



Yuvee, Inc.
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www.neokeyslauncher.com
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1. Company Description

Yuvee focuses exclusively on user interfaces that bring ease of use and a richer user experience to PCs, laptops, touchscreen devices, mobile phones, remote controls and other devices in order to benefit the consumer, the manufacturers, the carriers and service providers, the media, gaming and entertainment companies, and the application development community. Yuvee develops its own software, licenses the intellectual property rights to its interfaces (including patents and copyrights) to companies for them to build the interfaces directly into their products, such as to mobile phone handset manufacturers. The company also provides consulting and other assistance to support its licensees and its products.

2. Core Products

A. The Neokeys® Interface. The NeoKeys interface can be implemented as either a physical key solution for any device or as a software solution primarily for touchscreen devices. In either implementation, it simplicity to every aspect of the complex features, services and applications of mobile phones, and other consumer electronics. It vastly expands a user's mobile Internet experience. It is based on a user-driven "mode-switching" ability that enables the consumer to easily and quickly to use every part of the phone's (or other device's) voice, voicemail, text and data services, and all other features and applications that are available now or in the future. The NeoKeys interface enables fast, easy entry of commands, as well as text and numbers, naturally in any language. It also enables new mobile device form factors, such as microlaptops, and advanced, simple remote controls for PCs, laptops and home entertainment systems. In the telecoms industry, it offer the opportunity for telecom operators from a subscriber based revenue model to the much higher return Web-model of revenue from content/web/media companies. No other interface system even comes close to solving the full scope of issues for the next generation of these devices.

B. The NeoKeys Launcher. The NeoKeys Launcher is personal web and application assistant software that is downloadable for free from www.neokeyslauncher.com. It offers the user an easier and broader Web surfing experience, integrated password and username controls, volume controls, and pre-packaged and user customizable Website and Application Playlists, among other features. It provides a single, unified user interface for both desktop applications and the Web experience, and looks like a fancy Widget.

3. Founder, Management, Advisors

Tim Higginson is the founder and President of Yuvee. Tim has focused his career on technology. He did his undergraduate studies at Harvard College and his graduate studies at the University of Chicago. He has worked extensively with scientists and engineers on advanced technology systems, including work at Hughes Aircraft Company's Space and Communications Group where he worked to develop communications and NASA spacecraft, and has a background in computer science. He has a deep understanding of the various components required to bring innovations to market successfully and to make technology companies successful, including revenue generation strategies and their implementation. He has years of experience negotiating large and complex licensing and strategic partnering relationships on a global basis.

Business Advisory Board:
George Alex, CFO, Nextwave
Roy Berger, Marketing Director, Nextwave
Edward C. Brainard, II, Founder, Braincom
William Polich, Marketing and Fulfillment Consultant

Technical Advisory Board: Dr. Chris Nemeth, PhD, MS Design, CHFP, Illinois Institute of Technology Professor
Dr. Keith McKee, PhD, Illinois Institute of Technology Professor
Eric Glover, Computer Science, Illinois Institute of Technology

Additional Business Advisors: Senior business executives in telecommunications, marketing and other industries
Patent Law Firm: Leydig, Voit & Mayer

4. Intellectual Property

Yuvee has patents issued in the US and other countries, and has patents pending in the US and other countries. Yuvee and NeoKeys and NeoKeys Launcher are trademarks of Yuvee.