



**NIPKOW**  
3D VISIONARIES

## **OUR VISION**

**By bringing the best creative and technical minds together and providing an atmosphere that fosters innovation, we can develop solutions to meet the unique challenges of cutting-edge technologies for an evolving global community.**

This vision is part of our DNA and is literally baked into the company's bylaws:

*We all have started to live, work and think different.*

*Remote work is the new normal.*

*Reuse is key for a sustainable world.*

*Responsibility is written in capitals.*

*New working and new living are words for sharing connections and empowering people to join and enjoy. Technology is key to realize all these aspects. Nipkow Inc. is offering the tools and technics to experience a new world.*

*Although the organization is operated for the benefit of private interests the ultimate aim is an operation operating with efficiency, excellence and transparency in a fiscally responsible and accountable manner, respecting internationally recognized human rights as required by applicable law and at a speed that is responsive to the needs of a certain community.*

## **SERVICES**

Nipkow will provide engineering support and creative solutions for the world's most advanced technologies through its innovative technical team. Initial areas of concentration will include:

- **XR Technologies:** Encompassing both VR and AR, XR is a growing market with an expanding demand for software solutions and other innovation. With our experienced team of software engineers, we can develop applications for web and mobile plus 3D applications for the web industry.
  - **Virtual Reality:** After tremendous global interest and initial disappointments, VR has now reached a stable and profitable market level. Competing technologies are ripe for infusion of fresh ideas for improved performance.
  - **Augmented Reality:** AR has a broad range of uses and has found its way into our everyday lives. Sephora customers can try on virtual makeup, Home Depot customers can see their homes with different paint colors, and IKEA customers can see new furniture placed in their homes before purchase. There are significant opportunities to expand the applications and improve the interaction between real and virtual images.



- **3D Printing & Realization:** From building construction to human organs to the food that we eat, 3D printing has arrived and is here to stay. Already accepted in a wide variety of industries, there is room for a “green field” approach to development of new materials and processes for improved results. Nipkow’s team will include expertise in 3D printing, materials, algorithmic development, and software programming. unique value on eCommerce prototyping, visualization and presentation products

Depending on market requirements, it is anticipated that future focus will expand to include:

- **Holography:** Holographic presentations of still images have been possible for decades, but moving objects reproduced in high quality full dimensionality at reasonable cost remains elusive. The first-class research team at Nipkow will focus on real-world applications that can be implemented and deployed by interested third parties.

## **CUSTOMERS & MONETIZATION**

The Nipkow customer base will include companies engaged in development products and services related to any of the above-listed technology areas. The “brain trust” of Nipkow can be assigned to specific client/industry challenges or more general improvements depending on the needs of the customer.

Nipkow will monetize the services of its engineering human resources in various ways:

- **Consulting:** Whether on a time-and-materials basis or flat-fee contract, Nipkow engineers can serve as an outsource team that gives suggestion on how to improve the performance of the products.
- **Non-Recurring Engineering Fees:** Development and/or implementation of specific product features may be possible through project-based NRE arrangements.
- **Royalties & License Fees:** Nipkow may patent its innovations and monetize them through hardware component royalties, licensing, or patent fees. Nipkow will encourage innovation through patent rewards offered to its employees.

## **CORE VALUES**

**Not just a job, but ownership in the vision...** Nipkow will offer all of its employees equity in the company (through stock appreciation rights, options, warrants or direct stock issue) to engender deep commitment and camaraderie among the “family” of engineers. If one succeeds, all succeed.

The company will build upon its own seven pillars:

- **Responsibility:** “We do what we say and we say what we do.” This applies to everyone in the chain, from the board of directors to each engineer writing code. With a foundation of clear communication that defines roles and responsibilities, the company will expect delivery on commitments from all team members.

- **Sustainability:** With a finite world and its finite resources, the global community will continue to value sustainability across all sectors of public and private life. We'll seek solutions that not only meet the challenges of our clients, but also offer benefits to the greater community as well when possible.



- **Transparency:** While in-house IP, trade secrets and certain know-how may be kept secret from third parties, the company intends to create and value an atmosphere of transparency that applies to its internal communications and relationships with its employee base. Wherever practical, the company will also be as transparent as possible with its client base and in its messaging to the outside world.
- **Efficiency:** This applies to both our solutions and the ways in which we develop them, from efficient use of human, technical and financial resources to efficiency in the solutions themselves. Proper focus and prioritization of projects, good cash management, responsible scheduling, realistic deadlines and open communication will result in optimal results for the company's clients and its own staff.
- **Creativity:** We're looking for new math, where  $1 + 1 = 3$  (or 5 or 10). We want to bring the best and brightest minds together, letting them coalesce like the primordial elements to create our own "big bang." We want out-of-the-box thinkers willing to pursue green-field solutions, and we'll provide an atmosphere where there is no such thing as a dumb idea.
- **Excellence:** "If it's worth doing, it's worth doing right." Although we recognize that perfection is the enemy of the good, we'll never settle for "good enough" because the world has enough mediocrity as it is. We will always strive for excellence and it will be a hallmark to attract and retain our client base.
- **Work-Life Balance:** Certain industries and companies operate in an "I want it done yesterday" mode where 70-hour work weeks are commonplace. At Nipkow, we feel that only rested minds are free to truly innovate and the company's founders are committed to creating environments and work schedules that acknowledge the importance of outside activities and free personal time as contributors to the creative process.