

Market Validation

Market validation of the Rover INK product line has been determined after the successful implementation of Rover INK within the government, healthcare, legal and commercial services market sectors. The use of the Rover INK product is unlimited and can be easily integrated into workflows for any industry.

Government

The combined Government agencies in the United States produce a high volume of forms. Agencies try to become more efficient, but fail every time. It has become obvious that pen and paper remains the best way to capture any information. The previously insurmountable problem was collecting, storing and processing all the forms in an efficient and cost-effective manner without multiple pieces of paper requiring physical storage. The Rover INK suite solves this problem.

Rover has successfully piloted projects on the local, state and federal government level. These agencies are massive with thousands of employees filling out forms every single day. The Rover INK product line represents the most cost efficient, easy to use solution to this ongoing problem.

The Rover INK product will soon be presented to and launched within several large state and federal



agencies. Once these agencies embrace the technology, they represent fertile possibilities for growth in the adoption of the Rover INK product line. There is expansion potential within state agencies or penetrating multiple Federal Government agencies regardless of the regulatory responsibilities of such agencies. Various agencies have been searching for solutions for years.

The factual circumstances which best describe the potential effect of Rover INK within the governmental sector is to imagine a government worker filling out a form and transmitting the information instantly back to the office. The information is then processed and distributed to appropriate databases and individuals, with no lag time. Overnight, the tracking or reporting on 'at risk' kids or parolees would be far more efficient allowing for much greater control of difficult situations. Similar examples exist across many different agencies and departments.

Health Care

Generally, fifty to sixty percent of a patient's medical record is still handwritten data by a physician or clinician, which contains much of the value of the treatment plan. ^[1]

The United States has over 7,000^[2] hospitals and performs over 200 million procedures each year.^[3] As part of these procedures, 8% of signed patient consent forms are lost or misplaced each year.^[4] Mishandling of paperwork not only endangers patients, but costs U.S. healthcare in excess of \$3 billion which equates to approximately \$600,000 per US hospital. Finding or recreating a consent form, which requires direct handwritten input and signature authorization, is responsible for operating room downtime of 10 minutes valued at \$1,200 per hour.^[5]

With these types of documented workflow inefficiencies, the world's largest computer software companies have initiated special teams to create and deliver healthcare technology solutions. Computer Associates (symbol 'CA') recently engaged the Company to provide the mobile data-capture component for integrating wireless medical devices to



support Electronic Medical Records (EMR) and practice management technologies. As part of the initiative, the Rover INK solution has integrated the digital pen and paper solution for physicians' practices with Waiting Room Solution, a world class leader in web-based EMR solutions. Under the CA initiative, Rover has had discussions with other large information technology companies to expand the Rover INK solution from the medical group

practice office setting to the hospital setting. As many past large scale efforts have failed, the results of CA's initiative will provide Rover with a valuable partnership with Waiting Room Solutions, one of a limited number of CCHIT certified^[6] web based solutions.

Of the approximately 112,000 primary care physician office practices in the U.S.,^[7] 18% have implemented EMR technology.^[8] Physicians have refused to adopt EMR technology because of their wariness of using computers and other electronic input devices due to the form factor, reliability and durability of such devices. Waiting Room Solutions plans to overcome this challenge through using the Rover INK product as the input device for the software by utilizing

a digital pen and paper. Rover expects a significant revenue opportunity from this market.

Legal

According to the American Bar Association, there were more than 1 million lawyers in the U.S. in 2006.^[9] Rover INK and NoteAmation provide to these professionals a technology tool that operates in their comfort zone – legal pad and pen.

The integration of legal pads and digital pen provides an office solution to minimize time spent in transcribing, filing, and retrieving handwritten or converted documents. This will aid in reducing non-billable administrative overhead and allow generation of new billable hours.

Additionally, the Rover INK solution has been integrated into one of the leading case management software systems, Trialworks. The Company will soon launch a marketing effort focused at more than 1,000 law firms who are currently using Trialworks.



Court

The court system is a paper-intensive and form-driven system, which lends itself to adoption and integration of Rover's core products and services. In carrying out their functions in the judicial system, judges, court reporters, clerks and attorneys, all utilize the "pen and paper" model. Rover INK and NoteAmation enables people familiar with the "pen and paper" model to

use automated versions of these tools to capture and quickly disseminate critical information. NoteAmation and Rover INK are currently in use in federal and state courts in Florida. Recently, the Rover INK suite of products was introduced at the National Association of Court Management with great interest and Rover expects to expand use of its products within the court system.

Commercial Service Industries

Rover INK is a natural fit for the service industry since many professionals who install and repair physical assets are reluctant to use field computers due to issues with durability and reliability and are more comfortable with pen and paper. Field Service workers, within transportation, manufacturing, delivery, energy, and repair companies, will all benefit from the features of Rover INK technology.

Rover INK has been successfully tested in John Deere, Nortrax and Caterpillar/Ring Power, two of the largest equipment service organizations in the southeast. The Company's consultants identified and documented specific and significant improvement areas for the Nortrax organization. Caterpillar/Ring Power, a Six Sigma focused company, implemented Rover INK in specific areas of their field services workforce.



- [1] http://health-care-it.advanceweb.com/Editorial/Search/AViewer.aspx?AN=HX_06oct1_hxp55.html&AD=10-01-2006.
- [2] http://www.census.gov/Press-Release/www/releases/archives/facts_for_features_special_editions/004491.html.
- [3] Inpatient Surgery, Data for the U.S. for 2002, National Center for Health Statistic (NCHS) NHAMCS: 2001 Outpatient Department Summary. 2002 Emergency Department Summary.
- [4] O' Hara, R., Electronic Support for Patient Decisions: Automating and Integrating the Informed Consent Process. Presented at the 21st Annual TEPR Conference, Salt Lake City, May 17, 2005.
- [5] Inpatient Surgery, Data for the U.S. for 2002, National Center for Health Statistic (NCHS) NHAMCS: 2001 Outpatient Department Summary. 2002 Emergency Department Summary.
- [6] <http://www.cchit.org/choose/ambulatory/2006/Waiting-Room-Solutions-Practice-Management-System.asp>.
- [7] <http://sbdnet.org/dmdocuments/Medical%20Clinic%20final%2001-12-05.pdf>.
- [8] <http://www.nachc.com/client/documents/issues-advocacy/policy-library/research-data/fact-sheets/CHC-HIT-survey-fact-sheet.pdf>.
- [9] http://www.abanet.org/marketresearch/lawyer_demographics_2006.pdf.