

EXECUTIVE SUMMARY

A real life scenario...

Imagine an engineer working on a new product development team. He/she is at the stage where they need to test for a number of parameters, such as temperature tolerances, voltage limits and sound pressure levels, and they need an instrument to take these measurements. Scattered about on the test bench are numerous instruments available for this purpose – one measures temperature, another measures voltage, and yet another measures sound pressure. The engineer fully expects to spend over an hour, if all goes well, to get these separate instruments set-up and ready to take measurements – referring to three different user manuals and consulting with a co-worker, an electrical engineer, to help attach the various sensors to the various measuring instruments, none of which capture the data in a computer-readable format. After an hour or more and with well over \$10,000 of measurement instrumentation deployed, the engineer is now ready to *begin* capturing raw measurement data.

A REAL MEASURE scenario...

Now imagine an engineer that has a test & instrumentation product that enables him/her to capture all three of the measurements described above (plus the ability to do even more) with just one stand-alone instrument – and it requires no additional technical know-how beyond simply operating the PC– which he/she, of course, already knows how to do. Imagine that it would take, without assistance, no more than *ten minutes to set-up* before capturing accurate, calibrated and meaningful data directly into the PC software where the raw data is consolidated and made available as useable information. With just minutes of set-up time, with no collateral assistance required, and around \$1000 invested in the *Real Measure* system, the engineer is saving significant company time and money while capturing the precision measurements and analytical support needed to get the job done.

REAL MEASURE is all business.

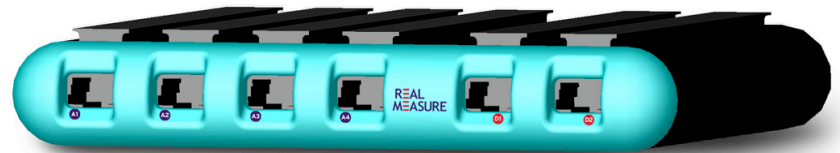
Real Measure is in the *business* of *test and measurement instrumentation*. The real life scenarios described above are directly relevant, on a daily basis, to literally millions of engineers, laboratory researchers and related technicians across the spectrum of industrial, manufacturing, automotive, electronics and laboratory research markets.

The *test & measurement instrumentation* industry has long been able to produce highly accurate, special-

ized, stand-alone *test and measurement instrumentation*, at an equally high price point. The industry however, has thus far failed to integrate and propagate available, easy-to-use computer-based technology. Raw data alone no longer satisfies the efficiency, ease, low cost, analysis, versatility and execution requirements that are inherent in today's highly pressurized business environment. *Real Measure* is exploiting this opportunity by *redefining and redesigning* the concept of *test & measurement instrumentation* to better meet the needs of commercial users.

Meet “Albert”™

Real Measure's PC-based *test and measurement instrumentation* solution uniquely addresses today's pragmatic testing, measurement and business needs. *Albert*, the initial *Real Measure* product introduction is a singular, multi-function, PC-based *test & measurement instrumentation* system. The basic *Albert* package consists



The *Albert* “brain” unit measures just 6.5” x 4” x 1” and weighs just 24 oz.

of two primary components: hardware (“brain” unit; two probes) and software (proprietary Windows®-based). *Albert is the only end-to-end, probe to data analysis, measurement system available to the commercial marketplace.* *Real Measure* and *Albert* uniquely create and define an entirely new product category in the *test & measurement instrumentation* market: the PMA (*Personal Measurement Assistant*) product category.

Within *10 minutes out of the box*, any user who can operate a PC will be ready and able to execute and record highly accurate measurements (temperature, pH, current, motion, etc.) in most any environment. It's so easy in fact, that any middle schooler can do it. *Real Measure* already has 15 different probes available which plug into *Albert*, capable of executing 33 different measurements. The data is conveniently transferred and displayed in real time on any PC where *Real Measure's* proprietary, analytical software resides.

That *Albert* is so easy to use any middle schooler can do it is a literal statement. *Albert's* robust and easy-to-use features have been refined, tested and proven for over 15 years in America's science classrooms and labs. *It works.*

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Confident test and measurement is no longer the exclusive domain of highly trained engineers. More and more, lesser-trained technicians and non-engineer users are in need of affordable, easy-to-use, highly accurate and reliable ways to execute a wide variety of measurements. At the same time business management is demanding lower cost and higher performance in order to cost-effectively secure the confident, timely data required for competent business decision-making. *Albert* uniquely delivers a value proposition of convenient test and measurement confidence to a broad array of users in the commercial marketplace.

The specialized, complex and expensive nature of existing *test & measurement instrumentation* has left a gaping hole in the market, creating an enormous business opportunity for an easy, turn-key, highly reliable and affordable test & measurement solution – an opportunity that *Real Measure* is ideally positioned and prepared to exploit powered by four key market advantages: 1) *Albert* is foundationally supported by a differentiating and compelling architecture base, 2) *Albert* is a brilliant product contained within a single box able to exploit extended application and sales opportunities, 3) *Real Measure* has developed a brilliant strategy which enables it to side step head-to-head product competition and, 4) the application-focused product concept provides a sustainable value proposition by enabling the company to perpetually add-value to the initial *Albert* purchase.

Two million engineers have got to know.

The basic market opportunity for *Real Measure* is vast. The company's initial customer focus is on engineering and engineering-related individuals in the *general purpose-testing* category – with the most qualified market being the *computer-based testing* sub-segment. Translated into real numbers, two million engineers using *test & measurement* instrumentation to find answers as a part of their daily job activity, creating a \$4.2 billion market, with \$1.1 billion of that market already being computer-based. The computer-based segment is also the fastest growing, boasting a projected annual growth rate of 8%.

The *Real Measure* market opportunity is augmented by the fact that *Albert* enhances the test and measurement process while not having to displace any present or future instrumentation product investments to make the sale. A realistic analogy would be: *Albert* is to existing test & measuring instrumentation as *Palm®* is to the PC. *Albert* defines a new, PMA (*Personal Measurement Assistant*) product category within the larger *test & instrumentation* market.

The management team to make it happen.

The *Real Measure* management team is the collective representation of what it will require to build a profitable and sustainable business. Company founders provide a seasoned mix of individual, executive-level marketing, sales, financial, engineering, product and business management experience. Many of the management team members have also had significant and successful experience working together, in both inter- and intra-company relationships over the past 10-15 years.

The investment to make it real.

The purpose of this contact is to raise sufficient capital to enable *Real Measure* to profitably exploit this vast market opportunity. Upon the completion of the planned funding of \$3.5 million, the *Real Measure* management team is confident that the execution of its business plan will drive the following financial results:

