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## Technical Reality—Description and Qualifications August 22, 2002

Technical Reality is an independent consulting firm specializing in all phases of general business development and strategy, transportation policy, product development, and distribution practice, and technology.

Technical Reality maintains excellent contacts and relationships with all segments of the its targeted industries, and is especially noted for its ability to develop practical and affordable business strategy, facilitate constructive partnerships and teaming relationships, and accurately forecast the impact of regulatory policy, technology developments, market conditions, and evolving business practices upon the plans, programs, and operations of its clients.

We have extensive operational experience in a variety of settings, including technology and software development, electronic commerce, call center planning and management, human resources and recruiting, financial profiling and due diligence, negotiations, and general program and product management. Recent initiatives include smart card development and deployment, background screening, and security system infrastructure development.

Technical Reality is also a skilled business advocate on behalf of its clients and keeps them apprised of legislative and regulatory issues impacting their businesses. We are also known for our ability to facilitate constructive dialogue between clients and government regulators and policymakers, and as facilitators and program managers for government procurement initiatives.

Clients of Technical Reality include corporations, trade associations and coalitions with a broad range of interests and responsibilities. A few of these are The Official Information Company, ExpoExchange, DAC Services, Navigant International, SatoTravel, Commonwealth Travel Group, Global Matrix, Carlson Companies, Trivest, British Airways, Galileo International, Marriott International, Hilton Hotels, Citigroup, Paramount Pictures, Hogg Robinson, and the Republic of Ireland.

Technical Reality principal David Wardell has over 27 years experience in business development, technology, and consulting. Mr. Wardell enjoys a wide reputation as an expert on applied systems development, product planning and management, strategic planning and development, and marketing. He has created and managed marketing, systems, and general strategic planning for many of America's largest and most successful corporations.

He has authored over 450 articles for technical, trade, consumer, and general interest publications, including such prestigious periodicals as *The Economist*, on numerous technical and non-technical subjects. Mr. Wardell is a frequent featured speaker at trade, technology, and public conferences on business, technology, and security topics. His column on automation and computers has appeared since January, 1985. He is a member of various engineering, technology, and trade groups.