

August Seminar

## Brand Partnerships with Asia

Speaker: **Mr. Dean Finnegan**

**Founder and CEO of Pandigital, Inc**

Place: Fenwick & West LLP, Silicon Valley Center,  
801 California Street, Mountain View, CA 94041

Date: **August 15, 2011 (Monday)**

Agenda:

6:30 pm - 7:00 pm: Registration and Networking (dinner with soft drinks provided)

7:10 pm - 9:00 pm: Seminar

Fee: \$5 for members or students, \$10 for non-members,  
Extra \$5 for on-site registration

Contact: York Peng ([york9484@gmail.com](mailto:york9484@gmail.com))

Registration: Click this link for online registration: <http://goo.gl/YP0v3>

### Abstract:

Mr. Finnegan will discuss financial partnership with Asian equity investors/VC firms. Financial partnerships that include Asian based banks. Contract Manufacture partnerships that ensure the supply chain. Mr. Finnegan will also discuss the changing nature of the Contract Manufacturing Business in Asia and a new model that is emerging called “Vendor Financing” where the CM’s take on all of the inventory and return liability and share in the profits with the Marketing Company/Brand. Mr. Finnegan will finish with a discussion on general Product Marketing philosophies that have served Pandigital well in growing their retail distribution in North America and Europe with the help of the Asian elements discussed above, using “real world” examples of all of the above and how they have applied to Pandigital.

## **Dean Finnegan,**

Founder and CEO, Pandigital, Inc.

- 24 years of experience in the Computer and Consumer Electronics business
- Spent 12 years as the Sales Manager and partner for the Manufacturer's Representative Olson/Sprock Sales, representing Casio and Maxell
- Resigned from Olson/Sprock to become the Sales and Marketing Manager for all Casio Divisions for the Western United States
- During this 15 year relationship with Casio, Finnegan was directly involved with new technology introduction in North America that includes the first digital watch, first digital camera, first digital diary, first PDA, first LCD TV, and first digital keyboard, among many other products
- Founded the company in 1998



### **About Pandigital**

Privately held, [Pandigital®](#) develops and markets digital entertainment products. The company has earned the rank of No. 1 in the U.S. for digital photo frames<sup>(1)</sup> and No. 2 worldwide for eReaders<sup>(2)</sup>. Pandigital's award-winning products are sold through more than 36,000 retail storefronts in North America, as well as internationally with new distribution in Europe, Central and South America, and Asia.

The company is well known for its innovation and reinventing traditional product categories by utilizing new technology, simplified user interfaces, and industrial design elements that appeal to all consumers. In 2006, Pandigital turned the digital photo frame into a home décor product that was appealing to a mass market and expanded the category into eight different retail channel segments. The company then repeated that success by launching the first sheet fed photo scanner that digitizes photographs with the touch of a single button. The company continues to lead the market share in this category today. Building on that momentum, Pandigital then introduced the first color e-Reader in the world that utilized Barnes & Noble electronic book content. The company also introduced a full line of "performance for value" media tablets with reader functionality using the Android tablet OS in December 2010.