

Corporate Backgrounder



OVERVIEW

Founded in 1999 in Palo Alto, California, RenderX was the first company in the world to deliver a commercial grade engine (XEP) for print and electronic output of content based in the emerging XML and XSL FO standards. Today, RenderX is the recognized industry leader for software used for standards based typeset-quality electronic and print output of business content. We provide both standalone software products as well as integrated components into larger business solutions, all based on XEP—our original commercial engine.

Either as turnkey software or as an integral part of other business applications, RenderX software is used for:

- Merging of database content into reports including applications such as invoicing and statements,
- High performance dynamic publishing for transactional documents and personalized correspondence such as prospectuses, mortgages, legal proceedings, legislation and other corporate correspondence, and;
- Typeset-quality publishing of XML-based content into technical documents, manuals and books.

MARKETS

RenderX software is used in three primary technical markets:

The database reporting market: RenderX software is used to create database reports in both PDF and print forms. Our software can dynamically generate reports for display to a user on the web or inside a business system, or stream that data to printers for generating correspondence. Our software is used for database reports for print and electronic products such as bills, invoices, and statements.

The dynamic content publishing market: RenderX software is used to assemble large volumes of transactional documents and personalized correspondence from multiple sources for print and electronic output. It is used for creating professionally typeset documentation such as prospectuses, mortgage and loan packages, legal proceedings, legislation and other corporate correspondence.

The technical and book publishing market: RenderX software is used to produce a wide variety of more static, long-lived documents such as educational materials, technical manuals, user guides, legislation, and books. These documents range from simple to extremely complex in structure and can be hundreds to thousands of pages.

PRODUCTS

XEP

At the foundation of all RenderX products is XEP, our commercial grade Extensible Stylesheet Language (XSL) formatting engine. The engine supports the XSL Formatting Objects (XSL FO) Recommendation and the Scalable Vector Graphics (SVG) Recommendation for uniform, powerful, industry standard representation of source documents and renders multimedia content in Adobe's Portable Document Format (PDF) and Adobe Postscript, the de-facto standards for digital typography. Built on this foundation, RenderX's full range of products provides dynamic presentation of sophisticated documents, enabling our customers to single source their content for both web and print applications.

EnMasse

RenderX EnMasse is the solution for your high-performance content formatting requirements. EnMasse provides a distributed formatting server environment when combined with one or more RenderX XEP Server Components. It can meet the demands required for high volume printing such as those required for invoices and statements. EnMasse accepts documents locally or over the network and controls the formatting process to maximize throughput.

Docbench

With Docbench, RenderX has assembled a complete package targeted at authors for various products such as books, articles, leaflets, and forms. The complete package is ideal for creating source XML content and formatting it for both on-screen and paged media. RenderX has integrated a leading XML Editor, <oxygen> with our XEP publishing software and has tuned both to work together smoothly. Together, these two applica-

tions—along with the integration and various starting templates—form a complete authoring environment for any user.

SERVER COMPONENT

XEP Server Component was created for high performance, server-side rendering of XML and XSL FO to PDF and Postscript. The XEP Server Component is built for multiprocessor configurations and concurrent processing of multiple documents. It is designed for applications like database integration to produce high volumes of customized correspondence and for dynamically generating customized documents. XEP Server Component is licensed on a per-CPU basis of the installed server.

DESKTOP COMPONENT

XEP Desktop Component is a personal productivity tool used to generate quality PDF and Postscript from XML-formatted documents. Authors use the application to call from their XML editors to format books and manuals and other documents. XEP Desktop Component is licensed by the single user with discounts for purchase in quantities for departments.

INTEGRATION & CONNECTIVITY KIT

RenderX does its best to help connect XEP to customers' applications and software systems. The XEP Engine provides extensive and flexible programming interfaces (APIs) and runs as a component of larger systems in many successful installations.

PARTNERS

RenderX works closely with strategic partners all over the world to help customers increase revenue and achieve fast time to market. Through global alliances with top-tier system integrators, technology partners, resellers and OEM's, RenderX offers an incredible opportunity to outpace competition and offer your customers more value for less investment. RenderX partners are essential to our company's growth and market leadership.

CUSTOMERS

RenderX has hundreds of installations throughout the world and has been selected by leading organizations in many industry segments. RenderX has customers that extend from the Global 1,000 to smaller organizations in financial services, government, insurance, manufacturing, pharmaceuticals, publishing, healthcare and transportation.

MANAGEMENT TEAM

Roman Kagarlitsky is a private investor and the CEO of RenderX. Kagarlitsky started his career in the U.S. as an Analog Engineer at KarKar Electronics, then worked at HP Labs (Agilent) as a Member of the Technical Staff. Kagarlitsky left HP Labs to pursue various entrepreneurial and investment opportunities. In 1996 he co-founded Pluris, Inc. - Terabit-router Company, where he was an interim CEO, funded initial development, created the business plan, raised private and angel funds and later brought in venture capital firms. Kagarlitsky also funded Optoelectronic Components and the GaAs/III-V Process Design Company. Kagarlitsky received his MS in Electrical Engineering and BS in Mechanical Science in the former USSR.

Kevin Brown, Vice President of Sales & Marketing, has over twenty years of experience in the information technology and management industry. Prior to RenderX, Brown was senior vice president of sales and marketing for Lightspeed Interactive, a start-up XML content management company. While at Lightspeed, Brown led several acquisitions and developed marketing strategies in XML content management and delivery. Brown has also held management positions at Chrystal Software, Texcel Research and EDS. Brown graduated from Michigan State University with a Bachelor's Degree in Mechanical Engineering and a minor in Mathematics. Brown also holds a Master's Degree in Nuclear Engineering Design from the U.S. Navy's nuclear design facility in Schenectady, New York.

Anatol Kaganovich, Vice President of Marketing, is a seasoned marketer with a long record of account management, market penetration strategies, design wins and branding experience. His design engineering background includes TRW and Memorex. Kaganovich has held a variety of marketing and sales positions at Philips, ISSI and Zilog. Kaganovich holds a degree in Radio Engineering from the Saint-Petersburg's Institute of Electrical Communications.

David Tolpin, Chief Technology Officer, has worked with RenderX for more than five years. Prior to that, Tolpin served as the program coordinator for the US-Armenia Internet Access & Training Program. In his career, Tolpin has led or participated in many software projects focusing on the areas of data mining, text retrieval and processing, and compiler construction. Tolpin has written several free programs and has participated in a number of open-source projects, many of which are still popular and widely used. Tolpin holds a Master's Degree in Mechanical Engineering from the Moscow Higher Technical School.

Hugh O'Boyle, Corporate Counsel for RenderX, has served as senior legal counsel at numerous companies, including Wells Fargo Bank, Pacific Stock Exchange, Homegain.com, Downey Savings, Four Star Financial Services and Mortgage Service America. O'Boyle also served as a Branch Chief at the U.S. Securities and Exchange Commission.

CONTACTS

By Mail

RenderX, Inc.
228 Hamilton Ave., 3rd Floor
Palo Alto, CA 94301
USA

By Phone

+1 (650) 328-8000 Voice
+1 (650) 328-8008 Fax
+1 (650) 327-1000 Sales

On the Net

Sales inquiries: sales@renderx.com
Marketing inquiries: marketing@renderx.com
Partnership inquiries: partners@renderx.com
Technical inquiries: <http://www.renderx.net/Content/support/>