



WriteProducts Inc.

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May 1, 2015

Biography for: Mr. David Ball – Engineering and Marketing Experience

Mr. Ball possesses over 30 years of consumer electronics and high technology industry experience, spanning engineering, product management, sales and marketing disciplines. Mr. Ball has held strategic positions with multi-national technology firms, including Seiko-Epson, Citizen Watch, ViewSonic Corporation and Seiko Instruments Inc., providing coordinated technology development, marketing, and channel strategies to capture emerging technology opportunities.

Engineering and marketing teams under Mr. Ball's direction have won over 500 industry awards worldwide, including numerous "Editor's Choice" and "Technical Excellence" awards from leading industry publications. Mr. Ball is credited with many product development "firsts", including the popularization of low cost color printing, the introduction of the world's first pocket sized portable laser quality printer and handwriting processing solutions for mobile devices.

Key to these product accomplishments were tightly integrated product engineering and marketing communication programs, resulting in worldwide coordinated public relations and advertising programs, including product coverage on the "Today" show and "Good Morning America".

Joining ViewSonic Corporation in 1995 as Vice President of Sales and Marketing, Mr. Ball was instrumental in developing the blueprint for ViewSonic's unique operations and branded business model. During his tenure, ViewSonic revenues grew threefold, exceeding \$1.0 billion annual revenue and catapulting ViewSonic from an obscure trading company to the premiere monitor brand in the display industry.

Mr. Ball founded dB Associates in 1998 to provide engineering, marketing and product management expertise to a growing list of clients in technology and industrial enterprises. The firm provides clients with a unique balance of engineering and business experience, enabling clients to conceive and accelerate new technology initiatives and re-align organizational resources with emerging market opportunities.

Mr. Ball currently serves as CEO of **WriteProducts Inc.**, serving clients in all phases of technology development from start-up ventures to established corporate clients. Primary services include engineering and industrial design, business model architecture, patent applications, product and technology lifecycle management services and venture development. WriteProducts' industry portfolio spans consumer and industrial products, computer technology, biotechnology and mobile technology segments, partnering with key clients that include Seiko Instruments Inc, Quantum, Niteagle Systems Inc. and Sani-Tech West.