



“Go ahead, look around!”

[www.ipix.com](http://www.ipix.com)

## IPIX Press Kit

### What IPIX Does

IPIX develops, licenses, and sells media technology and products. Best known for popularizing virtual tours on the Internet, IPIX is now bringing interactive video technology to the marketplace. Already feasible and useful in many application areas, this remarkable media technology is made even more compelling as Internet and video sensor technologies continue to advance.

### Comparison to Conventional Media

The traditional media model delivers the same framed-view to any number of viewers. IPIX, on the other hand, does not impose the same view on each member of its viewing audience. Instead, IPIX allows each viewer to personally control the view angle at will, on both live and archived media. In short, ***IPIX breaks the reigning "master / slave" paradigm for media***, where the camera (master) dictates the view angle to the viewer (slave). IPIX reverses this model, and puts the viewer in complete control of the view angle.

### Uses for IPIX

Because the view angle can be changed after the fact, IPIX adds tremendous value to the entire media pipeline: capture, archival, post production, and consumption. Use cases range across the entire spectrum of media applications, from documentation to entertainment. For more information, please visit the IPIX website at <http://www.ipix.com>.

### The People Behind IPIX

Ford Oxaal, Inventor & CEO, started out as an oil painter and mathematician exploring the nature of the geometry of visual perception, which he and a colleague co-discovered in 1975. To pursue this discovery in electronic media, Oxaal, went back to school, and learned about computers. Along the way, he invented immersive media and obtained eleven patents. In 1994, he founded Minds-Eye-View, Inc. (MEV), and licensed his technology to IPIX Corporation, which achieved a \$2B market capitalization on the NASDAQ at its peak. IPIX is now privately owned, and operates as a division of MEV.

Rob Baldwin, Technology Developer, has extensive experience in both hardware and software development. He was the former head of software development at IPIX Corporation. His background includes director of video development at Fibercom, later purchased by Litton Industries, as well as co-founding a video conferencing hardware and software manufacturing company.

Rahul Jha, Technology Developer, comes to IPIX from Bangalore, India. Rahul has far-ranging experience across all aspects of software development, and has worked in three continents where he has had positions with Siemens and Motorola in networking and communications.



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Mel Denehan, Sales, specializes in telecommunications. He has put together major deals in both the governmental and private sectors, and has worked with all the major telecommunication companies and defense contractors, as well as numerous smaller technology companies.

Eric Dowling, Technology Consultant and Developer, is a leading expert in mobile computing and wireless systems, with over eighty patents and extensive refereed publications.

Bob Westerlund, Intellectual Property, has been called the Picasso of Patent Law, with over six-hundred successfully prosecuted patents, as well as extensive experience in patent litigation.

Contact

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