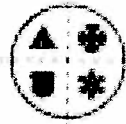


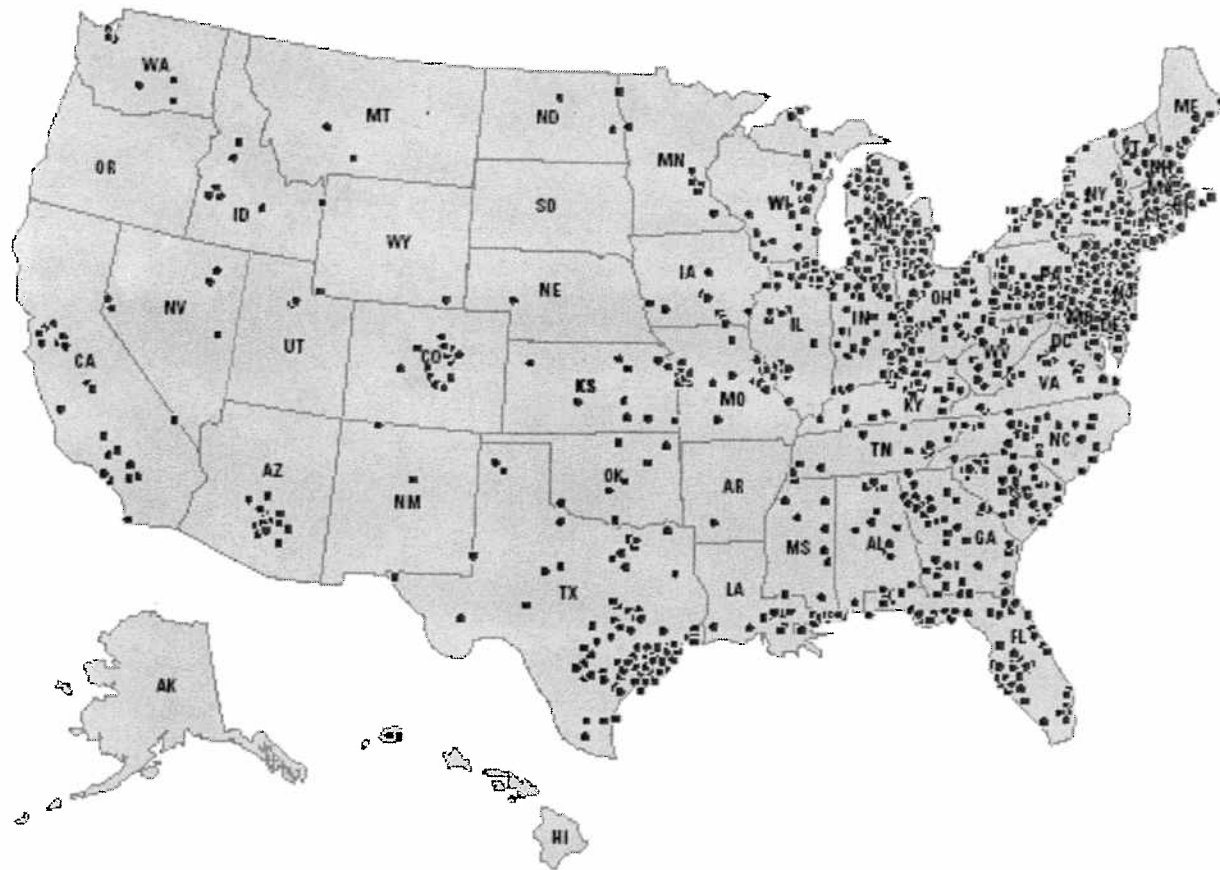


Salamander
TECHNOLOGIES

Corporate Overview



interTRAX™
INTERAGENCY ACCOUNTABILITY





- Leading U.S. supplier of Personnel Accountability Systems
 - Auto ID tracking of responders, victims, & volunteers at incidents
- Founded June, 2001 – Traverse City, MI Corporation
 - 3 months prior to 9/11 terrorist attacks
 - High growth: 21 employees; 2007 recognition **Inc.500**
- Acquired *Clemens*® manual accountability business in 2002
 - Then #1 supplier, provided foundation for migration to automation
- Excellent intellectual property: 5 issued patents
 - First-mover in using high-capacity ID tags (PDF417, smart-cards, etc.)
- National Sales Channel: 20+ photo-ID card system providers
- Recent Events:
 - **Hurricane Ike** reference site (Houston EMA)
 - **DHS blessing** of identity verification (PIV) approach



The Problem

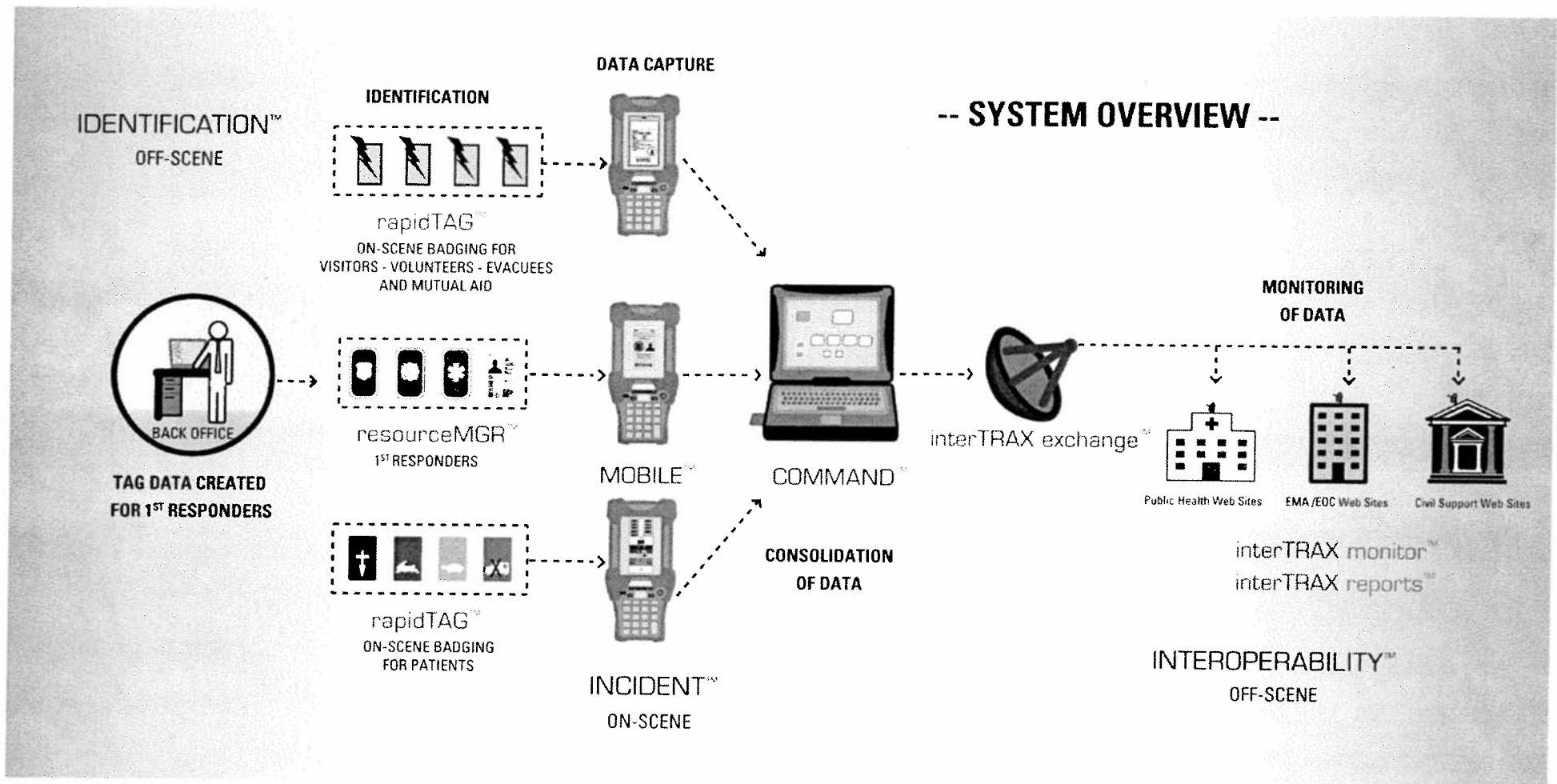
The identification, life safety, and security of responders and victims at incidents – in particular, during disasters such as 9/11, Hurricane Katrina, earthquakes, pandemics, etc.

Our Mission

At Salamander Technologies, we are saving lives of our 1st Responders and the citizens they protect by offering a superior auto ID system that accounts for all personnel, verifies responder identities, and enhances situational awareness at an incident, emergency, or field event. Our contributions to homeland security will accelerate as our interTRAX® solution fulfills the national imperative for a unified system to identify and track all participants of large-scale incidents – responders, victims, and volunteers.

Our Vision

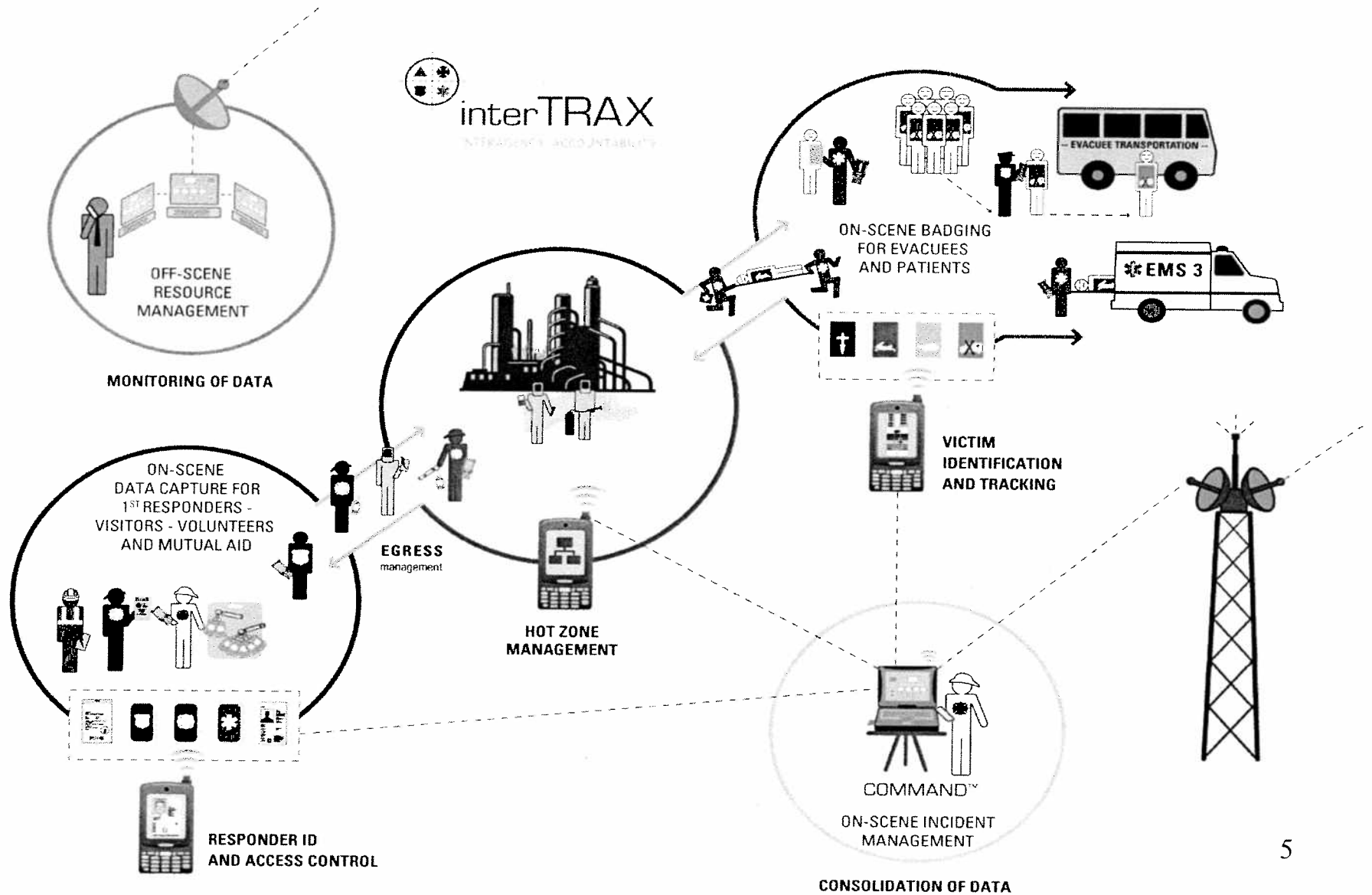
Create a simple, scalable, and survivable system for interagency personnel accountability – *from the tag to the web* – that complies with federal mandates for the National Incident Management System (NIMS) and Personal Identity Verification (PIV).



Resource Accountability - *from the Tag to the Web* - with the latest MS 4
Technology



Interagency Incident Schematic





Salamander Command

File Incident Report View Help

POST LOG MAP

On Scene

- 0 - Responders
- 0 - Equipment
- 0 - Patients

Off Scene

- 0 - Responders
- 0 - Equipment
- 0 - Patients

Command Post

- 1 - Responders (15)
- 1 - Equipment (6)
- 0 - Patients (3)

Dunfee, James
Chief 1

Rehab

- 1 - Responders (1)
- 0 - Equipment (0)
- 0 - Patients (0)

Merrweather, Mike

Staging

- 2 - Responders (4)
- 1 - Equipment (2)
- 0 - Patients (0)

Minckie, Andy
Reardon, Paul
Ambulance 3

Tank 23

- 2 - Responders (2)
- 1 - Equipment (1)
- 0 - Patients (0)

Atwood, Dave
Wilbeck, Wilbert
Type 2

Fire Protection Group

- 1 - Responders (5)
- 0 - Equipment (2)
- 0 - Patients (0)

Montague, Sam

Engine 24

- 2 - Responders (2)
- 1 - Equipment (1)
- 0 - Patients (0)

Jones, William
Wilson, Frank
Engine 24

Engine 23

- 2 - Responders (2)
- 1 - Equipment (1)
- 0 - Patients (0)

Rasner, Betty
Williams, Robert
Engine 23

Rescue Group

- 1 - Responders (4)
- 0 - Equipment (3)
- 0 - Patients (3)

Gruff, Ima

Transport

- 1 - Responders (1)
- 2 - Equipment (2)
- 1 - Patients (1)

Johnson, Sally
Ambulance 2
Ambulance 99
080111163822075

Triage Group

- 2 - Responders (2)
- 1 - Equipment (1)
- 2 - Patients (2)

Dressler, Amy
Miller, John
Type 3
080111160828065
080111160847062

ASSIGNMENT COMPANY RESPONDER EQUIPMENT PATIENT NOTE TIMER

Total PAR 15			Total Patient PAR 3				
15	3	8	0	1	2	0	0
Responder	Company	Equipment	White	Green	Yellow	Red	Black



- **Dog Tag:** Tried and true manual accountability (*Clemens®*)
- **Barcode:** First step in automatic ID technology. (*Requires database look-up*)
- **PDF417:** A portable data file where responders bring survivable data to site. (*current media*)
- **Smart Card:** Chosen for HSPD-12 PIV model for added security. (*now integrated into interTRAX® suite*)
- **Active RFID:** GPS, biometrics, & mesh - detected at station, on apparatus, and on-site. (*Next Gen Radio – Motorola?*)



System Technology

		<u>Manual</u>	<u>Auto ID</u>	<u>PIV/FRAC</u>
<u>Responder Accountability</u>				
1st Responders	Note 1	\$79,430,950	\$397,154,750	\$794,309,500
Volunteers	Note 2	\$3,978,250	\$19,891,250	\$39,762,500
Health Care	Note 2	\$16,784,450	\$83,922,250	\$167,844,500
Total Responder Market		<u>\$100,191,650</u>	<u>\$500,958,250</u>	<u>\$1,001,916,500</u>
<u>Victim Tracking</u>				
Patients	Note 3	\$5,000,000	\$50,000,000	\$50,000,000
Evacuees	Note 3	\$5,000,000	\$50,000,000	\$50,000,000
Total Victim Market		<u>\$10,000,000</u>	<u>\$100,000,000</u>	<u>\$100,000,000</u>
<u>Building Evacuation</u>				
Hospitals	Note 5	na	\$50,000,000	\$50,000,000
Schools	Note 5	na	\$375,000,000	\$375,000,000
Large Corporate	Note 5	na	\$324,000,000	\$324,000,000
Total Evacuation Market		na	<u>\$749,000,000</u>	<u>\$749,000,000</u>
Total Accountability Market		\$110,191,650	\$1,349,958,250	\$1,850,916,500

Three technology chasms to cross. Market estimates based on demographics.⁸



- **Mass Disaster:** Hurricane Ike / Houston EMA Evacuee Tracking
 - SERG Deployment (Salamander Emergency Response Group)
 - Thousands of evacuees tracked from the tag to the web

- **Key Events & Exercises:**
 - DHS Spring Ahead National Exercise (PIV & NIMS Integration!)
 - Super Bowl XL & Super Bowl XLII (responder & equipment tracking)
 - Army 10 Miler (patient tracking)
 - Pocono 500 (patient & responder tracking)
 - TOPOFF – (Seattle Area – interagency responder tracking)
 - Hoosier Sentry (Indiana – responder tracking)

- **States nearing Tipping Point** (interTRAX® deployment)
 - Michigan
 - New Jersey
 - Kansas
 - Connecticut
 - Pennsylvania
 - South Carolina
 - Colorado (PIV?)
 - Texas (Houston, San Antonio, Dallas,)
 - Indiana
 - Mississippi



- **Awards**

- 2002 - Great Lakes Entrepreneur Quest Winner
- 2005 - “Michigan 50” Selection (2nd stage entrepreneurial)
- 2007 - Inc. 500 Selection (fastest growing companies)

- **Investment**

- Angel Investment from West Michigan (Grand Rapids +)

- **Support**

- SBTDC support: business plan, intros, angel investment
- Local political support: Rep. Allen, MEDC, Chamber

- **Environment**

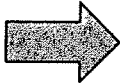
- Quality of Life in TC area!



- **State of MI Follow-Through**

- Tri-corridor (Auto, Life Science, Homeland Security)
 - 21st Century Jobs Fund (our proposal rejected ☹)
 - Venture Capital Access (we had to pursue angel investors...)

- DC3: DoD procurement access (program fell apart...)



Good concepts, but execution did not live up to expectations.
Resulted in work with no benefit for us...

- **Environment**

- Lack of software companies in TC area (tough to recruit)
- Tax environment
- Access to venture capital for 2nd stage companies