Bell Microproducts Overview

Global company with locations in North America, Latin America and Europe

Fortune 1000 company with sales approaching $3.0 B in 2004

Five business units – OEM, VAR & System Builder, Direct Market Resellers; Enterprise Solutions, and Vertical Markets

We sell solutions to customers at the component, subsystem, and solution level
Diverse Customer Base

**OEM’s (Original Equipment Manufacturers)**
Cisco, EFI, Siemens Medical, GE Medical, Applied Materials

**VAR’s (Value Added Resellers)**
GTSI, DataLink, GE Capital IT Solutions, DELL, GMR, Peak Data, Dimension Data, AGFA

**System Integrators**
Lockheed, Dictaphone, Fujitsu Tech Solutions, Hughes Network, General Dynamics, Harris Corporation

**Contract Electronic Manufacturers**
Sammina, Solectron, Flextronics

**Direct Marketing Resellers and Retailers**
CDW, Insight, PC Connections, Frys
Blue Laser Goes to Market
Distribution Channels

Channel Strategies

- OEM - Value Add/Embedded App.
- System Builder - Consumer
- VAR - Solutions

The Future is in Value Add with Focus and Specialization
OEM Channel

OEM-Embedded Applications

- OEM- Value Add/Embedded App.
- Medical Imaging- Hi Def
- Surveillance

Medical System Integrators
- CT Scan Archiving

Critical Success Factors

- Bare Media
- Costs
VAR -Solutions

Financial & Medical Drivers: Compliance Package Solutions – UDO- Plasmon and HP PDD- ASACA

Critical Success Factors:
- Costs
- Litmus Test of Disk and Tape Worm
  Software- i.e. Front Porch Digital
System Builder - Solutions

Prosumer- Editing
HDV Standards

Near CE- Player Vs
Recorder
Availability of Titles

Critical Success Factors:

Editing Software Adoption

Microsoft XP2/Longhorn

Costs - Hit Price points Sub $500 for reader