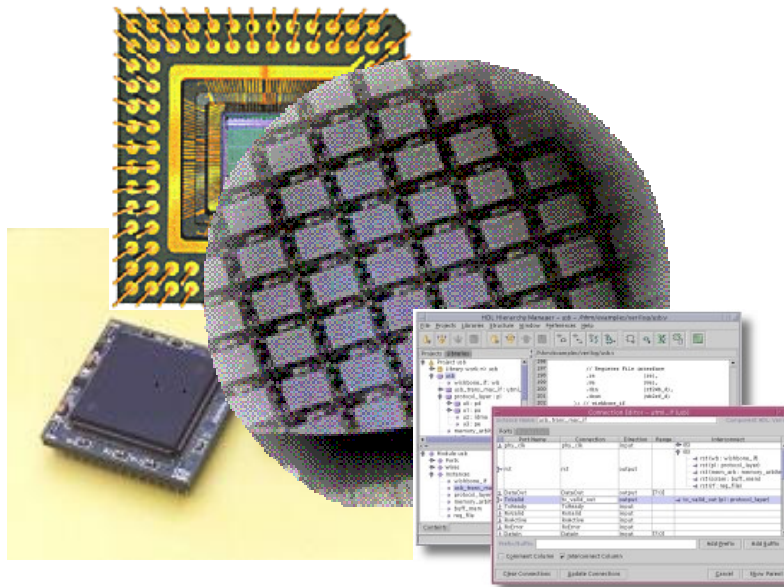


Reference Board Overview



Who We Are

- What we do:
 - NORTHBRIDGE TECHNOLOGY is a specialty electronics product manufacturer, with full design services capability
 - We focus on niche and non-traditional electronics markets
- Locations
 - NORTHBRIDGE TECHNOLOGY has design centers in Ottawa, Boston and Dallas
 - We have formed partnerships with selected groups to enhance our engineering capability and breadth.
- Design Experience
 - NORTHBRIDGE TECHNOLOGY has over 120 person/years of system and FPGA design experience
 - This group has engaged with over 400 global customers and completed in excess of 900 designs.
 - Our group has design over 30 reference boards for various manufactures and have shipped on avg 4K/yr

Expertise

System Experience

Digital Signal Processing
Networking
Test & Measurement
Bus Interfaces & Protocols
PCI
Digital Video and Imaging
Telecom
Automotive
Medical
Datacom
Satcom



Design Solutions

Turnkey Designs
Design Specifications
Feasibility Studies
Design Reviews
DSP Algorithm
Development
Embedded Processor
Firmware Development and
Support

Why Reference Boards

- Why Reference Boards
 - Ultimately to generate revenue for your company
- How Does this Work
 - Reference Boards highlight Product Features
 - Actual working product is BEST
 - Reference Boards promote early adoption
 - Every board in the field is a potential design win
- Controlling the Process
 - You must control the process
 - Your marketing must define the feature set to be highlighted
 - Too important to left to 3rd parties
- Target price points
 - Industry specific
 - Must be the absolute lowest possible price
 - Want wide market acceptance

Target Customers

- Target Customers - Engineering
 - Design Engineers
 - Evaluate real product
 - Software Engineers
 - Preliminary software development and evaluation
 - System Integrators
 - Early evaluation helps to insure integration into larger systems
- Target Customers – Sales Channels
 - Distribution/Rep Partners
 - Low cost Reference boards are an excellent sales tool
 - 3rd Party System Integrators
 - System Integrators act as an effective channel
 - Early adoption is an effective barrier to entry for competitors

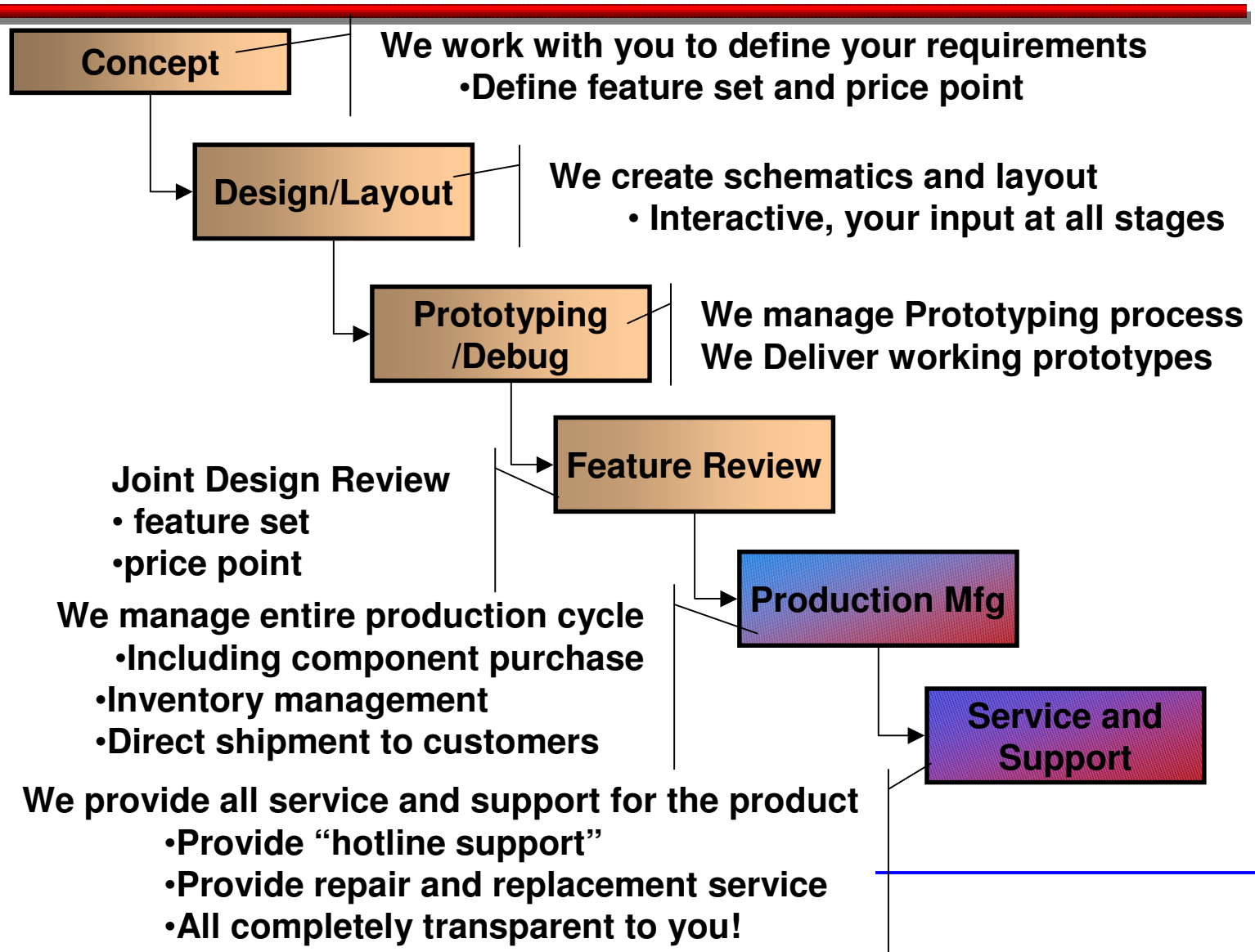
Boards are Great, but...

- Engineering Issues
 - We want our engineers focused on high value tasks
 - We can't pull them off current projects
- Manufacturing Issues
 - We don't build boards!
 - We don't have the in-house channel mfg/inventory/ship these boards
- Service Issues
 - We don't have the technical resources to devote to reference boards
 - We don't want to create the infrastructure to support these reference boards – it means technical people, a management stream, HR involvement and maybe capital expenditures!
- Management Issues
 - This detract from our corporate focus
 - How do we tracking where these boards go?
 - We have several product groups, no single point of contact

...and the Answer Is: NBT

- The value of Reference Boards is almost universally recognized.
- But there are problems that must be overcome
- Quite simply:
NorthBridge Technology offers the Complete Solution
 - Our experience allows us to manage the whole cycle
 - We can define your requirements with you
 - Our engineering team can develop your reference boards
 - We can bring the board to production
 - Most importantly:
 - We can manage the manufacturing process
 - We can manage the after sales support issues
- Our complete “cradle to grave” solutions provide cost effective solution for your reference board needs

Reference Board Flow



Our Offerings

- Complete Reference Board Packages
 - “Cradle to Grave” packages
- Partial Packages
 - Reference Board Design
 - Including specification, design and proto manufacturing
 - Reference Boards Support
 - We provide support services for you reference boards