

Reach-in is wholly owned by Apriori LLC ("Apriori"). This is a privately held company that has engineered a solution that allows mechanical components to be controlled through the internet utilizing mainstream broadband. This functionality is possible in any geographical location and has proven to achieve real-time video and mechanical control using proprietary software.



History

Founded by Scott Harris in 2009 the company was developed on the premise of providing real-time physical interactions through the internet. In order to achieve this, there was a need to create a live video solution, an electronic interface to control mechanical devices, and a software architecture to integrate them together; all with minimal latency.

The mission to provide real-time physical interactions through the internet became a reality with the release of its first version of the iPetCompanion driven by this new technology.

Under this platform, users from around the globe are allowed to interact with animals that are up for adoption in Humane Societies and Animal Welfare Shelters around the nation. With the success of this flagship project, the iPetCompanion has been requested for installation throughout the United States and abroad.

Inadvertently, this technology proved to be an unprecedented "technological marketing tool" which has increased shelter Adoptions by 18%, Sponsorships and Donations by 295%, Web traffic by consistent 52%, and has provided global exposure.

Users can physically touch a product and/or environment from anywhere in the world. Reach-in continues to improve its technologies to world class status.

Products

Reach-in sells a solution to achieve movement of mechanical devices (products/things) over the web. Reach-in has installed several commercial applications with many receiving international media. Reach-in's recent customers have included Proctor and Gamble, Friskies, the KONG Company, and others. Both Reach-in™ and iPetCompanion™ belong wholly to Apriori LLC.

Key Benefits:

Reach-in's base technology is the same for every Field of Use, and is only tailored on the front end (graphic interface) to suit customer's needs. This allows scalability. With minimal installation requirements and a robust technology, Reach-in boasts proven results.

- 1. Increase Publicity** – significantly increase media publicity by pairing our technology with unique experiences.
- 2. Branding** – align prospective companies with branding that communicates; Innovation, Fun, and Creativity.
- 3. Opening Doors** – no longer does the turn-style have to click in order for customers to "try" the product. Allow the 1.2 Billion people on the internet everyday to connect with businesses or products while at home.





4. Marketing Data – by using our robust and detailed analytics to track users, we can see trends, length of stay, repeat users, geographical locations, and user experiences through comments and suggestions.

5. Flexibility – we designed flexibility into our software. Times change and so do colors, designs, and software components. Having the base technology remain constant, we integrate variations of front end (GUI) interfaces to suit a customer’s style and preference.

6. Pragmatism – has the potential to lower the carbon footprint on the planet. No longer does QA personnel have to fly overseas to inspect a production line. Systems can be reset remotely without having to drive to the plant, and doctors can give remote care via Telemedicine practices without the patient, or the doctor, driving to a specific location.

7. Time – the ability to do work from remote locations lessens travel time which adds hours to our day. This increases our ability to respond to distant issues more quickly, and to assess and determine appropriate courses of action needed before driving/flying to the location.

Differentiating Technologies

While there are not many companies that compete with Reach-in directly, there have been attempts to achieve real-time control over the web. Here is how Reach-in stands out from the rest:

1. Unique software design to reduce latency to less than 1 second with the internet infrastructure as we know it today.

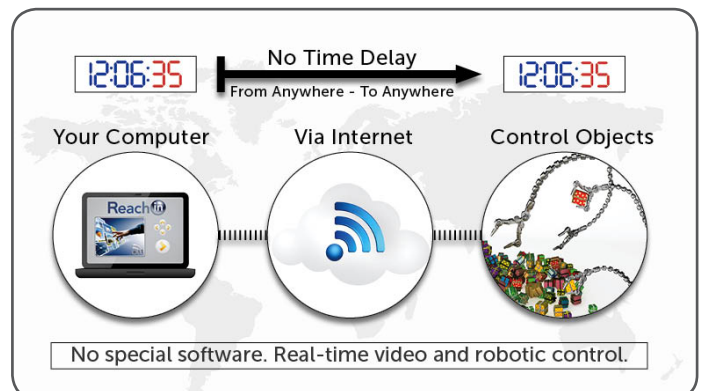
2. Software works in all major browsers without the need for special (company specific) downloads. The end user is not encumbered to download special software, or to have any special hardware, in order to participate in control over the web. There is no learning curve.

3. Reach-in can control any hardware component over the web; other companies are limited to very specific hardware sets and only allow one specific user to control (via specific software download.)

4. Scalability. Our technology allows users from one, to millions, to interact on one site without compromising the quality for the user in control.

5. Queuing mechanism. Our queuing methodology allows for global users to join a queue from anywhere on the internet. This architecture accounts for every person in line and dynamically adjusts for variances in line positioning.

6. Copy Write and Patent pending technology to remotely control robotics in emerging markets.



Strategy

The preferred sales platform and business model is to license the technology to appropriate entities (companies) who are leaders in their respected industry thereby utilizing [that companies] existing sales and distribution channels under a licensing agreement relationship.

Management Team

Scott Harris, Founder

Scott spent a thirteen year career in the high tech industries of semiconductor and photovoltaic manufacturing. As Sr. Project Manager for various international companies, Scott worked throughout the United States and in thirteen foreign countries developing technical expertise and business acumen.

Eric Wilson, Software Engineering

Eric has 18 years of experience in managing a variety of personnel, running businesses, and developing full scale business applications as well as application development projects from managing IT staff to full scale application development from E-Commerce to online business process management solutions.

Jeff Davis, Operations

Jeff has 20 years of experience in industrial automation in the agriculture, manufacturing, and high tech industries improving engineering practices and quality standards, and developing innovative manufacturing systems for the Research and Development departments of international corporations.

Kyle Seath, Information Systems

Kyle brings to us the computer networking experience from 15 years in the information technology industry. He has launched and co-owns a successful online enterprise and has shared his skills and experience consulting for numerous startups as well as fortune 500 firms. His knowledge and expertise in Internet protocols and systems design have allowed him to maintain a successful consulting practice for more than a decade.

Susanna Reay, Design and Marketing

Susanna brings eighteen years of international experience in Design and Marketing to the Reach-In team. Susanna's specialist MBA study field of entrepreneurialism is being utilized in this vibrant technology company. Susanna has previously worked in her own companies along with helping other companies start and flourish in their field.



Blue Ocean Opportunities

Blue oceans denote industries not in existence today—the unknown market space. In blue oceans, demand is created rather than fought over. There is opportunity for growth that is both profitable and rapid. In blue oceans, the rules of the game are waiting to be set. Below are examples of some these markets:

- **Gaming:** Gaming is one of the fastest growing market segments globally. Reach-in technology allows real, and physical, gaming interactions. No graphics or animations are needed.
- **Manufacturing:** Control and/or inspect a manufacturing line in China from HQ in Denver
- **Telemedicine:** Provides experts in a field the ability to assist and direct other medical professionals on a procedure or in an educational forum.
- **Animal Life:** Pet toy interaction over the web in B-2-B applications as well as direct to consumer toy products
- **International Marketing:** Provides an unprecedented offering such that online users can interact with clients' products. Physically touch them, from anywhere on the globe.
- **Zoos:** allows users anywhere in the world to interact with the Zoo's animals and get a "behind the scenes" look into the cages and aquariums.
- **Sports:** Touch the fan base. Allows fans to pitch a base ball to their favorite player, hand them a towel, or pour them a Gatorade. Other Sports examples are easily extrapolated.
- **T.V. Entertainment:** Allows the global audience to participate "on stage" from their homes.

Financials

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Future Considerations

This Executive Statement does not consider the hundreds of applications available for use with this technology; it is merely a snapshot of existing projects for the company.

Current Client list

(projects successfully executed)

Boise State University.

The Health Sciences department of Boise State hired Reach-in to integrate our technology into their facility. This project allowed medical clinics in Croatia and Hong Kong to control devices on the campus of Boise State during an educational session of a mock surgery. The project was successful and Boise State is currently seeking funds to retrofit their Nursing department with Apriori's technology. An example of this project is found on our website by clicking the Boise State Logo.

Proctor and Gamble.

Reach-in's technology is currently in use inside of Proctor and Gambles R&D lab in Ohio. It is being utilized by internal employees of P&G solely.

Idaho Department of Labor.

The Idaho Department of Labor commissioned Reach-in to showcase our technology at the Career Day event for the state of Idaho in engineering.

Idaho Humane Society, Oregon Humane Society, Clinton Iowa Humane Society, Michigan Humane Society, Bideawee Animal Welfare Organization in Manhattan.

Reach-in's flagship project began with animals that are up for adoption. Full description is found on <http://www.ipetcompanion.com>

Fosforus.

Fosforus is an advertising and marketing agency. Fosforus commissioned Reach-in to integrate the technology in a Social Media event with the cat food brand "FriskiesTM" for the release of their new pet food products.

Dive Commander.

Forget graphics and animation. Dive Commander allows users to physically control a submarine in an underwater treasure hunt, gathering clues and solving riddles while other online players are allowed to create diversions.

Graduate Study.

The company's technology is currently under research by Boise State Universities Masters program in Communication studying "Investment through Social Exchange Theory" in terms of the interactive capability made possible by Reach-in technology.

Press Coverage

Due to the innovative use, and the uniqueness of the technology, our company has been covered in:

- New York Times
- MSNBC
- Today.com
- Yahoo! News
- BBC Radio
- WIRED magazine
- GizMag Magazine
- Reuters
- NPR
- LA Times
- PC World
- Network Wolrd
- Digital Trends
- Social Tech Pop
- The Escapist
- CNET (US and Asia)
- Animal Planet (April 14th 2012)
- Televised on news stations in Germany, Australia, Sweden, Estonia, Poland, Thailand, England, and the US.
- 628 independent online articles from other (various) sources.

Many of these articles can be found online at www.reach-in.com/press

Websites

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|------------------------------------------------------------------|-------------------------|
| www.reach-in.com | (main company page) |
| www.divecommander.com | (Gaming application) |
| www.ipetcompanion.com | (iPetCompanion product) |

