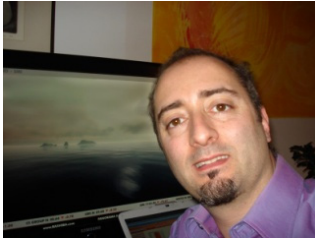


Entrepreneurial ID «venture leaders» 2008



BASHIBA



Roberto Vitalini | BASHIBA SA
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www.bashiba.com

Industry: Information Aesthetics, Ambient Intelligence

The Venture Leader: Roberto Vitalini The Company: BASHIBA SA



Reveal Patterns and Trends of Massive Amounts of Real-Time Data on the Fly
■ Transform Information into Insight

Reduce Cognitive Load
■ Feel the Mood of your Information Environment

Please Your Senses
■ Experience a Magnificent Landscape

Increase Awareness and Responsiveness to Multivariable Data Changes
■ Avoid Paralysis by Analysis (information overload)

Roberto has been in the multimedia and communications business since 1996 when he began work at a broadband media start-up, The Fantastic Corporation (IPO in 1999). Roberto is a lateral thinker by nature (media artist) and a vertical thinker by education (MBA, University of St. Gallen). His work focuses on inventing, designing and marketing futuristic products or services.

Milestones:

- 24.02.2006 BASHIBA SA incorporated in Lugano, Switzerland
- 13.06.2006 Patent Filed: In Echtzeit teilnehmende oder (re-)agierende Instinkt-Kommunikations-Kanal-Hyperoberfläche
- 26.10.2007 BASHIBA Panorama received the ated-ICT award

The Project: BASHIBA PANORAMA

USP: UNDERSTAND DATA CHANGES WITHOUT READING NUMBERS

We inspire decision makers. We transform information overload into a meaningful Image (real-time data panorama).

PRODUCT: BASHIBA PANORAMA

An information environment where people are constantly informed without performing logic operations.

OPPORTUNITY: THE BIG PICTURE, IN REAL-TIME

If you want a superior work environment, if you want to be informed without being disturbed, we have the right solution.

CALL FOR ACTION: MONEY AND PARTNERS

BASHIBA PANORAMA is a software reality (server, control center, 3D engine). The system works in FULL-HD and can be demonstrated with live data feeds. To finance the commercialization phase, we look for strategic venture partners.

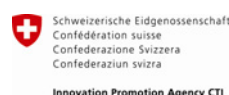
TARGET CUSTOMERS

- Luxury Solution for the world major stock exchanges and banks.
- BASHIBA PANORAMA productized in collaboration with financial information providers (Bloomberg, Reuters, Thomson Financial) to become the natural ambient intelligence complement to their existing data terminals.
- Custom Solution for any company that is interested in perceiving important data changes.



March 2008

With the support of :



Innovation Promotion Agency CTI