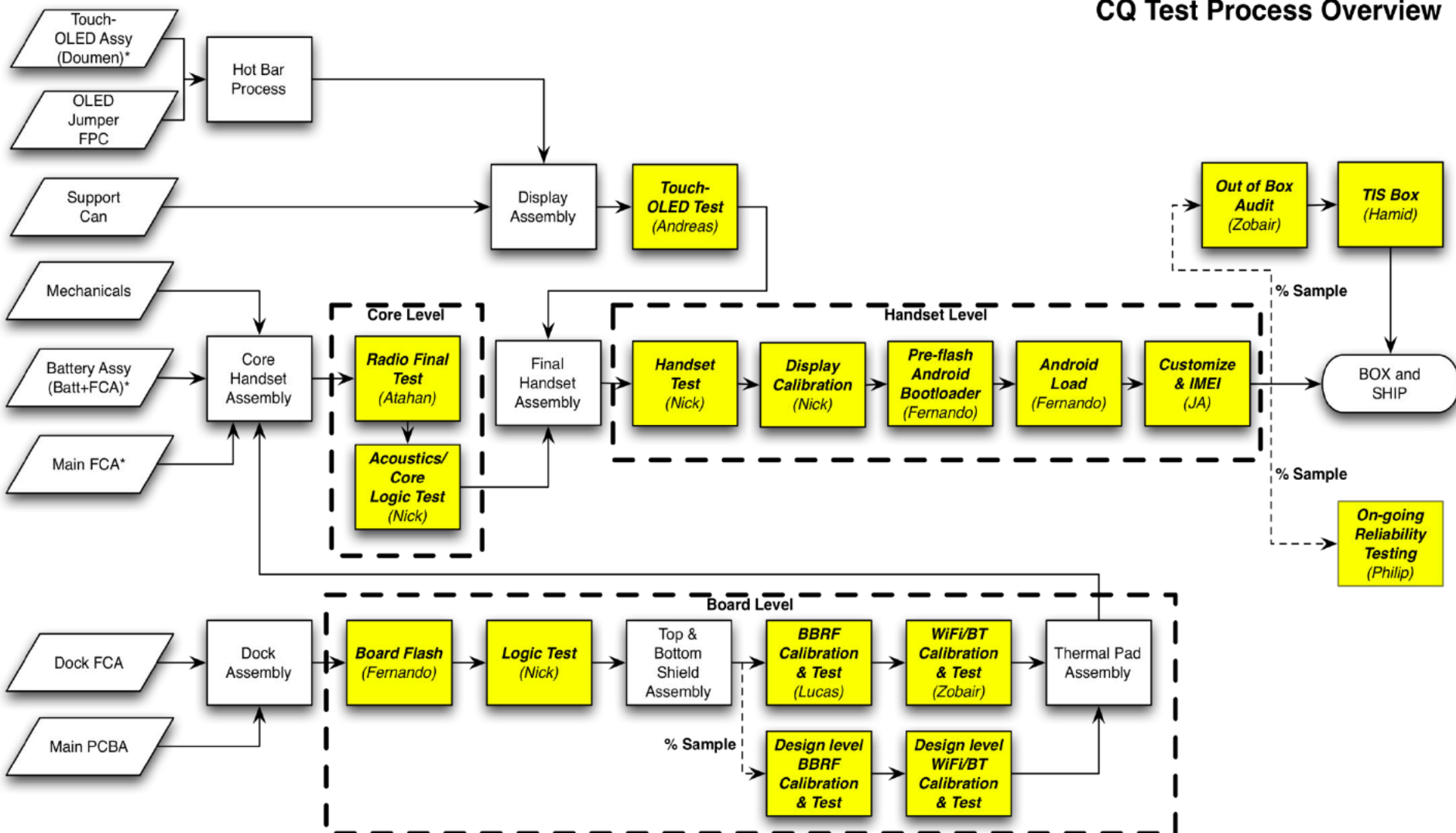
Type Approval Dashboard - 08/26/2011



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Production Flow

CQ Test Process Overview



* IQC is out of the scope of this document

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OTA Performance Dashboard (NA)

	Free Space				Phantom Head			
	Open		Closed		Right		Left	
	TRP	TIS	TRP	TIS	TRP	TIS	TRP	TIS
GSM 850	P	P	P	P	P	P	P	P
GSM 1900	P	P	P	P	P	P	P	P
WCDMA II	P	P	P	P	P	P	P	P
WCDMA V	P	P	P	P	P	P	P	P

Results based on [REDACTED] Spec

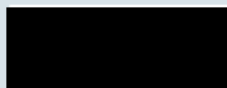
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OTA Performance Dashboard (EU)

	Free Space				Phantom Head			
	Open		Closed		Right		Left	
	TRP	TIS	TRP	TIS	TRP	TIS	TRP	TIS
GSM 900	P	P	P	P	P	P	P	P
GSM 1800	P	P	P	P	P	P	MP	P
WCDMA I	P	P	P	P	P	P	P	P
WCDMA VIII	P	P	P	P	P	P	P	P

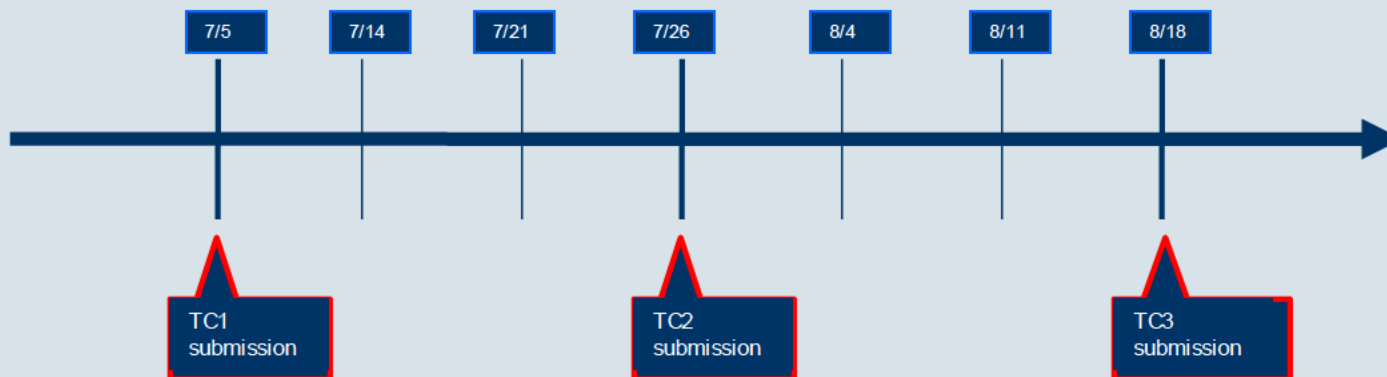
Results based on [REDACTED] Spec

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TA Timeline (past submissions)

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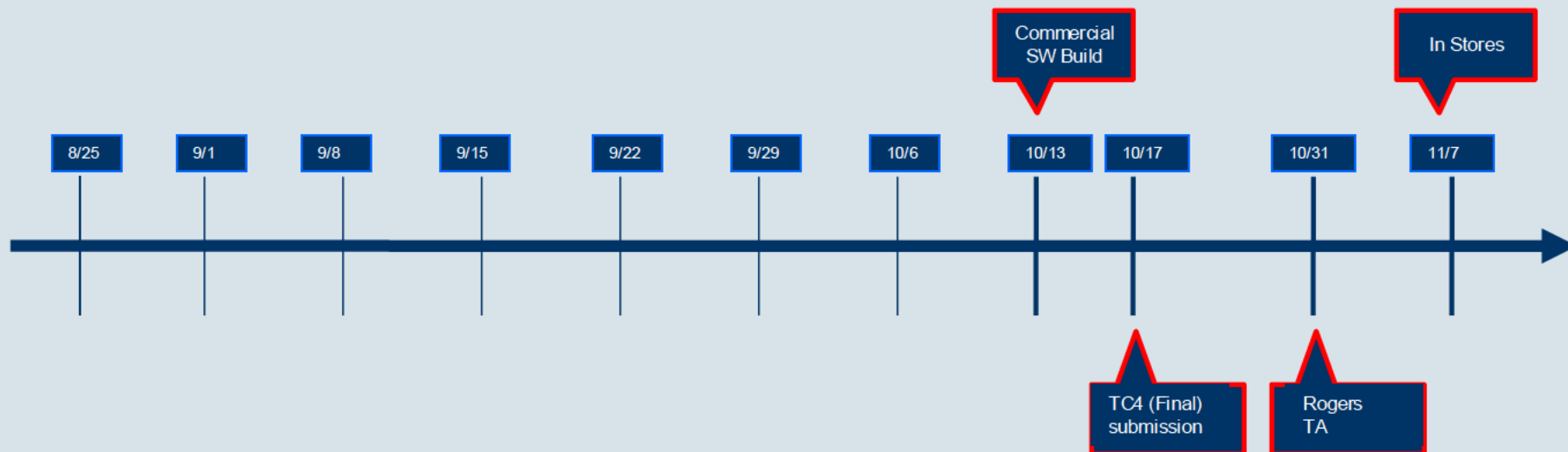
- Audio
- RF

- Applications
- UI
- General usage

- Full System
- Performance
- Network

Information redacted TA Timeline (future submissions)

Information redacted



○ Other operator TA in progress (all in France):

- Information redacted
- Information redacted
- Information redacted