

VIZUP LTD

Volume of investments required: **\$ 5000 thousand**

Intended use of investments required:

R&D (VizUp 3D Reducer)	40%
Marketing	60%

Company profile:

1. Date of establishment - March 23, 2004
2. Stage of development - Early stage
3. Size and source of investment to date - \$ 20 th. private funding; \$ 25 th. - The Foundation for Assistance to Small Innovative Enterprises (FASIE)
4. Industry - Computer Software
5. Target market - Engineering and manufacturing; industrial & mechanical design studios; 3D game developing; production studios; digital effects; animation studios and 3D content developing
6. Sales in 2003 - No
7. Description and value of assets - No
8. Intellectual property rights - the owner is Sergei A. Zavel'ski; all intellectual properties will be transferred to VIZUP before the end of the 2004.
9. Signs of public recognition
<http://www.vizup.com/testimonials/>
<http://www.download.com/VizUp-3D-Reducer/3000-6677-10282037.html>
http://www.tenlinks.com/NEWS/PR/vizup/091003_release.htm
http://www.sharewarejunkies.com/03zwd7/vizup_3d_reducer.htm

Owners:

1 natural person	100%
Share of government property	0%

Management and key personnel:

Sergei A. Zavel'ski is CEO and founder of VIZUP. He devoted many years to creation and improvement of polygon reduction and 3D geometry optimization algorithms. Today he possesses the best technology in this area.

Products characteristics:

VIZUP is a software company created in 2004 and specializing in developing polygon reduction algorithms and visualization of CAD/CAE. The company produces VizUp 3D Reducer, a polygon reducer, which optimizes 3D models with polygon reduction method, the models processed by the software contain significantly less polygons and have smaller size, than the original models; therefore, these processed models are better suited for real-time visualization systems. The polygon reducer can be used for automatic LODs generation. The technology of polygon reduction has been in development starting with the late 1980s. Initially it was intended for automatic generation of Finite Elements Method (FEM) meshes and industrial modeling use. Our company also is involved in creating custom tailored 3D and CAD polygon reduction and visualization software. Here is a partial list of the companies use the software: <http://www.vizup.com/partners/>.

Comparative analysis with existing alternatives:

Characteristics	Products/services of exhibiting company, year of bringing to market	Rational Reducer, Norway, 1994 - 2004	Geomatic Studio, USA, 1998 – 2004
-technical	VizUp, 2004	Rational Reducer,	Geomagic Studio,

-running -pricing, \$	Poligon reductionReduces up to fivefold of the models size.595 per license	Norway, 1994 r. Poligon reductionReduces up to tenfold of models size. 5950 per license	USA, 1998. Optimization for 3D scanners. Worse poligon reduction beside the competitors.1495- 5995 per license
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VizUp 3D Reducer: Exceptionally high quality of complex model polygon reduction achieved after many years work on developing algorithms. Extremely simple and user-friendly. You just open your file, press "Reduce" and watch the process of polygon reduction. Supports VRML 2.0/97 file formats only.

Rational Reducer: Award-winning tool for reducing the number of polygons in 3D models, while preserving visual quality. Produces faster rendering and shorter download time. Rational Reducer is fully automatic, helping you achieve in minutes results that would have taken days of manual work. Rational Reducer is currently in use by NASA, US Army, Toyota, Airbus, Statoil, Norsk Hydro and many others. Support for the following file formats: VRML 1.0, VRML 2.0/97, 3D Studio (.3ds), AutoCAD DXF (.dxf), OpenFlight (.flt).

Geomagic Studio automatically generates an accurate digital model from any physical part. The world's #1 software for automated reverse engineering, Geomagic Studio is also ideal for emerging applications such as mass production of customized devices, build-to-order manufacturing, and automatic re-creation of legacy parts. Geomagic Studio supports all 3D digitizers, cameras, and scanners in XYZ / ASCII format and handling ordered and unordered surface and volume data.

Markets/Competition:

	Characteristics	VizUp	Rational Reducer	Geomagic Studio
2004	Geographical Region – Worldwide Market size \$ 15,000 th.			
	Company market share \$ ths./%	15 / 0,1%	3 000 / 20%	4 500 / 30%
2008	Geographical Region – Worldwide Market size \$ 30'000 th.			
	Company market share \$ ths./%	3 000 / 10%	4 500 / 15%	9 000 / 30%

One of our main strategic goals is to further improve the polygon reduction technology for to elevate the quality level of automatic processing to that of human designer. The future versions of our polygon reducer will be specially created for designers working in the entertainment industry, computer and video game developing, movie producing and special effects creation.