

ChipIndex

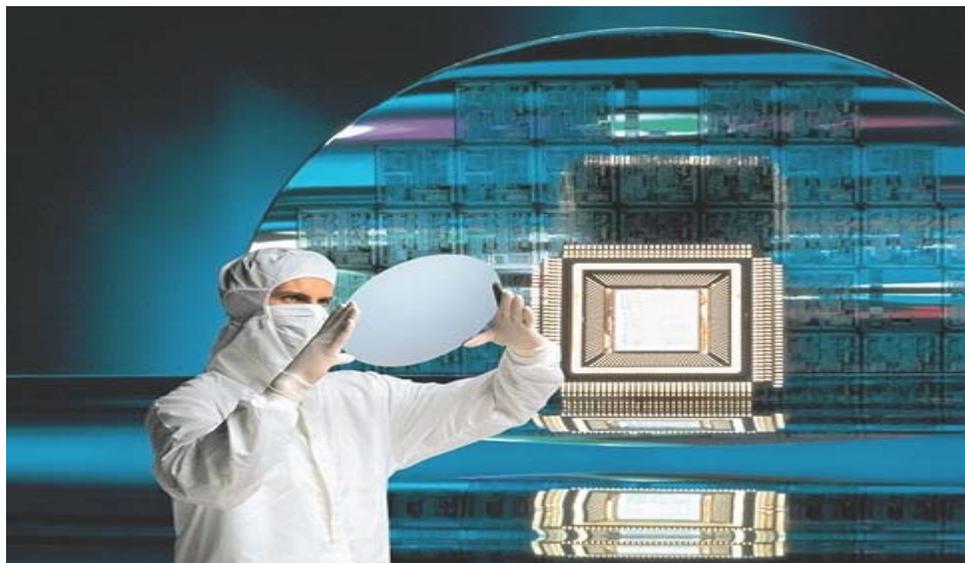
Making product procurement easier, more secure, and faster than ever...

Providing a secure environment for contract manufacturers (CMs) and original equipment manufacturers (OEMs) to locate, in real time, the board level components they need from trusted component distributors.

CONTACT US

ChipIndex Inc.
Primary Business Address
P.O. Box 45645
San Diego, CA 92101

Phone: 619-568-9945
Fax: 619-568-9946
E-mail: info@chipindex.com
Website: www.chipindex.com



While some websites offer features similar to that of ChipIndex, we feel that ChipIndex will hold a distinct advantage in two important and uncompromising principles.

⇒ First, we will strive to have the largest free qualified component search available anywhere on the internet. Our research shows competitor sites offering between 20 and 30 franchise listings on their free-search sites. ChipIndex will work to have a minimum of 50 participating franchises by the summer of 2005.

⇒ Second, only Franchised and select independent distributors will be allowed to show their stock on ChipIndex. Some of our competitors offer the stock of any company wishing to list on their sites. ChipIndex will allow only the stock of companies independently qualified by our staff to be listed on our site. Our interest lies in offering quality over sheer quantity .

CHIPINDEX

▶ Site Overview

As technology grows at a seemingly exponential rate, purchasing agents and procurement specialists work to find ways to secure the products they need quickly and for the best prices possible. The current environment of board-level component sales is rife with risks that can set back a project or worse, derail it all together. Between the abundance of counterfeit product in the marketplace and the often unreliable methods of those who broker parts, an OEM or CM can often be left waiting and wondering if the vendor they have selected can be trusted with delivering a needed line item on time, and as promised.

Currently, when a purchasing agent for a company needs to procure a bill of materials, the sourcing of the needed products can take days, if not weeks. That purchasing agent may scour a dozen websites and leaf through a product source-book, only to come up empty on a number of line items. Various sources are considered, contacted, and compared until a list of vendors can be put together that seems willing and able to deliver every needed item for a project – a process that is time-consuming and doesn't always lead to finding parts at the best price. Unbeknownst to these purchasing agents, hundreds upon hundreds of reliable distributors exist with the very stock on their shelves that these purchasers seek.

Now imagine a website where the aforementioned procurement "chain of events" is streamlined in to one simple activity. Imagine a website where searching components yields immediate, real-time results from the largest organized component distributor part-search available anywhere. Imagine a website where those responsible for finding the products they need are quickly, and completely, able to see which component distributors have these products and what prices these component distributors charge. As such, we proudly present ChipIndex.com...making product procurement easier, more secure, and faster then ever before.

▶ Our Product

ChipIndex will be a free-use website geared to those who have an interest in acquiring board level components for commercial use. The website will include the information and stock listings of only independently qualified distributors and manufacturers' representatives.

Above all else, those who use ChipIndex will know that the product they find on our site is coming directly from a factory trusted source. The site will also eventually feature product datasheets, a downloadable "toolbar", and a product forum for researching products. However, the primary function of the site will be as a real-time in stock search engine.

▶ Site Structure

ChipIndex will accept XML, Comma-Separated-Value (CSV), Microsoft Excel, and Microsoft Access files from qualified partners interested in participating in ChipIndex. While we prefer XML code and believe it offers the best format for the information we intend to post, all 4 formats are welcome.

If you are a distributor of board-level components and are interested in participating in ChipIndex, please contact us so we may begin qualifying your company for inclusion on ChipIndex .

▶ ChipIndex Reports

Why should my company list our stock on Chip Index?

“The better question is, how could you afford NOT to? Chip Index allows you, the Franchised Distributor of semiconductors and board-level components, to reach customers who might not know about you FOR FREE.

We take care of the marketing. We take care of getting the right people in the field of technology interested in your Company and the product lines you offer. All of this at absolutely no cost to you.

▶ WHY CHIPINDEX



As in any industry, understanding the needs of your customers is a key ingredient to success.

The **C.I. Report** will give you the answers you need to understand what components are available and the best place to buy them. With the **C. I. Report**, you will have the knowledge you need to ensure that your production schedule stays on time and your customers remain satisfied.

▶ BENEFITS



▶ CI REPORTS



Chip Index offers fully customizable data reports for any individual who requests them. The C.I. Report is available in 3 different variations for a small fee and is emailed to your specified email address in PDF format.

▶ FEATURES



Trend Analysis

Product Analysis

Franchise Analysis

Inventory Analysis

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▶ ChipIndex Reports

Our goal is to build the most complete and most reliable search-engine of Distributor stock anywhere on the internet. Your help goes a long way in us reaching our goal, and increasing your exposure in the marketplace. Contact us to find out about listing your company's stock right away!

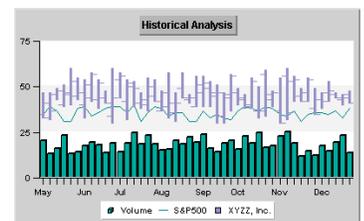
Please don't hesitate to contact our staff if you have any other questions regarding our services and what we can do for you. We cannot stress enough that Chip Index costs you, the component distributor, ABSOLUTELY nothing.

- ⇒ Chip Index's qualified staff is already working to ensure that engineers and procurement agents worldwide are aware of Chip Index and are actively using the tools Chip Index provides. We're out there building the relationships necessary to put people in touch with our site, and thus in touch with your product offerings.
- ⇒ Proudly, we already have commitments in place from two of the world's largest contract manufacturers to use Chip Index as their qualified component Search-Engine of choice, and we're working on more commitments every day.
- ⇒ Chip Index's one of a kind "CI Reports" offer the most comprehensive analysis of trends in Distribution available anywhere. Among other valuable features, our "CI Reports" help show which products are moving fastest, and what products your customers are seeking the most often. Visit our site for more info on our "CI Reports."
- ⇒ Our staff is hard at work increasing Chip Index's web-exposure through the use of search-engine-optimizers and online advertising. We want to make sure that procurement officers and engineers at every-level, from large-scale OEM right down to the smallest CM know that Chip Index is the place to go for locating Franchised Distributor stock.

▶ Detailed Graphs

Chip Index offers fully customizable data reports for any individual who requests them.

The reports are available monthly or bimonthly for a small fee and are emailed to your specified email address in PDF format.



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▶ Marketing Overview

Our marketing strategy will be executed in 4 parts.

- ⇒ First, our expert Promotions staff will work with OEMs and CMs by phone, fax, and email to make sure they are aware of ChipIndex and the features ChipIndex offers. Our staff will contact procurement agents in companies large and small to make sure they realize that ChipIndex is a free tool for them to use when sourcing board-level components for commercial use. To date (late 2004) we already have garnered interest in ChipIndex from the global procurement departments of Solectron, Inc. and Hewlett Packard/Compaq. We are currently working with a number of other OEMs and CMs to make sure the exact offerings on ChipIndex meet their needs when locating components.
- ⇒ Second, our Marketing staff will be advertising in both print and online publications to increase ChipIndex's industry-wide exposure. This portion of our strategy dovetails nicely with the interpersonal relationships developed by our Promotions staff to increase the industry-wide brand recognition of ChipIndex
- ⇒ Third, our Information department will work at length to secure the participation of as many qualified distributors of board-level components as possible to ensure that ChipIndex delivers on its claim of having the Largest Free component Search on the internet. Most of these contacts will be made through phone or email. Each participating distributor will have a representative in the Information department responsible for acting as a liaison between that Distributor and ChipIndex.
- ⇒ Forth, our IT staff will work with Search Engine Optimizers to make sure that ChipIndex is registered with the largest and most-reliable search engines on the world wide web. Furthermore, the IT staff will work to ensure that ChipIndex appears as prominently as possible when someone tries to locate board-level components through a standard search engine.

▶ Advertising Rates - Revenue Generation

Our current plan is to offer ChipIndex as a free-use service with no barriers between the user and the features of the site. We also initially intend to allow Franchised distributors to participate in listing their inventory on the site for free as well.

As such, ChipIndex will utilize tastefully placed advertising to generate the revenue necessary to continue operation. If you are interested in advertising with us, please email ads@chipindex.com for more information.

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