

Caltech/MIT Enterprise Forum
May 18, 2004
ENTERTAINMENT TECHNOLOGY:
The Next Wave of Opportunities

KEYNOTE SPEAKER

Tim Sylvester
Founder and Chairman
Molino Networks

Tim Sylvester brings over fifteen years of experience in marketing, product management, consulting, technology journalism and networking to Molino Networks. Prior to founding Molino Networks, Tim spent five years in product management at Cisco Systems in the switching, security, and content networking Business Units (BU). While in the Content Networking BU, he led the marketing effort to integrate products from two merged business units and two acquisitions to create Cisco's comprehensive strategy for Content Delivery Networks (CDN). Tim also led the marketing efforts during the due-diligence and integration phases of several acquisitions including American Internet and Sight Path. Prior to Cisco, Tim was a consultant at TGV Software, where he worked for a number of large customers, including Bank of Bermuda, Pennsylvania Department of Environmental Resources, and the American Stock Exchange. Tim was the Director of the product-testing lab for Digital News and Review and Client/Server Today. He began his career as a software engineer for the U.S. Department of Energy at Ames Lab. Tim holds a BS degree in Computer Engineering from Iowa State University.

Sharon Graves
Chairman, President and CEO
PhatNoise

Prior to joining PhatNoise shortly after inception, Sharon had over 15 years of experience in the investment and finance industry. She previously served as a Principal at the boutique merchant-banking firm Metier Capital Group where she helped architect private and public equity investments for Kohlberg Kravis Roberts and GEICO Insurance, as well as develop capital and business strategies for global financial services firms, entertainment industry clients, and smaller companies. She also worked as an Analyst at Goldman Sachs. Sharon received a B.S. with distinction in Industrial Engineering from Stanford. **PhatNoise, Inc.** is an innovator in the drive to create seamless automotive access to the digital world. The company's advanced platforms and software for digital media offer complete solutions for introducing digital content and technology into the automobile in intuitive and highly integrated applications to enhance the consumer entertainment experience. PhatNoise creates products and technology for license and distribution by leading partners in the automotive, consumer electronics, and multimedia industries, including the Kenwood Music Keg and the Volkswagen/Audi PhatNoise® Digital Car Audio System. For more information on PhatNoise and its technologies and products, visit www.phatnoise.com. PhatNoise is based in Los Angeles, California.

Jon Snoddy
Chief Creative Officer
TimePlay Entertainment

Jon Snoddy is a veteran entertainment executive with broad experience leading creative and technical teams to produce breakthrough entertainment products. As Senior Vice President of Design at GameWorks, he was part of the founding team and led the game, architecture and product design teams for Steven Spielberg. At Walt Disney Imagineering he led the development of the Indiana Jones ride concept and vehicle and founded the Virtual Reality game and advanced technology studio, producing the first ever complete VR attraction. Prior to Disney, Snoddy helped launch the THX sound product Lucasfilm Ltd. and was Technical Director for All Things Considered at National Public Radio in Washington, DC. These days he is Chief Creative Officer for TimePlay Entertainment leading the content and the software and hardware engineering groups. The company is launching a wireless platform for playing video games on movie theater screens. Snoddy is a co-founder and Chief of Design at MyTelescope.com, an internet astronomy web site that will offer rental time on its telescopes located around the world. He also provides creative strategy advice to video game companies in the US, Japan and Korea.

PANELISTS

Alfred Chu
Principal
Panasonic Digital Concepts Center

Mr. Chu, with a background in investment banking and operational finance, joined Panasonic Digital Concepts Center (PDCC) in 2000. He focuses on venture capital investments and global business development with semiconductor, software, and systems companies in the broadband and wireless sectors. Prior to PDCC, Mr. Chu worked in the investment banking division of Salomon Smith Barney where he advised on and executed \$11 billion of mergers, acquisitions, and debt and equity offerings for leading technology companies. Previously, Mr. Chu worked at Hewlett Packard, where he provided operational and finance leadership in the company's global printer and consumer products groups. Mr. Chu is active with a number of Bay Area venture capital and technology organizations, including the NextGen Partners of Silicon Valley, Venture Capital Round Table, and the MIT/Stanford Venture Laboratory. Mr. Chu received his bachelor degree from the University of California at Berkeley, where he graduated Phi Beta Kappa and magna cum laude.

Marlon Schulman
Chief Operating Officer
Cypress Entertainment

Marlon Schulman has over 23 years of experience working the crossroads of film, theater, music, law and the Internet as an attorney, creative and executive producer, marketing head as well as a contributing artist. Mr. Schulman conceived of, drafted the business/legal plan and founded the first vertically integrated video production/distribution company on the Net (for Bandai America) while successfully leading its crossover marketing campaign, creating and protecting the leading

international brand name AnimeVillage.com, its associated communities, revenue-producing films, videos and products, while also being the executive producer of numerous animated motion pictures for the emerging marketplace. Mr. Schulman's critical actions in acquisition, licensing and negotiation for Bandai, Orion Pictures (Business & Legal Affairs, Home Entertainment, Worldwide Distribution and Web Development) and The Walt Disney Company (Worldwide Anti-Piracy) allow him a broad overview and gives him a wide and practical perspective on the flow of entertainment, content and intellectual property. Mr. Schulman helped found Gang of Seven Animation, an innovative, highly-regarded animation company. He is the business principal in Cypress Entertainment, an independent media company developing and producing animated and live-action motion pictures and television properties. Mr. Schulman graduated from City University of New York (Brooklyn) (B.A.) and, after receiving several honors, received his J.D. from Brooklyn Law School.

MODERATOR

David Knight
CEO
Terbine Media

David Knight has a long and rich history in both the media and high-technology worlds. Beginning with his work on laser-based projection systems during his Applied Physics program at UCLA, he has participated in leading-edge development projects for the entertainment, military, and business arenas. He has since started or co-Founded ventures in the data communications and enterprise software markets, encompassing early entry to the e-mail and file-transfer areas, secure messaging systems, protocol converters, and wireless products, spanning a fifteen-year period. He participate in the buildup of technology ventures in North America and Europe, including a stint as President of a company with headquarters in the UK, which licensed its software in a royalty buyout to IBM. Active on multiple Boards of Directors and Advisory Boards, he operates in the mode of a senior advisor and occasional investor in exciting new projects. His latest efforts via Terbine Media involve the production of video-based entertainment for large in-person audiences, including airshows and other major venues. He was also recently named Vice President of the X PRIZE Foundation, which is sponsoring the Race To Space, with over 20 teams from seven countries competing to be the first to launch a manned space vehicle into a sub-orbital flight. The X PRIZE must be won in 2004, for the winning team to claim its \$10 Million bounty. Knight is dedicating his personal resources to the X PRIZE effort, and hopes to see the first launch-attempts this summer.

PROGRAM PRODUCERS

Lynn Foster
Emerging Technologies Director
Squire, Sanders and Dempsey L.L.P.

David Knight
CEO
Terbine Media, Inc.

SPONSORS

Japan External Trade Organization (JETRO, Los Angeles)

JETRO is a nonprofit, government-supported organization dedicated to promoting mutually beneficial trade and economic relationships and to assisting American companies in developing their exports to Japan.

Kirkpatrick & Lockhart LLP

Founded over a half-century ago, Kirkpatrick & Lockhart LLP is a national law firm with more than 650 lawyers in Boston, Dallas, Harrisburg, Los Angeles, Miami, Newark, New York, Pittsburgh, San Francisco and Washington. Kirkpatrick & Lockhart LLP serves a diverse roster of international, national, and regional clients that includes Fortune 100 companies, smaller business enterprises and individuals.