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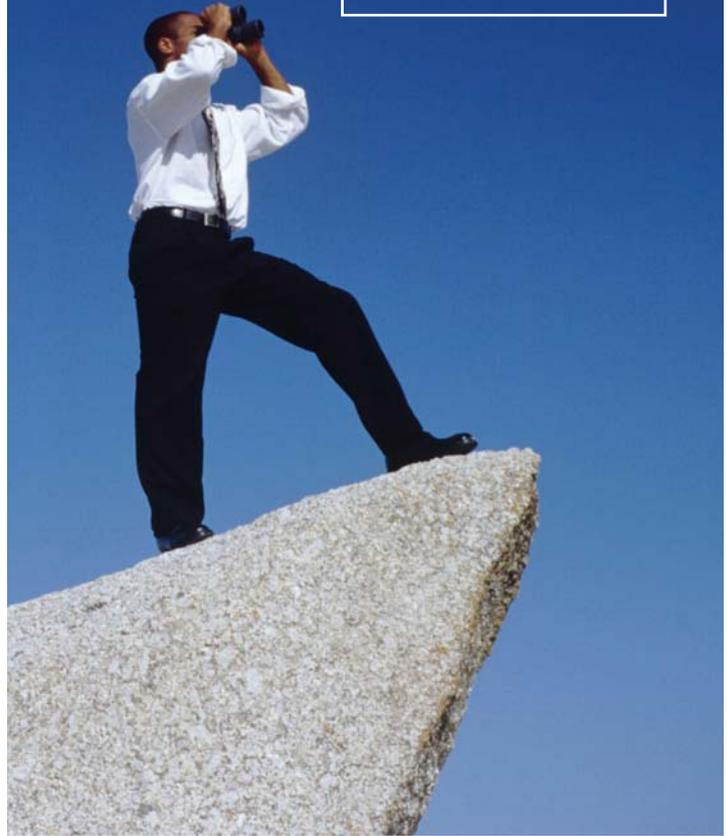
**Helping you profitably
navigate the opportunities of
our flat world.**

The world is flat. So reads the title of a best-selling book. In it the writer makes a compelling case that ten major forces, flatteners as he calls them, have converged to level the global competitive playing field. Flattener number 5 – outsourcing – is our specialty.

Specifically, Long Circle, Inc. offers offshore engineering R&D services for the product lifecycle...for companies whose products and services rely on embedded software and hardware technologies. This is our sole focus.

Long Circle helps you access the abundant and affordable technical capabilities offered by China. As a result, we enable you to create and innovate faster and for less money. Thus making your company and its products and services more effective competitors in the global marketplace. We serve manufacturers, OEMs, original design manufacturers, independent software vendors, system integrators and value-added solution providers. And, we stand ready to serve you to the best of our abilities at each and every phase of the product development cycle.

See farther. Do more.



Seasoned project managers ensure your success.

Good management – on both ends – is crucial to the success of your project. So we want you to know about things on our end. Long Circle's senior engineers each have more than 10 years of experience with embedded technologies and have successfully completed projects for *GE, Motorola, 3Com, Nortel* and others.

In addition, our seasoned, well versed project managers are experts in all areas relating to market requirement definition, product design and implementation, testing, installation, and maintenance. Most importantly, at every step of the process meticulous quality assurance standards are rigorously enforced. To that end, we follow Six Sigma methodology in order to reduce process variance. Plus, all Long Circle Voice of Customer (VOC) team members assigned to your project are fluent and proficient in the English language.

Incorporated in the state of Massachusetts and founded by an accomplished U.S. technologist, Long Circle operates a Center of Excellence in Shanghai, China.

Continually growing our knowledge base to serve you better.

Technology is always evolving. So are we. Long Circle technicians maintain a high degree of engineering capabilities across all major operating systems upon which embedded technologies run. In addition to *Embedded Linux*, this includes *DSP/BIOS, Windows Mobile, Symbian, WindRiver, pSOS, OS9, Nucleus Plus, PowerTV* and others.

Additionally, all company personnel maintain an up-to-date knowledge base in the technologies, tools and methodologies impacting *all things embedded*. A significant area of strength for the company is its deep knowledge and cutting-edge proficiency in *Embedded Linux*. Other strengths include its DSP skills, and experience and expertise in product development for portable devices.

For value, for quality, for focused technical capabilities, for on plan, on time, on budget results...we invite you to bring your next R&D or product development project to Long Circle.



The right people. The right solutions.

Demanding hiring process nets exceptional people.

Long Circle carefully selects and painstakingly qualifies top-tier engineering and test teams. For example, all Long Circle employees undergo a thorough nine-step hiring process that includes comprehensive skills proficiency testing (including English) and a thorough background check.

Add it all up – a deep pool of available talent + a rigorous, demanding process that results in only the best hires + superior project management personnel – and the bottom line is this: A proven track record of success on numerous product development projects.

Case in point. Successful results achieved by Long Circle's engineers include -

- Development of an award-winning real time video processing board utilizing artificial intelligence technology.
- Development of a real-time interactive application ran within Scientific Atlanta's digital set-top box.
- Development of a Voice Over IP module that complies with SIP protocol and resides inside a DOCSIS cable modern.
- Development of a high speed VLAN switch; from BSP level up through IP layer to SNMP management.
- Development of mobile applications on various Smartphones and PDA's.

Accelerate The Pace of Innovation

"PalmOne Inc.'s collaboration with Taiwan's HTC...illustrates one approach...PalmOne has cut months off of development times, reduced defects by 50%, and boosted gross margins by around 20%."

From BusinessWeek March 21, 2005 article Outsourcing Innovation

In today's *flat* world, the pace of innovation is key to long term corporate profitability. As a result, engineering departments at companies of all sizes are under constant pressure to come up with better products in less time and for less cost. But they're also expected to execute on numerous tasks essential to the organization's near term success. All this while successfully dealing with the inevitable "brush fires," patches, crises, and "need it now" workplace demands of everyday operations.

Most often the net effect is a workload that's already consuming every available man-hour. And any productivity gains from tool and process improvements will likely be, at best, incremental. The only option is *more bodies*. But many engineering departments are already operating on a very tight budget.

To meet this challenge you must not only maximize your available budget, you must also get more "BPD" – brainpower per dollar. Offshoring R&D through Long Circle can help you do just that. This innovation advantage can best be illustrated by this comment from one U.S. software company CEO: "I'm hiring Ph.D.s with years of experience for less than what it would cost to hire a new college grad out of Stanford."

Long Circle's dedicated staff will help you accelerate the pace of innovation in your company by helping you multiply your "BPD." Our goal, in the end, is simply this:

We want you to be able to say not that Long Circle helped you *keep up* with the pace of innovation in your industry but that Long Circle helped you *set the pace*.

Increase Your Global Competitiveness

"One of the most incredible groups in Microsoft is our research group in China. I mean, when we start a new research lab, we expect within four or five years they'll be contributing. This lab had been going six months and in terms of graphics breakthroughs and protocol breakthroughs and a large number of things they were already making contributions. So the energy and the talent pool there really blows the mind."

Remarks by Bill Gates – Gartner Symposium – March 29, 2004

China offshore R&D through Long Circle offers your business many opportunities for increasing your global competitiveness. Given the favorable cost structure China offers, companies can even *increase* R&D activities while *reducing* R&D spending. Or, maintain the same level of R&D spending while substantially increasing R&D activities. You'll also gain a competitive edge in other, more strategic ways as well.

For example –

- When you locate product development and R&D operations in China you'll be at the epicenter of the manufacturing base for the global economy. It's inevitable that this will shorten development and production cycles.
- As the world's fastest growing economy, China represents a major growth opportunity. And product development, localization and support centers are fast becoming a competitive necessity. According to *Forbes Magazine* more than 400 multi-national companies have already set up research and development centers in China.

Forward thinking companies of all sizes either already have a China strategy in place or are hard at work developing one. Because they know that their global competitiveness depends on it. China offshore R&D can be an effective component of your overall China strategy and help to position your company for explosive growth.

Long Circle can be your conduit, your catalyst for achieving that growth.

Swing into action. Initiate change.

Slash Your Development Costs

“Dell Inc. has made an art form of outsourcing product development. It does virtually no design work and spends approximately 1 percent of sales on R&D – less than a quarter of what many other leading technology companies spend for product innovation.”

*Electronic Supply & Manufacturing Magazine
– January 2005*

From established corporate giants such as *Dell, GE, Microsoft* and *Motorola* to entrepreneur-driven startups, organizations of all sizes...are turning to China offshore R&D to slash development costs. A look at the numbers shows a key reason why. An engineer costing \$50K a year in the U.S will run only one-fifth of that amount in China. In many cases companies will enjoy cost savings even greater than those to be had in India. Of course, we would be the first to point out that salary is just one of several costs that need to be taken into consideration in an offshore arrangement. That said, Long Circle's scale of operations and experienced management can help drive down costs in all areas.

Three ways to use Long Circle

ChinaSource is Long Circle's project outsourcing solution. Typically, the projects involve software and hardware development, testing, maintenance, or enhancement of products with each project going through four stages: (1) Requirements specifications (2) System Modeling and Analysis, and project detailed planning (3) Multiple design-build-and-test iterations with releases, and (4) Project acceptance and delivery.

Once the project is completed, Long Circle transfers all developed designs, technologies, documentations, prototypes, and tools back to your company. After the transfer, free support is available, as is service and maintenance according to your contract.

When to consider ChinaSource

Designed to meet the needs of companies who are looking for cost savings through transaction type outsourcing...ChinaSource is a turnkey, hassle free, easy-on, easy-off service. Typical ChinaSource projects (1) Usually require less in-depth proprietary knowledge (2) Have requirements that are less likely to change during the course of the project, and (3) Have people, time, and material costs that are fairly predictable.

ChinaPartner is Long Circle's long-term, relationship-based partnering solution in which we build and manage an R&D team for you...that is located within our China Engineering Center of Excellence. The ChinaPartner solution includes recruitment, hiring, training, hosting and day-to-day supervision and management of your team.

With ChinaPartner, in addition to technical training, your team will also be educated on your company's corporate values and culture, so as to provide a true business level alignment.

ChinaPartner, as the name implies, is a true partnering arrangement whereby our two companies work closely together to ensure the success of each project. To that end, we work in tandem with your in-house project management team to enable:

- Seamless integration between your in-house staff and your Long Circle ChinaPartner team
- Smooth and transparent execution of each project
- High design and build quality.

Build-Operate-Transfer

For the customers who want to preserve the investment they put into their ChinaPartner team, we offer an option-to-buy, thus making them the employer of the team. Long Circle will:

- Facilitate the spin-off of the team including oversight of compliance with all local and national rules and regulations pertaining to the establishment of a customer wholly-owned subsidiary
- Provide any needed transitional support
- If needed, stay on after the spin-off as a business consultant.

Also, Long Circle can provide your new subsidiary with fully compliant business process services such as finance, administration and HR.

ChinaPresence is Long Circle's one-of-a-kind incubation solution. With ChinaPresence we will work with you to establish a China Engineering Center of Excellence (CoE). One that functions as another arm of your U.S. based R&D efforts. Working closely with you, Long Circle will define, plan, execute, and deliver to you a tailor-made organization. Unlike ChinaPartner your team members will be company employees from day one.

For companies that are certain they want to establish an R&D center in China and want to control and personalize the process from the start, ChinaPresence is the way to go.

Since Long Circle has an Engineering Center of Excellence in China, with the necessary skills for most of our ChinaPresence customers' needs...we can readily leverage this internal capability to seed off new China Engineering CoE for our customers. This enables our incubation process to produce better results and higher quality while taking less risk and time.

**Every morning in Africa a gazelle wakes up.
It knows it must outrun the fastest lion or it will be killed.**

**Every morning in Africa a lion wakes up.
It knows it must run faster than the slowest gazelle or it will starve.**

**It doesn't matter whether you're a gazelle or a lion.
When the sun comes up, you'd better be running!**

Ancient African Proverb

Whether you see your business as a gazelle or a lion, Long Circle has the people, the knowledge and the know-how, and most importantly the dedication and determination to help your business run faster.

To get started, call us at **1-866-529-7725** or visit www.longcircle.com today.