

Media Technologies CJSC

Volume of investments required: **\$ 1 000 thousand**

Intended use of investment required:

Marketing	85%
R&D	15%

Company profile:

1. Date of establishment - October 22, 2002.
2. Stage of development - Early stage.
3. Size and source of investments to date - \$100 th. (by own means).
4. Industry - LED backlight and illumination.
5. Target market - Outdoor signs, architectural, landscape, interior and exterior backlight and illumination.
6. Description and value of assets - \$10 th. (computers, the electrical equipment, samples of products)
7. Intellectual property rights - The patent «The Method and Complex System of Illumination» # 2004108156/09 from 22 March, 2004 (Company's property).
8. Signs of public recognition - Gratitude from the Government of Moscow for participation in the program «Adaptation of the city environment for needs of disabled», the premium of competition "Sign" for the registration of the outdoor advertising by light-emitting diode illumination

Owners:

3 natural persons	67,9%, 25,1%, 7%
Share of government property	0%

Management and key personnel:

Mekhovich Dmitry - CEO, 41, D.Mendeleev University of Chemical Technology of Russia, 1986 (Physics-chemist) and Academy of National Economy at the government of Russia, 2002 (management of the finance), 11 year operational experience in the field of a management and strategic management of the company, analytical thinking, team-player. Slepichko Valery - CTO, 29, Military Engineering Institute, 1997 (engineer - electronics), and the Moscow University of cooperation, 2000, (economist). Participation in business: technical and economic planning, formation of the technical program, staff, marketing research, monitoring of technologies, firmness of purpose, analytical turn of minds, skill to work in team.

Products characteristics:

iLEDynamics is complex system of hardware and software solution for simple & fast creation unique light dynamic effects in advertising, architectural, landscape, interior and exterior backlight and illumination. The unique construction of iLEDynamics allows simplicity of development and creation of different complex objects, also allows to high operational functionality, to get more opportunities to extend. Requires minimum of users trainings.

Comparative analysis with existing alternatives:

Characteristics	Media Technologies (exhibitor)	COLORKineticsUSA	Neon backlit
Technical	iLEDynamics (2003) -Extended digital control;	iCOLOR (2003) -Simple digital control; -Up to 16 million	Alternative manufacturers -Minimum of control;

	-Up to 16 million colors. ; -Low voltage; -Small size; -Up to 100 000 h. of work; -Low temperature of condition; -Low power consumption	colors. ; - Low voltage; - Small size; -Up to 100 000 h. of work; - Low temperature of condition; - Low power consumption	- Monochrome; -high voltage; -glass cases; -doesn't works in low temperatures; -high power consumption.
Operational	-High functionality at development, installation and operation; -flexibility control, wide field of application.	-Limited fields of application; -Limited control.	Difficult of creating, low installation functionality, hard and expensive usage.

Markets and competition:

Worldwide market of light equipment (2001) - \$78,700 million.

USA market of advertising light equipment (2001-2010) - \$5,400 to 8,000 million.

USA market of advertising LED-light equipment (2001-2010) - \$ 150 to 2,100 million.

Russian market of advertising light equipment (2003) - \$ 120 million.

Average annual growth of worldwide LED market is 50%, from 1995 year (2005 about \$3400 million).

Sales of LumiLEDs Lighting - rises last 4 years up to 400%.

Sales of COLORKinetics (2001-2003) - up 16,6 to \$28,8 million.

	Characteristics	iLEDynamics	COLORKinetics	Neon backlit
2003	Geographical region - USA/Russia Market size \$ th. 5,900,000/500,000			
	Company Market share \$ ths./%	USA 0 / 0%	28 800 / 0,48%	2 655 000 / 45%
	Russia	60 / 0,012%	no data	300 000 / 60%
2008	Geographical region - USA/Russia Market size \$ th. 7 200 000/700 000			
	Company market share \$ ths./%	USA 6 000 / 0,083%	no data	2 376 000 / 33%
	Russia	6 000 / 0,85%	no data	245 000 / 35%