

BIO OF PETER M. REDFORD

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Mr. Redford has been a pioneer in the Silicon Valley technology industry for the last 27 years, starting as a researcher with the Xerox Palo Alto Research Center (PARC). Since 1981, Mr. Redford has served continuously as CEO of investor-funded Silicon Valley technology companies. Redford is an expert negotiator, team builder and marketing strategist. He has extensive experience in product development, OEM/enterprise, mass-market consumer sales and international business development in Japan, Taiwan, Korea, Thailand and Ireland. Mr. Redford holds over 40 US and international patents.

As a researcher with Xerox PARC, Mr. Redford was involved in the development of several key technologies including the chip design methodology for Very Large Scale Integration (VLSI), the computer mouse and the graphical user interface (GUI). After leaving PARC, Mr. Redford joined Zilog Corporation where he participated in the development and marketing of the Z-80 microprocessor chip.

In 1981, as CEO of RMP Corporation, Redford developed the personal computer sound-card technology later used by Creative Labs in its Sound Blaster product. Yamaha acquired Redford's company in 1982.

In 1983, as CEO of Trillian Computer Corporation, Redford brought to market the first graphical user interface (GUI) and, in partnership with Logitech, played a critical role in developing the first mouse for the IBM personal computer. Trillian's GUI technology became part of Microsoft Windows. Redford holds one of the original software patents for the graphical user interface (patent # 4,692,858).

Between 1986 and 1993, Redford built a conglomerate of several computer manufacturing and marketing companies and established them as leaders in their markets. As CEO of the conglomerate which included: PowerSystems, PC-Outfitters, Astrid Computers and Astrix Computer, Redford was one of the first to develop the concept of "built-to-order" computer manufacturing (also used by Dell). Redford was also among the first to apply "divide-and-conquer" market segmentation principles to the PC industry (originally developed by GM for the auto industry) and became one of the PC industry's largest advertisers.

Since 1993, Mr. Redford is Chairman and CEO of TV Interactive Corporation (TVI). Funded by Intel Capital, NTT (Japan), Sega (Japan) and Hasbro, TVI developed and patented infrastructure technology for television-based ecommerce, electronic program guides, pay-per-view, and video-on-demand. Under Redford's leadership, TVI's technologies were adapted into many high-profile products, including Intel's next generation personal computer system-boards and Sega's video game consoles. As CEO of TVI, Mr. Redford worked with the MIT Media Lab to develop interactive media packaging for Procter & Gamble and for Philip Morris. Mr. Redford also collaborated with Hasbro and other leading toy companies on the development of digital media based products, including the most popular toy product on the market, the LeapPad from Leapfrog Enterprises (owned by Larry Ellison & Michael Milken). In May 2002, Mr. Redford has filed a patent infringement law suit against Microsoft for a key electronic media feature of Windows. A jury trial is scheduled for September 2004. Also in 2002, Redford sold the EVIDEA division of TVI to Smartpaper Networks Corporation.

Mr. Redford serves on the Board of Directors of several Silicon Valley technology companies as well as the city-funded International Business Incubator in San Jose. He has appeared as a guest on radio and television in the US (including CNN), Japan, Taiwan and Korea. He is also a frequent quest speaker to international business development delegations. Mr. Redford holds a graduate degree in electrical engineering and computer science from the University of California, Berkeley.