PrintDreams™

Company Presentation

The Future of Printing

Q3 2009

Company Overview

- Strong patent portfolio and strategic partners for: Technology - (Lexmark, Avago, Philips, Xilinx) and Distribution – (Lexmark, Esselte, Xyron + few undisclosed).

- First products in the market (Craft printer and keyboard accessory) with great customer acceptance.

- Company has won multiple awards such as the Innovation & Technology Award 2006 and Cool Technology Vendor 2009 by Gartner.

- Over $2MUSD in accumulated revenues so far with next wave of licensing agreements currently taking place. Heading towards $120MUSD turnover by 2012.

- New R&D center established in India in Q12009 with great talents with relevant skill-sets at affordable cost.

PrintDreams

Technology Review

The RMPT™ technology allows the manufacturing of extremely compact printer devices that are format independent by eliminating the need of paper feeding and print head travel mechanisms.
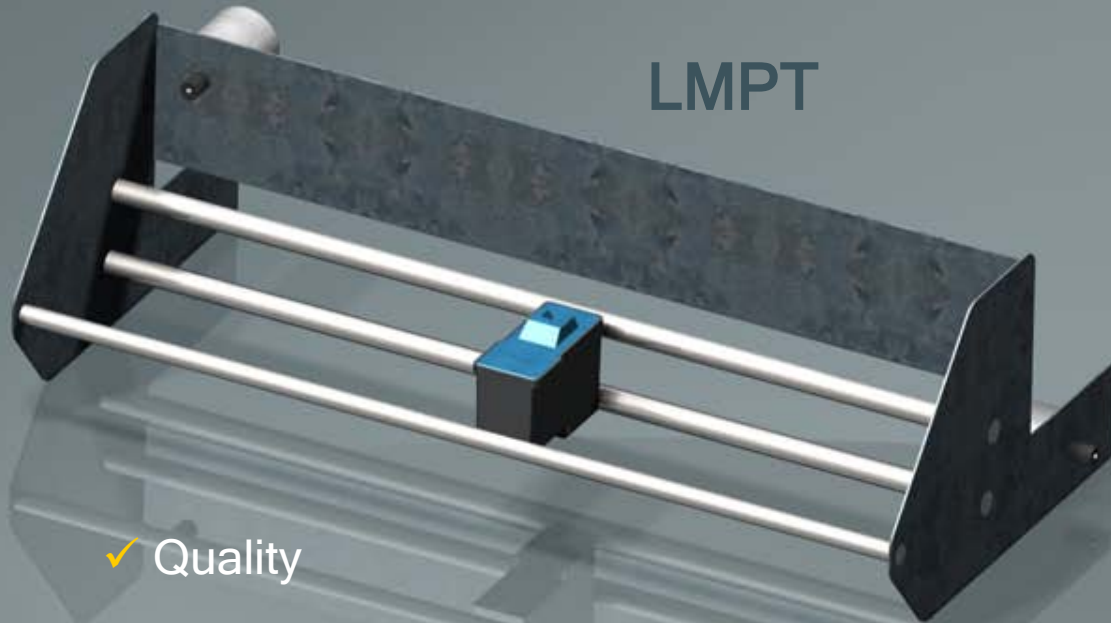
Instead, advanced optical navigation sensors are used to keep track of the real-time position of the printer over the print media.

While functionalities such as digital camera, MP3-player and more recently GPS have all been integrated into mobile handsets, printing remains as the only big functionality still not yet integrated. The RMPT™ technology stands out as the only viable candidate path for such integration.

PrintDreams

Stylized Technology Comparison

The RMPT™ technology makes it possible to extensively manipulate with customer-oriented features such as small size, great flexibility and low cost.
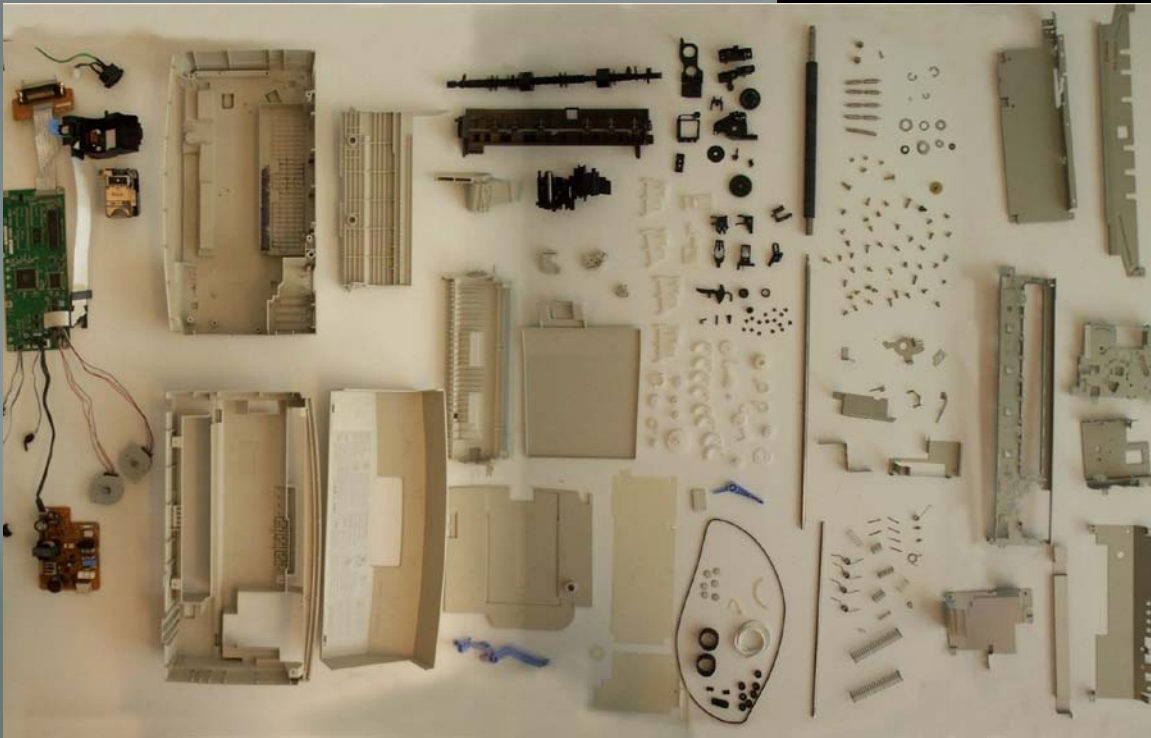
LMPT

RMPT™

✓ Quality
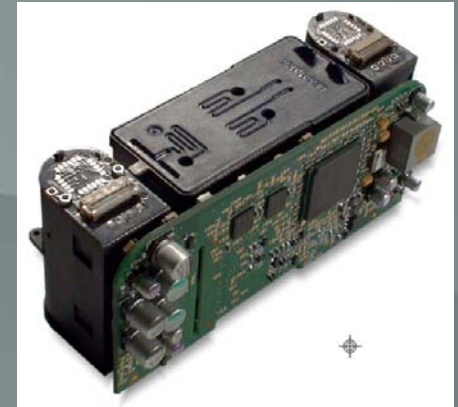
✓ Convenience

✓ Size

✓ Flexibility

✓ Cost

PrintDreams

1-to-1 Technology Comparison

RMPT™ technology opens up the only realistic path for substantial material-
and energy savings throughout the █████████████████ of printer devices
(manufacturing-transport-usage-rec█████████████████ffectivization and eco-
friendliness is going to become abs█████████████████r to bring digital
printing to the large masses of new █████████████████uch as India and
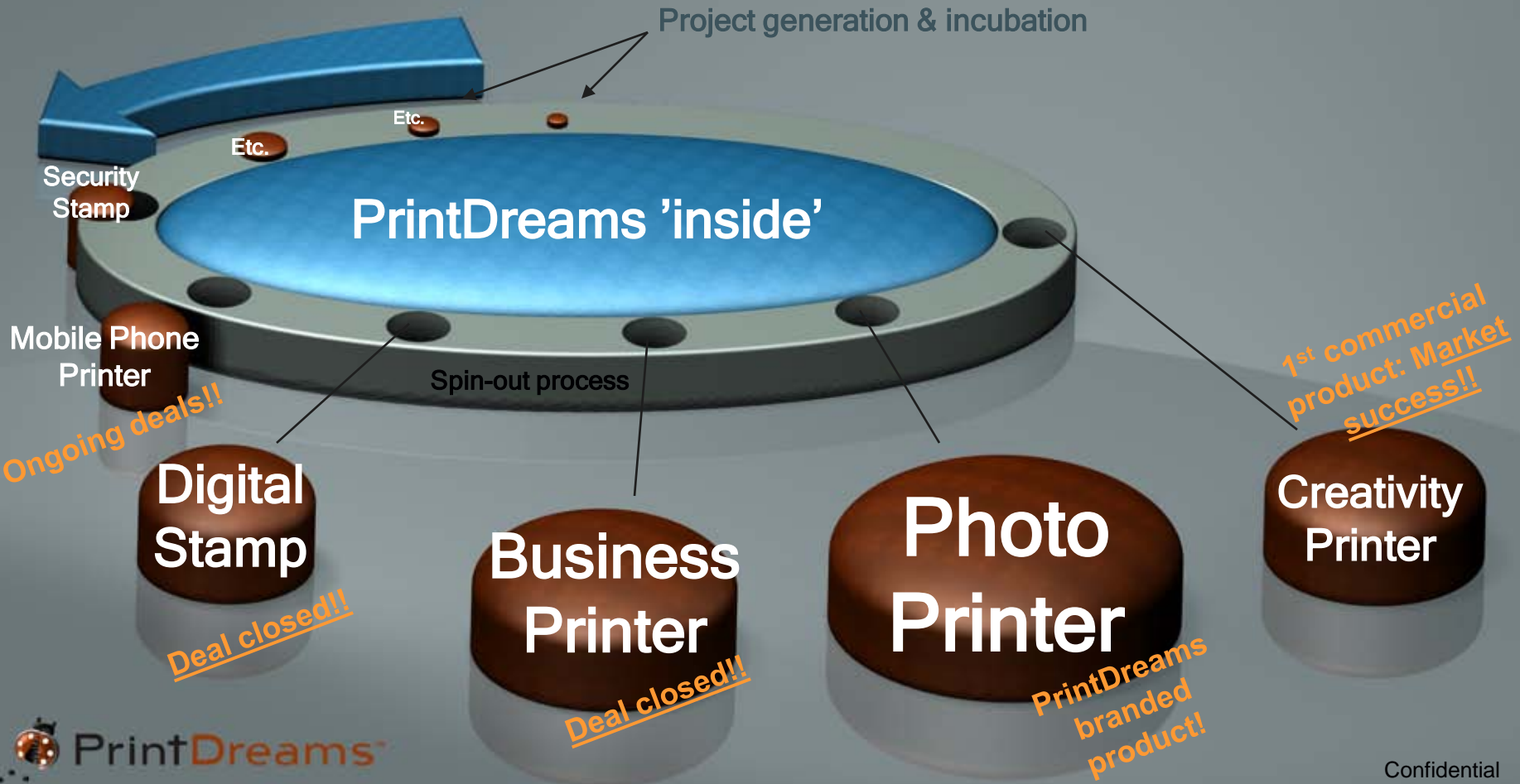China.

LMPT

RMPT™

The world of RMPT™ -based printer products

One of the most important strenghts of the RMPT™ technology is that it can be used as a base for a great variety of product applications in a wide range of market segments. Such diversification decreases market risks and increases the chance of more than one application becoming a great market success.

Project generation & incubation

Etc.

Etc.

Security Stamp

PrintDreams 'inside'

Mobile Phone Printer

Spin-out process

Ongoing deals!!

Digital Stamp

Deal closed!!

Business Printer

Deal closed!!

Photo Printer

PrintDreams branded product!

Creativity Printer

1st commercial product: Market success!!

PrintDreams

Confidential

The Xyron Design Runner™

Description

An all-around creative printer tool for the Arts &Crafts industry labeled with one of the top names of the industry.

Main Features

- RMPT™ *Lite* functionality (one stroke images and text)
- Clipart on Memory Cards
- Single- and repeat mode printing
- *"What You See Is What You Print"* Display
- Auto power-off

Business model

- Pure royalty-based

Schedule

- Beta product October 2005
- Manufacturing start Nov 2005
- Launch January 2006

End User Price

$ 99 USD

COMMERCIAL!

PrintDreams

The Wooosh™

Description

A versatile, easy-to-use, hand held printer that brings the magic of RMPT™ to pre-teens and teenagers.

UNDER DEVELOPMENT!

Main Features

- RMPT™ *Full* functionality (Laser-based nav tech)
- Built-in Digital Camera
- USB-connectivity
- Full Color printing
- Auto power-off

Business model

- PrintDreams branded

Schedule

- Demo product October 2009
- Launch January 2010
- SOP April 2010
- FCS March 2010

Target Price

$ 129 USD

PrintDreams®

PrintBrush™

Description

A very compact stand-alone PC/Laptop/PDA RMPT™ printer.
Will replace stationary printers

Main Features

- RMPT™ *Full* functionality
- Manages A4/Letter size printouts
- Features OptoNav technology
- Volume 200cc
- USB, IR and Bluetooth™ interface
- Maximum speed 400 mm/sec

Schedule

- Alpha product   April 2010
- Launch   June 2010

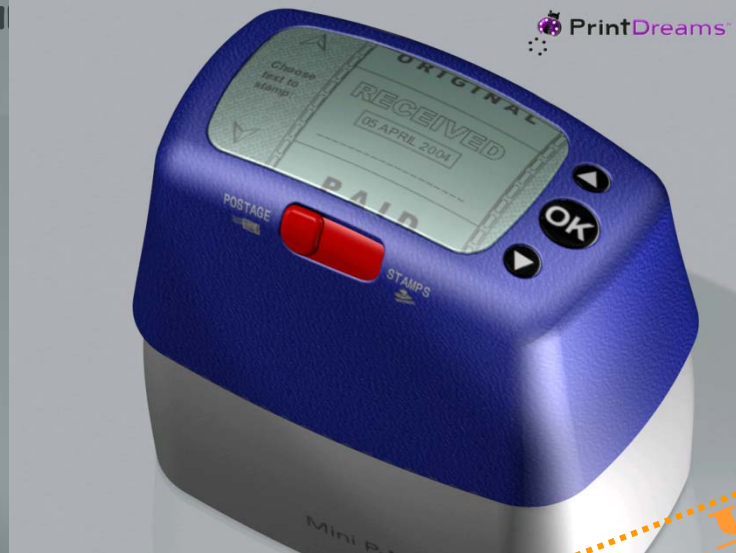## Introduction Price

$ 99 USD

Target Price

$ 49 USD

PrintDreams

Digital Stamp

Description
Will directly compete with the regular stamp business.

Main Features
• RMPT™*Lite* functionality
• Works just as a regular stamp but with the advantages of digital technology
• Automatic date & numbering
• USB interface
• Full color printing

Business model
• Platform supplier w/royalties

Schedule
•Prototypes available:

December 2009

• Market Launch:

January 2011

Target Price
$ 79 USD

UNDER DEVELOPMENT!

Thank you for your attention!

PrintDreams®