



## "Revolutionary Data Visualization"

Founded in 1996, Kinesix Software is a 2006 HBJ Fast Tech 50 Winner, one of Rice Alliances most promising information technology companies as well as being the software chosen to have a major role in the 2008 Beijing Olympics .

[www.kinesix.com](http://www.kinesix.com)

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March eNewsletter  
2007

### Seasoned Sales Guru Joins the Kinesix Team

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In March, Kinesix named Ryan Ladisic as our new Director of Business Development, signaling the continued growth of the company. Ladisic, who brings more than 11 years of technology experience with him, will help us introduce our products to new industries.

Before joining Kinesix, Ladisic held a sales-manager position with Houston-based DataCert, where he managed the company's Midwest sales efforts and also expanded its Northeast sales team. Prior to joining DataCert, Ladisic held a sales position with Palo Alto-based Integration Appliance, serving as the company's first remote employee. There, he built an aggressive sales program serving New York and the Northeast corridor.

To find out more about Ryan, visit [www.kinesix.com](http://www.kinesix.com) or call 713-953-8300.

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### KX EDGE 1.5 Makes Its Grand Entrance

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You might recall last year's debut of our KX EDGE product, a Microsoft .NET-based offering that can bring your human machine interfaces to life. Less than one year later, we're turning heads again with our enhanced version of this product: KX EDGE 1.5.

The powerful KX EDGE 1.5 allows users to monitor huge volumes of data across a network using sophisticated real-time graphics – without requiring them to develop or maintain complex proprietary software.

The product offers several significant advances, including:

- Enhanced data adapters
- 3-tier architecture

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*"We've had a banner year in terms of our growth and interest in our software. With a skilled director of business development on our team, we can continue this upward momentum and better reach all of our worldwide markets."*

Russ Jamerson  
President & CEO  
Kinesix Software



- 3-tier architecture
- Expanded Custom API

With KX EDGE 1.5, companies in almost any industry can easily create and use complex graphical user-interfaces for command-and-control applications. For a demo of KX EDGE right on your computer screen visit: [www.kinesix.com](http://www.kinesix.com) and click on the KX EDGE logo.



## Data Visualization for the Energy Sector? You Bet!

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Venture Capital Conference on February 27 – 28. The conference paired a select group of technology companies with the Southwest region's leading financiers and oil-and-gas producers.

Interest in Kinesix's software was high at the show. Not only did we meet with a reporter from the Houston Chronicle, but we also talked to several Fortune 500 petroleum companies interested in improving their human machine interfaces.

Kinesix's real-time graphical software might be just the thing the energy industry is looking for!

To learn more, visit [www.kinesix.com](http://www.kinesix.com) or call us at 713-953-8300.

## Kinesix Moves Full Speed Ahead with East Asia

### EDGE Sale

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Kinesix announced this month the sale of several licenses for its KX EDGE software product to the China Aerospace Science and Industry Corporation, the main contractor for the Chinese space program.

Kinesix closed the sale through its partners at Beijing's Shengzuo Software Technology, Inc. The two companies expect China Aerospace Science & Industry Corporation to use KX EDGE at its Second Academy organization, which integrates Chinese research and development with state expertise in electronics, mechanics, acoustics and optics. The Second Academy, which was founded in 1957, has developed everything from flight vehicles and medical

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instruments to pharmaceutical machinery and radio-broadcast equipment.

The sale continues Kinesix's business momentum in China, where the company already boasts several deployments. These include Beijing's new Metro Line 5 subway system, the Hong Kong Subway System, the Hong Kong East Rail System and a deployment with the China Power Investment Corporation.

To learn more about Kinesix's newest customers please visit:  
[www.kinesix.com](http://www.kinesix.com)