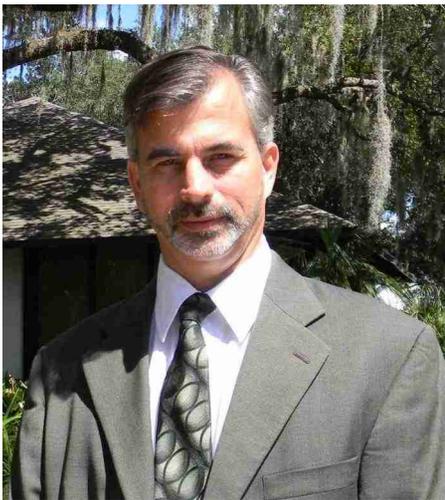


Developing Supervisory Control and Data Acquisition (SCADA) Software, Mobiform Software Inc. is Producing Exceptional Real-Time Data Visualization Solutions for Manufacturing, Power and Utilities and Automation

**Business Services
Data Visualization
(Private)**

**Mobiform Software Inc.
1255 North Vantage Point Drive
Crystal River, FL 34429
352-564-9610
www.mobiform.com**



**Allen Ronald DeSerranno
CEO**

BIO:

Mr. DeSerranno is a founder and CEO of Mobiform Canada, which was organized in March, 2003. Since Mobiform's October, 2005 acquisition of Mobiform Canada, he has been Chief Executive Officer, President and a Director of Mobiform. His software development career first began at the Space and Atmospheric Research Group, Physics Department, at the University of Western Ontario. He was a Microsoft Certified Trainer and Consultant and taught courses in both New York and Toronto. From August, 1997 to November, 2000, he was a

Senior Software Engineer for Rockwell Software, Inc./Dynapro Inc. where he was the development lead and architect for Rockwell's flagship industrial automation product RSView, an invaluable tool to globally scaled companies like Kraft and General Motors. In 2002 he served as Vice President of Software Development for Motivus Software Ltd. which was acquired by Citrex Corp. Other ventures include the establishment of BoardMaster Software. Mr. DeSerranno is considered one of the leading authorities on XAML based graphics technologies and has been designing and developing world class software products for many years. Mr. DeSerranno received diplomas in Environmental Technology and Computer Support Technician in 1991 from Fanshawe College of Applied Arts and Technology and a degree in Physical Geography in 1993 from the University of Western Ontario and attended, in 1994, CDI College for Program Analysis.

Company Profile:

Mobiform specializes in the compelling visualization of real-time data and has produced exceptional data visualization solutions for manufacturing, power & utilities, automation, and other fields of business making use of HMI and SCADA software products. Mobiform leverages Microsoft technologies in the development of its software.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. DeSerranno, would you tell us about Mobiform?

Mr. DeSerranno: If you see people sitting in front of computer screens and they are sitting, looking down at an entire factory floor, watching the screens, the software that they are watching is monitoring all different kinds of equipment and different kinds of parameters that are on the factory floor. That is the kind of software that we develop. Those types of software systems are known as SCADA (Supervisory Control And Data Acquisition).

CEOCFO: What is the marketplace for this type of software and what is the competition for production of these programs?

Mr. DeSerranno: There are some companies which target very specific vertical markets with these kinds of systems. For example, they might build a system that is very specific to drilling oil. Our system tends to be horizontal. We do not really care what kind of data we are connecting to or the purpose of that data. We have deployments that are monitoring heating, ventilation and air conditioning systems, rail traffic, oil wells, electricity production. There are a multitude of systems that are used in many places. Normally through large deployments, there are big companies and players in the market. For smaller systems, there are smaller companies like ours on the market and each has a specific capability that sets them apart. Our system is very powerful when it comes to web access and being able to monitor remotely.

CEOCFO: Are these customized systems?

Mr. DeSerranno: We start off the shelf with our own software product and quite often we will be asked to

enhance, do screen design, even add additional features into the software for different companies and different deployments to customize it to something very specific.

CEO CFO: What are some of the biggest challenges in coordinating a system that is watching so many different things that are constantly moving and changing?

Mr. DeSerranno: On a deployment, the biggest challenge is just staying organized and making sure you have a great amount of structure and documentation for what you are connecting to and keeping track of it. If you have disorganization out of the gate, things can get away from you on a larger deployment.

CEO CFO: What are some of the things that you are able to monitor which may surprise some people?

Mr. DeSerranno: One of the more interesting ones is in Seoul South Korea. They have the fifth largest subway system in the world and our software is actually being used to watch the train track that those subway trains move around on through the tunnels. Another one is much smaller but quite interesting as well. If you remember, years ago there used to be many pneumatic systems where you would put a document into a tube and it was sucked up a pipe and disappeared off to someone else in the building. Those things are still used in some banks and there are still companies that build these systems and deploy them. We have a Canadian customer in Vancouver that is actually using our software to manage and watch the flow of the tubes and documents through the system.

CEO CFO: How do you reach potential customers?

Mr. DeSerranno: We do primarily web advertising. We have done many trade shows in the past but we found the bang for the buck just was not there and that we were able to reach more customers through banner ads and target marketing on the internet.

CEO CFO: Why should people choose Mobiform?

Mr. DeSerranno: The biggest reason we have been chosen by a number of customers is that we do not only provide the software, we provide other services like 3-D modeling, screen design, and integration services, by which we help get the systems deployed. We are also very flexible if companies need to have some specific features built into the system or have our developers add those features into the software. We can do that as well. When you are dealing with a larger company, a Fortune 500 company, you can't expect them to change their software so that it matches something that we need it to do. Trying to get them to do that would be almost impossible. Being a smaller company, we are flexible and can do those types of things, which is why we are successful and growing.

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CEO CFO: Do you need to be onsite for these installations?

Mr. DeSerranno: Quite often, the customers will do it themselves. Many of our customers are actually systems integrators who do these kinds of deployments for a living. They will provide the software and the services to the company that is deploying it. We may help remotely if the system integrator had something difficult. We can help through remote desktop connection quite often.

CEO CFO: Does the end customer know it is Mobiform that is providing the service and does it matter to them?

Mr. DeSerranno: Quite often, they do and we hear frequently that the customer has gone to the system integrator and told them that this is the system they want to use, which we love to hear.

CEO CFO: How long has Mobiform been in existence?

Mr. DeSerranno: We were founded in 2003. The core of our group is actually former Rockwell developers and they were building these systems back in the late nineties. The company was basically a startup for the first few years and received some decent funding around 2005. Although the company is almost ten years old, it took about two or three years to build the technology, so the products we have now have only been on the market for two or three years.

CEO CFO: How is your overseas business activity working out; is it different from the US?

Mr. DeSerranno: We do not target overseas anymore than we do the US. The kinds of deployments that we have are always different and always in different verticals. To us it is a global business and global market place. When a phone call comes in, whether it comes in from India or California, we do not treat the caller any different.

CEO CFO: Is there anything you would like to be able to monitor which you do not?

Mr. DeSerranno: The one thing that we would like to do in time is step outside of monitoring industrial data. There is no reason why our system could not be used, for example, in monitoring financial information. That could be a secondary market for us.

CEO CFO: Are there any plans there or are you just in the thought stage?

Mr. DeSerranno: We stay focused on industrial because that is where our background and comfort zone is. We have started to see little enquiries from companies that are in the financial services sector. We actually have our first deployment coming up for a major electricity producer that is using this system to monitor electricity production, but also pricing and market information, so it is almost straddling both markets there.

CEO CFO: Are you typically replacing a system that is currently in use?

Mr. DeSerranno: To get these systems them in is complex, and once they are in, they do not touch them. They will let them be for ten or fifteen years. Once they are in, they tend to stay a long time.

CEOFCFO: Are you typically replacing an older system?

Mr. DeSerranno: The older ones tend to stay in place for quite a while. Sometimes our system will be added to provide web access to an older system. That is one area where we excel. Our new deployments tend to be smaller brand-new deployments and we have had some of those recently for monitoring things like large boilers inside hospitals, for example. Those boilers have to have certain EPA monitoring done on them, so we have been doing a handful of those through one of our system integrators. Smaller wastewater plants that have never had a system in before have been using our system. We have done some new ones and the existing ones that we have deployed are usually to add web access as opposed to replacing the systems.

CEOFCFO: Has the current economic scenario had an effect, or do people need to monitor no matter what?

Mr. DeSerranno: We are in a funny business. When there is an economic downturn, they lay people off, and when they lay people off, they need

more automation. When things are going well and they have money to improve the systems and operations they have, then they also buy. Most of the companies that are in our space actually did not really feel the recession too much. Our customers slowed down a little bit but there are also customers that picked up, and were looking to make things more automated because they had fewer personnel available. We have other companies that use our technology in their products. We license out portions of what we have done to other companies. We have continued to grow and have kept our heads above water without too much stress the last few years.

CEOFCFO: What is ahead for Mobiform?

Mr. DeSerranno: We are working on the next generation of our software and if you look, there is sort of a wagon wheel if you were to draw a diagram. SCADA is only one of those circles. When you get into manufacturing, there are other things that start kicking in, such as maintenance and managing resources and managing equipment, so there are many things that are monitored and watched and are part of the operations for manufacturing and industrial settings. The SCADA systems that we build are a piece of it but these others systems are certainly there and quite often rely on the data that is produced from the

SCADA. The SCADA system may monitor the vibration of a motor for example. Those other systems are areas that we can start growing into as complimentary to the kinds of software that we already build, and that is the direction in which we will go in the future.

CEOFCFO: Why should investors and people in the business community pay attention to Mobiform?

Mr. DeSerranno: Mobiform has grown about 20% in the last year. Last quarter we had about a 70% jump in revenue from the same period the year before. I mentioned that part of what we also do is license portions of the technology that we developed to Fortune 500s and other companies. So far we have executed half a dozen agreements with some Fortune 500 companies that will be paying us royalties to use pieces of our system in their products for the next ten years. As we keep signing more agreements there will be many recurring revenues for the business. The business is going to be healthy and growing for quite a while. I believe the business is considerably undervalued right now, given the technology that has been built over the last few years and the kinds of companies that we are attracting.



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