



Corporate Backgrounder

Founded by two Silicon Valley innovators with a track record and passion for creating products, L5 Technology is developing and marketing smartphone peripherals for the entertainment and gaming markets. The company is finding new ways to leverage the power, portability, and versatility of smartphones to take them far beyond communications devices. L5 Technology is concentrating initially on iPhone and iPod touch platforms, and will expand its offerings to other platforms as they reach critical mass.

Founders Wade McNary and John Williams have a long history of collaboration — with each other and with other product designers — to develop innovative entertainment, medical, technology and lifestyle products from animatronic killer whales for Hollywood films to miniature surgical devices. Today, they are using their technical and business experience to enhance the functionality of today's most in-demand product, the smartphone.

With the fast pace of innovation and development in the smartphone market, handheld devices are poised to become the platform of choice for consumer applications. L5 Technology is focused on delivering combined hardware and software products that enable these handheld computers to do more. The company is focused on the intersection of people's needs and the smartphone's power and simplicity, to offer compelling solutions.

L5 Technology will launch its first product, the L5 Remote, during CES 2010. The L5 Remote is an app-driven peripheral that replaces multiple cluttered and confusing infrared remote controls with a simple drag-and-drop app on the iPhone or iPod touch. Consumers can use it to control televisions, DVDs, DVRs, cable boxes, audio equipment, and most other products that come with an infrared remote. The L5 Remote is comprised of a small hardware device that plugs into an iPhone or iPod touch dock connector, and a free app available from the iTunes App Store that lets users drag and drop touch screen buttons to create their personalized user interface.

Executive Team Bios

Wade McNary CEO, L5 Technology

An entrepreneur with extensive experience building and managing products, teams and businesses, Wade McNary founded L5 Technology in 2009. He brings to the company a combination of technology and business acumen that is driving the rapid development of the company's product line. He is responsible for the product roadmap and business development activities.

As a consultant, Wade has been a part of many successful product development efforts for companies such as Apple Computer, Boston Scientific, Cisco Systems, Eli Lilly, Wise Computers and Xerox Corporation, among others. He has designed products at Big Island Communications, OddzOn Products, Inc., and IDEO Product Development's predecessor, DKD. He also taught product design at the Stanford University School of Mechanical Engineering, from which he earned a Bachelor's Degree.

John Williams, M.D. Chief Technology Officer, L5 Technology

A natural systems architect with expertise across many fields, John Williams founded L5 Technology in 2009. His focus is on turning L5's market vision into technical reality. As CTO, he brings his experience with cutting edge innovation to lead L5 Technology's product development.

John has applied his broad technical knowledge to a wide range of engineering accomplishments. Since 1990, he was a key member of the technical team at Edge Innovations that developed unprecedented animatronic special effects for movies, television and fixed installations. His work can be seen in movies such as *Free Willy*, *White Squall* and *The Perfect Storm*, and at the Dancing Orbs Show at the Wynn Hotel & Casino in Las Vegas, among many others. Before that, he designed a robotic, medical training simulation system for the Stanford University Department of Anesthesia. He has also served as a consultant, developing many innovative electronic devices and software applications. John earned B.S. and M.S. degrees in Electrical Engineering and Computer Science at the Massachusetts Institute of Technology and an M.D. from Stanford University School of Medicine.