

"SoftLab-NSK" Ltd.

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Management: Irina Travina - CEO
Mikhail Shadrin - Director of Department
Igor Belago - Director of Department

Employees: Staff members - 35, seasonal employees - 10

Previous financing: \$ 64 300

Current financing: Internal funds

Requested investment: \$ 1 100 000

Use of the requested investment: : Development and manufacturing of low-cost "Virtual Set" targeted for regional or internet broadcast studios for television production.
Creation and support of a special distribution network.

Company Description:

The company has been started in 1991 by a group of scientists from the Institute of Automation and Electrometry SD RAS, who developed real-time computer image generators used as a part of training complexes at Gagarin Cosmonaut Training Center. At the time there was a goal to preserve the personnel and its skills under lack of governmental financing, so efforts were made to enter other sectors of the software market. As a result, the company established its presence in the following fields:

- computer game development
- development of computer-based training complexes for space industry and railroad industry
- development and manufacturing of software and hardware for video input/output and digital video processing.

The company has gained a name by professionalism and by delivering on time.

The company strategic goals are:

- attaining high and stable position on the market of equipment for professional video production, computer games development, training complexes and virtual reality applications;
- growing from developer into developer and publisher of own products.

Field and Directions of Activity:

Main company activities are:

- development of hardware and software for multimedia;
- development of software for virtual reality systems.

Products/Services/Technologies:

"Hard Truck - The Road To victory" - heavy truck racing computer game with elements of economics, full copyright.

"Rig&Roll" or "Hard Truck 2" - the sequel to "Hard Truck", full copyright.

DDClip - software for real-time video and audio editing, full copyright, full interest.

Forward - software and hardware complex turning a PC into professional editing studio, full copyright, full interest in Russia.

Management Team:

The company is owned by 17 individuals.

- Travina Irina, CEO, experience 11 years, on this position since 1997
- Shadrin Mikhail, director of department, experience 14 years, on this position since 1995

- Belago Igor, director of department, experience 17 years, on this position since 1991 The key personnel are holding 28% of the stock.

Markets/Competition:

The computer games are distributed in more than 30 countries. DDClip and DDTitle software is distributed through Internet stores, mainly in USA and Europe.

Forward is distributed in Russia and ex-USSR through distributors or directly by the company.

In Novosibirsk, 8 TV studios have purchased the complex. Forward has its niche of the market, because quality and price makes it affordable to small TV and video studios.

Achievements:

Siberian Fair Awards for computer graphics for TV channels, for "Phoenix" video complex and for train sorting training complex.

The Gagarin Cosmonaut Training Center is our client, which proves the professionalism of our developers.

Hard Truck 2 game was rated among the first ten titles in its price range by the offtake in USA.

Outlook: Entering the European market with "Rig&Roll" ("Hard Truck 2")

Development of "Hard Truck 3"

Development of software for "virtual studio" project, establishing manufacturing and distribution channels.