

Processing



**cordata**

275 E. Hillcrest Dr., Thousand Oaks, CA 91360, Ph. (805) 495-5800 (800) 621-6746, Telex 650-2696270 MCI

---

MAR 9 1987

## CORDATA

### Corporate Background Information

November 1986

This document was produced on  
Cordata's LP-300X Desktop Printshop™ Laser Printer

For further information contact:

Gayle Soles  
Cordata  
275 E. Hillcrest Drive  
Thousand Oaks, CA 91360  
(805) 495-5800

Brian Webster  
Manning, Selvage & Lee  
10 Universal City Plaza  
Universal City, CA 91608  
(818) 509-1840

## Table of Contents

I.	A Brief Overview of Cordata .....	1
II.	Financing .....	2
III.	Product Summary .....	2
	-- Intellipress <sup>™</sup> Electronic Publishing System .....	2
	-- Desktop Printshop <sup>™</sup> Laser Printers .....	3
	-- CS 4200 Slimline 80286-Based Computers .....	4
	-- ATD and ATP Computers .....	4
	-- CS 4400 Network System .....	5
	-- PC 400 and PPC 400 PC Compatible Computers .....	5
	-- Other Products .....	6
IV.	Sales and Marketing .....	6
	-- Domestic .....	6
	-- International .....	7
V.	Service and Support .....	7
VI.	Management .....	8
VII.	Facilities and Employees .....	11

## **CORDATA CORPORATE BACKGROUND INFORMATION**

### **I. A BRIEF OVERVIEW OF CORDATA**

Cordata Technologies, Inc., formerly Corona Data Systems, Inc., was founded in Thousand Oaks, California in mid-1981. Although privately held, the company is majority-owned by the Daewoo Group, a multi-national, multi-billion dollar South Korean business group with operations in electronics, trading, construction, shipbuilding, heavy industries, telecommunications, automotive manufacture, chemicals and finance.

Cordata designs, develops and markets an extensive line of affordable, high-quality microcomputer and peripheral systems for professionals in small, medium and large business and government organizations. Products, which are compatible with the industry-standard IBM<sup>®</sup> Personal Computer family, include a full range of standalone 16-bit microcomputer systems, a family of desktop laser printing systems and fully-integrated desktop electronic publishing and local area networking systems.

Cordata was one of the first companies to enter the IBM-compatible personal computer market. While history has seen literally dozens of companies drop out of this market, Cordata has survived and emerged as a value/price leader due to a number of factors. These include:

- o sound management with computer industry experience
- o in-house capability to apply state-of-the-art technology
- o use of efficient distribution channels
- o ability to employ low-cost manufacturing techniques
- o diversification of product line
- o an extensive service and support program
- o strategic alliance with the Daewoo Group

Cordata products are marketed domestically through both direct sales and stocking distributors to value-added resellers, computer specialty stores and large corporations. Internationally, Cordata distributors market company products in 35 countries.

Product service and support are handled through a network of Cordata Authorized Service Centers and by third-party service companies Intellogic Trace, Inc. and Xerox Americare.

Manufacturing is handled in South Korea by Daewoo Electronics Co., Ltd., a member of the Daewoo Group.

Research and product planning activities, headed by Cordata chairman and founder Robert S. Harp, take place in a separate facility in Westlake Village, California. The company's ability to design and develop innovative products on the cutting edge of applied technology has helped Cordata earn a reputation for quality products among its resellers and end users.

## **II. FINANCING**

The Daewoo Group formed its financial partnership with Cordata in August 1985, an alliance that extended a manufacturing relationship between the two companies begun in mid-1984.

Through Daewoo, various founders, private investors, venture capital groups and companies, Cordata is capitalized at \$12.8 million, a combination of equity investments and convertible subordinated debentures. The company also has credit lines in excess of \$40 million from various banks and investment funds.

## **III. PRODUCT SUMMARY**

### **INTELLIPRESS™ ELECTRONIC PUBLISHING SYSTEM**

The affordable Intellipress Electronic Publishing System is one of Cordata's newest products, announced in November 1986, and is the outgrowth of the company's success in the microcomputer and laser printing businesses. Intellipress is the first fully-integrated desktop publishing system for the MS-DOS™ environment.

Aimed at publishing professionals in Fortune 1000, government, reprographics and educational organizations, Intellipress allows the user to maintain full control over all phases of document creation and production. Documents can be anything from a simple single-page newsletter to complex engineering documentation of more than 100 pages in length, including drawings, halftones and schematic diagrams.

Intellipress comes complete with Aldus Corporation's PageMaker™, a leading page composition software package that provides the user with the ability to: see on the computer screen exactly what will appear on the printed page (a concept called WYSIWYG, or What You See Is What You Get); merge text and graphics or scanned images easily; and paginate lengthy documents effortlessly.

Intellipress combines a powerful 30-megabyte 80286 based industry standard computer, with a desktop laser printer for fast, high-resolution output. Also included in the turnkey system are a 15-inch, ultra high resolution (1280 x 800 lines) monitor, keyboard and mouse pointing device. A high-resolution input scanner for digitizing line art, photos and other images into the system is optional.

#### **DESKTOP PRINTSHOP™ LASER PRINTERS**

Cordata's Desktop Printshop family of low-cost desktop laser printers interfaces with all Cordata personal computers, the entire IBM Personal Computer family and most other compatibles. The family, which includes the models LP-300 and LP-300X, produces up to eight pages per minute of combined text and graphics at a high resolution of 300 x 300 dots per inch. The printers, which come standard with 38 diskette-based fonts ranging in type size from 7 to 24 points, can support up to 32 fonts on a single page. An extensive library of additional fonts is optional.

The LP-300 and LP-300X non-impact machines print quietly at less than 55 decibels on standard letter and legal size, as well as European size media. Graphics image output can be magnified up to four times the original size in the horizontal direction and up to 250 times in the vertical direction. Software incorporates Epson printer emulation and many features that make the printers easy to use with a wide variety of application packages to produce page make-up material.

The ATD series includes three models, one with a 1.2-megabyte floppy disk drive, one with 1.2-megabyte floppy and 20-megabyte hard disk drives, and one with 1.2-megabyte floppy and 40-megabyte hard disk drives and a 60-megabyte streaming tape drive.

Floppy disk drive controller, serial and parallel ports are included on the main CPU board. A hard disk drive controller takes up one of six expansion slots in the hard disk-based models.

ATD series options include choice of a 14-inch monochrome monitor featuring 640 x 400-line resolution or a 14-inch color graphics monitor.

The transportable ATP series features a built-in 9-inch monitor with 640 x 400-line resolution and a built-in color/monochrome video graphics card for the addition of an optional 14-inch color monitor.

Two models are offered, one with a 1.2-megabyte floppy disk drive and one with 1.2-megabyte floppy and 20-megabyte hard disk drives. Five expansion slots are provided (four on the hard disk-based model).

#### CS 4400 NETWORK SYSTEM

The CS 4400 is a "one-source" networking system also announced in November 1986. Integrating file servers, operating systems and communications hardware at the manufacturing level assures installation operation and support cohesion. The Cordata networking system supports the entire Cordata product line, as well as other third party computers, software and peripherals.

#### PC 400 and PPC-400 PC-COMPATIBLE COMPUTERS

The desktop PC 400 and transportable PPC 400 computers are enhanced versions of Cordata's original personal computers, unveiled in November 1982. Compatible with the IBM PC and PC XT<sup>TM</sup>, they provide first-time users with a very high degree of value for very low prices.

Based on the 16-bit Intel 8088 microprocessor, all models feature 512 kilobytes of memory and 640 x 400-line resolution, twice the resolution of IBM PCs. The CPU board includes a built-in floppy disk controller, video output and serial and parallel ports. MS-DOS, GW BASIC and Cordata self-instruction software are standard.

The desktop PC 400 series includes a 14-inch tilt and swivel monitor and two software-selectable modes of resolution: the IBM PC 640 x 200-line mode and Cordata's 640 x 400-line mode. Two models are offered, one with two 360-kilobyte floppy disk drives and the other, with 360-kilobyte floppy and 20-megabyte hard disk drives.

Corresponding models in the transportable PPC 400 series have all of the features of the desktop series, except they have built-in 9-inch monitors. Each unit is housed entirely in plastic casing that is rugged enough to be transported like a suitcase.

#### **OTHER PRODUCTS**

While the above comprises Cordata's product line as of November 1986, the company can be expected to bring other high end and low end industry-standard products to market in the coming year.

### **IV. SALES AND MARKETING**

#### **DOMESTIC**

In the domestic market, Cordata products are sold through both direct sales channels and stocking distributors.

The company's eastern, midwest and western region sales offices, along with a headquarters-based telemarketing group, handle direct sales to medium and large value-added resellers (VARs) and large computer specialty stores. At present, there are more than 260 of these resellers.

The company's 17 regional and national stocking distributors sell products to more than 1,200 small VARs and small computer retail chains. Arrow Electronics, Inc.'s Commercial Systems Group, which is Cordata's national distributor, also sells direct to Fortune 1000-size corporate accounts.

All company resellers are provided a quantity discount pricing program. The program offers variable margins based on the volume of units ordered. Resellers are qualified on the basis of demonstrated expertise in microcomputer service and support, success in a given market, business reputation and general public image.

Cordata is pursuing additional direct distribution channels. These include national computer retail chains, mass merchandisers, private label OEMs, large corporate accounts and government agencies.

#### **INTERNATIONAL**

Cordata's international sales headquarters are located in Thousand Oaks, California, with European, middle Eastern and African headquarters located in Holland. There is a sales office located in England and a subsidiary in France.

Products are sold internationally through a network of full-service distributors located in Western Europe, Africa, the Middle East, South America, Mexico, Australia, Canada, Hong Kong, the People's Republic of China, India, New Zealand and the West Indies. Although these Cordata business partners are called distributors, they are similar to large domestic VARs in that they market complete hardware/software solutions and provide end-user service and support. Cordata products are also a presence in retail stores in most international markets.

#### **V. SERVICE AND SUPPORT**

Many Cordata resellers have chosen to become Cordata Authorized Service Centers (ASCs). A growing nationwide network of more than 180 ASCs is complemented by independent, third-party maintenance organizations Intelogic Trace, Inc. and Xerox Americare.

Cordata places a very high emphasis on service and support, distinguishing it among suppliers of PC microcomputer and peripheral systems. In order to become a Cordata ASC, a reseller must attend one of the company's year-round three-day traveling training courses, held throughout the country.

Classes are conducted by members of the company's customer support department and regional technical support reps. The classes combine lectures with hands-on training.

## **VI. MANAGEMENT**

The Cordata management group represents a combination of seasoned executives experienced in all phases of the microcomputer systems and peripherals industry. All management members have previously held major executive positions at other prominent firms. Key executives include:

### **Founder, Chairman and Senior Vice President of Product Planning**

#### **Dr. Robert S. Harp**

In addition to his duties as chairman of the board of directors, Dr. Harp is responsible for researching and planning future product development. Previously, he served as chairman and head of research and development at Vector Graphic, Inc., a microcomputer company he co-founded in 1975. Dr. Harp served as senior staff engineer at Hughes Research Laboratories prior to entering the computer industry. He earned a Ph.D. in electrical engineering from Stanford University.

### **President and Chief Executive Officer**

#### **Daniel R. Carter**

Mr. Carter, who is responsible for all Cordata day-to-day operations and also serves on the board of directors, joined Cordata in 1982. Previously, he served as executive vice president in charge of Televideo Systems, Inc.'s Computer Systems Division. Before that, he was vice president and general manager of the Microcomputer Systems Division at Commodore Business Machines, Inc., and earlier held the same post at Pertec Computer Corporation.

**Executive Vice President, Sales and Marketing**

**Sung Cho**

Mr. Cho, who joined Cordata in 1986, has overall responsibility for domestic and international sales and marketing functions. He joined the company from PC add-in board manufacturer Orchid Technology, where he was vice president of sales and marketing, and earlier held a position as vice president of marketing for Televideo Systems, Inc. Previously, he was with Control Data Corporation for 14 years. His last position there was general manager for the western region.

**Vice President, Chief Financial Officer**

**G.B. Song**

Mr. Song joined Cordata in 1985 after 16 years of financial experience with the Daewoo Group and the Commercial Bank of Korea. Previously, he spent six years as vice president for Daewoo International (America) Corporation.

**Vice President, Finance**

**Loren M. Eltiste**

In the five years prior to his joining Cordata in 1982, Mr. Eltiste held the posts of financial vice president, treasurer and secretary for disk drive manufacturer PERSCI, Inc. Earlier he held financial and accounting positions with Pertec Computer Corporation and its subsidiary Computer Machinery Corporation.

**Vice President, Corporate Strategies**

**Dr. Sung Kim**

Dr. Kim joined Cordata in 1985 after six years of strategic planning experience in the high tech industry. Prior to joining Cordata, he headed his own company, K-Tec, a corporate strategy consulting firm specializing in offshore manufacturing alliances. He also spent two years with Televideo Systems, Inc. as corporate strategy planner.

**Vice President, Domestic Sales**

**Errol S. Flynn**

Mr. Flynn joined Cordata in 1984 as eastern regional sales manager and was promoted to his present position in 1985. He has more than 20 years of computer sales and

sales management experience with such well-known companies as Televideo Systems, Inc., Commodore Business Machines, RCA, Mohawk Data Sciences, Harris Corporation, Datapoint Corporation and Sperry Univac.

**Vice President, General Manager, International Division**

**Mike Pontelle**

Mr. Pontelle, who joined Cordata in 1985, has more than 20 years of sales experience, most recently with Franklin Computer Corporation, where he was vice president of sales. He also has held a variety of consumer electronics sales positions with JBL, Inc. and U.S. Pioneer Electronics.

**Vice President, Distribution Services**

**Robert "Sam" Bass**

Before joining Cordata in 1984, Mr. Bass was vice president of operations for Callan Data Systems, where he was responsible for all manufacturing and quality assurance. Prior to that he spent seven years at Burroughs Corporation in a variety of manufacturing and finance positions. His last position there was as manager of manufacturing operations at the Burroughs Westlake Village, California facility, which manufactured mainframe peripherals.

**Vice President, Engineering**

**Leonard "Bud" Bleininger**

Prior to joining Cordata in 1986, Mr. Bleininger was president and CEO of Tecstor, a Winchester disk drive manufacturing company he founded in 1981. Prior to that he served as vice president of peripherals for Microdata Corporation, a minicomputer manufacturing company.

Mr. Bleininger also founded two other companies, General Systems International, an engineering consulting firm, and Century Data Systems, which developed IBM-compatible disk and tape drives and controllers.

## VII. FACILITIES AND EMPLOYEES

Cordata's corporate headquarters are located in a 23,800-square-foot facility in Thousand Oaks, California, housing the sales, marketing, finance and administrative departments.

Research and engineering is located in a nearby facility in Westlake Village, California, occupying 11,000 square feet.

The company also has domestic regional sales offices in West Mifflin, PA, Brookfield, WI, Fountain Valley, CA, a warehouse in Carlstat, New Jersey, and a 51,000-square-foot facility in Newbury Park, California, which is used for warehousing, customer service/support, quality control and minor assembly work. This facility formerly housed Cordata's domestic manufacturing operations until the recent planned phaseover of all manufacturing to Daewoo Electronics Co., Ltd. in South Korea.

Internationally, Cordata maintains a sales headquarters office in Holland, which directs the activities of a Cordata sales office in England and a subsidiary in France.

The company has approximately 180 employees worldwide.

\* \* \* \*

IBM is a registered service mark of International Business Machines Corporation.

Intellipress and Desktop Printshop are trademarks of Cordata Technologies, Inc.

MS-DOS and GW BASIC are registered trademarks of Microsoft Corporation.

PageMaker is a trademark of Aldus Corporation.

AT and XT are trademarks of International Business Machines Corporation.