

Statement of Direction

Mission

Pano Logic is committed to helping our customers overcome the growing costs and complexities of desktop computing. We have a vision to radically centralize all desktop management and processing into the data center where human resources, capital investments and operating expenses can be optimized, shared and best leveraged.

We believe the innovation of connecting true zero client endpoints to a comprehensive and platform-independent infrastructure for virtual desktops that eliminates the burden and complexity of endpoint management is the best path to significantly reducing the Total Cost of Ownership across the entire desktop computing lifecycle.

Principles

We are realizing this mission by following a few simple principles:

- **Centralize Everything** – moving all processing and management off the user's desk and into the data center where it can be virtualized, secured and optimized.
- **Simplify** – design and build for simplicity so customers can deliver business critical desktop computing with far less cost, resources and complexity.
- **Be Complete** – deliver a complete solution, in one easy-to-buy and easy-to-install package, minimizing integration overhead, deployment risks and support complexity for our customers and channel partners.
- **Open the Architecture** – provide open reference architectures for zero clients, fostering a growing base of OEMs and technology partners.
- **Look Forward** – extending zero clients into future on-premise and cloud-based deployment models, unhindered by biases driven from a need to repurpose or reuse prior-generation technologies, hardware or protocols.
- **Build Community** – create robust channel, services, OEM and customer communities, supporting a broader market for virtual desktops, and driving a product strategy firmly rooted in customer needs.

Strategy

Our strategy is to deliver a growing scope of product capabilities leveraging the unique value of our core technologies for our community of customers, partners, and OEMs.

Total Cost of Ownership:

- Offer the lowest CAPEX cost per seat through hardware commoditization, eliminating endpoint software licenses, and innovative solution bundling.
- Extend endpoint lifecycles and reduce user downtime by eliminating all moving parts and other failure-prone components.
- Provide competitive marketplace choices for customers by enabling a growing community of Pano-powered zero client OEMs.

Productivity:

- Deliver a complete virtual desktop platform that can be rapidly deployed with minimal training, allowing new users to be provisioned in just minutes.
- Reduce demands on customer IT/Support staff wherever possible, from eliminating troubleshooting at remote sites to enabling user adoption without retraining.

Interoperability:

- Provide interoperability and compatibility meeting current requirements and future needs by integrating with both cutting-edge technologies and our customers' existing infrastructure.
- Offer customers a choice of virtualization platform vendors by supporting a growing set of connection brokers, hypervisors and management tool suites.

Robustness:

- Increase the resilience, availability and robustness of our products to support higher levels of mission-critical deployments without increasing per-seat costs.
- Support an emerging set of virtual desktop deployment models ranging from on-premise to managed service to future cloud-based service architectures.

User Experience:

- Deliver a high performance user experience across a LAN effectively equivalent to a typical desktop PC for the majority of mainstream users and workloads.
- Augment the user experience via an extensible zero client architecture supporting new delivery modes beyond the LAN, including WAN, wireless and cloud, while maintaining all of the benefits of a true zero client design.

Security:

- Block potential data leaks and privacy breaches by eliminating even temporary storage in the endpoint, keeping all data secured in the data center.
- Minimize security threats to virtual desktops, supporting the anti-malware and intrusion prevention technologies deployed by our customers.

Green:

- Reduce environmental impact across the entire desktop lifecycle via the lowest energy consumption and highest productivity savings in the market.
- Design our hardware for the longest possible life span and greatest recyclability to reduce disposal waste and manufacturing resource consumption.

Support:

- Provide prompt and expert guidance to our customers and channel partners from our Customer Support team, meeting or exceeding published service levels.
- Train and certify the technical resources of our channel partners, ensuring our customers can rely on them for a consistent level of expertise and services.
- Ensure continuity by supporting up to two past versions of the Pano System with technical support, patches for critical bugs, and online documentation – along with supporting one prior version of underlying virtualization platforms where practical.

For More Information

For more detailed information on Pano Logic please visit www.panologic.com or you can contact us via email sales@panologic.com or by phone at 650-454-8940 / 877-677-PANO.

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