



STORAGE VISIONS[®] 2007 CONFERENCE

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Peter Berghammer, CEO, Copernio: Future Formats

Biography

Peter Berghammer, CEO of Copernio™ (founded 2001), is an accomplished aerospace, semiconductor and optical disc industry professional. Though best known for his marketing acumen, he also possesses a thorough understanding and appreciation for strategic alliances, acquisitions, and mergers. He is noted for the rapid expansion of The Copernio Holding Company – taking it from simply an IT solutions provider to an organization with divisions handling consulting, research, warehousing & logistics. Under his tenure, Copernio has expanded from a single location to an international corporation with warehouses and offices in over eighteen countries. His goal however has always remained the same: to assist clients achieve their business objectives through the intelligent and efficient use of information technology and infrastructure. The Copernio Holding Company is headquartered in Huntington Beach, CA and Brussels, BE.

In 2003, Berghammer founded Future Formats™, an offshoot of the research arm of Copernio, dedicated to the consumer electronics industry and photonics research. Future Formats has an extended portfolio of clients and associations in the consumer electronics fields, and provides in depth analysis of legislative, technological and legal issues affecting the interests of its clients. The rapid growth of Future Formats, and the widespread adoption and dissemination of its data has spread throughout the industry and is rapidly becoming the default data set and analysis provider. Future Formats provides insight for the optical disc and magnetic media industries, including studios, in areas such as CSS (content scrambling systems), HD-DVD and Blu-ray, Holography, licensing and IP management and strategy, piracy, and DRM (Digital Rights Management). Future Formats personnel are regular visitors to both university research laboratories as well as the world's largest international CE companies.

In 2002, Copernio Holding Company acquired The In-Flight Entertainment Corporation®, and Berghammer sits on its Board as Chairman. The IFEC® is a provider of in-flight diagnostics programs providing operational data and statistical (safety) data relating to aircraft operations. The IFEC also deploys in-flight entertainment items, as well as in-flight office integration software with its "Office in the Sky" portfolio. The IFEC currently is in talks to bring international content to customers – thereby supplementing offerings already on the market.

Immediately prior to founding Copernio, Berghammer served as Vice President of Sales and Marketing for the on-line marketplace startup Avolo through 2001. Instituting an aggressive marketing and product development strategy, he took the company to a leadership position and was the only such company actually conducting e-commerce trade. Avolo's leadership position was orchestrated by Berghammer who brought his many years of aerospace manufacturing experience to such areas as online documentation, parts approval processes, licensing, export controls and international expansion.

Prior to that, he served as Director of Worldwide Communications for aerospace, defense and industrial fastening systems manufacturer Fairchild Fasteners (NYSE: FA). Among his key duties were: the phrasing of all corporate policy and dissemination of top-level management communications; managing the integration of engineering, sales and marketing documentation relating to multinational acquisitions; developing market intelligence and positioning strategy relating to direct-to-consumer products; and constructing, maintaining, and updating multiple company websites. He was a pioneer in the mid 1990s in the integration of CAD/CAM with solid modeling, and the integration of solid models with the internet – effectively building a proof of concept platform which allowed for models to be designed and deployed in one location, and manufactured in locations thousands of miles away. Additionally, these models were available in "public" form on the web for aircraft designers to make use of in initial designs. Additionally, Berghammer was one of the first aerospace communicators to make use of QuickTime 3d movies to illustrate the manufacturing process to investors and public at large. Berghammer also interfaced with Fairchild's semiconductor and optical disc groups and played a part in their eventual spin-off into independent companies. He also worked with other Fairchild acquisitions, including an Israeli start-up that provides optical scanning software with applications such as contact lenses and flight terrain maps. He also led a

Talk to be given at the Storage Visions™ 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6th and 7th 2007



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fund raising campaign targeting Asia in 2000, with the Smithsonian Air & Space Museum to raise money for its new home in Chantilly, VA.

He also, as an employee of EDS (NYSE: EDS), oversaw Fairchild's web and network implementation strategy and deployment. Primarily tasked with database development and internet enablement, Berghammer developed Fairchild's database driven architecture and laid the foundation for later integration of MRP, ERP and ERP2 systems with the internet joining facilities in over 20 countries.

Berghammer got his start as a young man in the 1970's with the aerospace fastening company Rosan of Newport Beach, CA. Rosan was later acquired by Rexnord, then by Banner Aerospace and eventually by Fairchild.

Mr. Berghammer is active in a number of industry groups. He is a life member of the American Institute of Aviation and Aerospace (AIAA). In addition, he is a twenty-year member of the Society of Aerospace and Automotive Engineers (SAE) and the Optical Society of America. He also belongs to The Center for Intelligence Studies, International Association for Cryptologic Research, and The SIIA: Software and Information Industries Association of which he is an active participant on the Intellectual Property Subcommittee, Search Engine watch group and the Software as Service sub committee.

His military associations include U.S. Naval Institute and The Navy League, The National Defense Industrial Association (NDIA) and The Air Force Association. He is a life member of the all the aforementioned groups. He also belongs to the AFIO, NMIA and MICA.

His educational credits include UC San Diego, Goethe Institute, Cal Tech Engineering Management, and Stanford Law Intellectual Property and e-business]. His current academic pursuits include participation in the Engineering Management Program at the California Institute of Technology. He is also an active participant in String Theory (a branch of theoretical physics) research programs and symposiums including the University of Tohwa Fukokua (2001), Japan and Texas A&M Strings and Cosmology Colloquia (2004). He also received certification on U.S. Export Controls in 2004 from the Bureau of Industrial Security, part of the U.S. Customs and Justice Departments.

He is a well known speaker dealing with topics from consumer electronics, Intellectual Property, legislation, law through aerospace security and integrated military logistics systems. He speaks on behalf of numerous organizations and at numerous international tradeshows.

Peter Berghammer also is a current writer for the magazines Medialine and Dealerscope. In Medialine, he covers legislative and legal issues impacting the consumer electronics business and operations, while for Dealerscope he has just begun a column dealing with international trade issues affecting the consumer electronics business.

His primary hobbies are painting, surfing and skiing. He lives in Huntington Beach, CA with his wife Susan.

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