

Theo Mayer Bio – June 2008

Theo Mayer did his undergraduate studies at the University of Southern California in a mixed media and technology program that spanned audio, video, film, theater, television and communications arts.

He began his career as a studio musician, producer and recording engineer in the fervent Los Angeles music scene of the early 70's. His knowledge of the then newly introduced Moog Synthesizer offered him many opportunities in both commercial and creative directions.

In 1973 he was hired by Japanese tape recorder manufacturer, TEAC and became part of the launch team for a spin-off called TASCAM. TASCAM and TEAC changed the recording industry by taking the technology of the recording studio and commoditizing it within the reach of every star struck musician hoping to catch their break. Mr. Mayer's role was somewhere between product visionary and technology evangelist.

In 1977, Mr. Mayer teamed up with a visually oriented creative partner and founded Metavision, a high-tech media company aimed at **"the application of new technology for entertainment and communication"**. This theme has stayed consistent throughout his career. Mr. Mayer's 15-year tenure at Metavision included sitting as president. However, his main role was as a producer for a variety of award winning projects.

Highlights include; writer and producer for The National Geographic Society's Centennial Celebration; writer and co-producer for "Always Elvis" created for Weintraub Entertainment, Colonel Tom Parker and the Presley Estate; Executive Producer of one of the world's first electronic media press kits for the 1981 inaugural launch of the US Space Shuttle; writer and Executive Producer of a landmark briefing provided by Gen. Danny Graham to then President Ronald Reagan that resulted in President Reagan's famous "Star Wars" speech; nearly a decade working on the creative development and as a media and attraction producer for the Universal Studios Orlando project.

Metavision's core focus was on content creation, however, finding and applying new technologies to both create and to deliver the media was a constant. So, in 1993, armed with some key patents, Mr. Mayer stepped down as President of Metavision and formed a new company, Panoram Technologies, to explore and exploit the technology side of the business.

With Mr. Mayer as CEO and President, Panoram Technologies established itself as a world leader and premier developer, integrator and suppliers of advanced, high-resolution, large-scale data visualization technologies for oil/gas, manufacturing, engineering, aerospace, scientific and military/government applications. With Mr. Mayer's unique vision on the application of new technologies, the company provided consultation and strategic development on a variety of new technology implementations as well as deploying around 250 large-scale visualization and command center facilities in over 18 countries for some of the largest and most progressive organizations in the world.

These include: BP, ADCO, BHP Billiton, CALTEX, Chevron, Texaco, Conoco, Encana, Halliburton, Marathon, Occidental, PDVSA, Petrobras, Saudi Aramco and Schlumberger in oil/gas; Boeing, Defense Information Systems Agency (DISA), Defense Threat Reduction Agency (DTRA), Honeywell, Hughes Training, NASA's Dryden Flight Research Center, NASA's Jet Propulsion Laboratory, Lockheed Martin, National Imagery & Mapping Agency (NIMA now NGA), Naval Air Warfare Center (NAWC), Newport News Shipbuilding, Northrop Grumman Information Systems, Department of the Interior National Parks Service (NPS), Naval Undersea Warfare Center (NUWC), Space & Naval Warfare Systems Command

(SPAWAR), Tank-automotive & Armaments Command (TACOM), The National Information Display Laboratory (NIDL), U.S. Air Force, U.S. Army, U.S. Marine Corps, and U.S. Navy for government applications; Full Sail University, Manchester University, Memorial University of Newfoundland, San Diego State University, Scripps Institution of Oceanography, Sam Houston University, Texas Tech University, University of Lapland, University of Southern California, University of Wisconsin, and Wichita State University for scientific computing as well as Airbus Industries, Honda of America, CALTY (Toyota Design Center), , Daimler Benz, Dassault Systemes, General Motors, Haworth, Herman Miller, Hewlett-Packard, Phelps Dodge, Jaguar Motors, Mazda Motors, PTC, SDRC, and SGI in manufacturing.

Mr. Mayer is acknowledged as a unique expert in the integration of commercial technologies into new applications that service vertical market needs and opportunities. He is sought after and engaged by both users as well as suppliers of technology to address new needs, requirement, applications, opportunities and markets. In 2008 Mr. Mayer formed TechApplication.com, LLC to support these constituents with consultative services.

Mr. Mayer has sat on the Technology Advisory Board for several organizations including the USC School of Engineering's Integrated Media Systems Center, assisting their efforts in becoming an NSF Center of Excellence, the University of California San Diego in their bid for a \$300M endowment to create CAL IT2 another Center of Excellence. He currently sits on the Technology Advisory Board of several smaller technology companies. He is a member in good standing of the Society for Information Display. He is the co-founder of the Intellectual Property Guild, a non-profit member organization which advocates intellectual property rights and support for entrepreneurs and innovators. He has been published by SIGGRAPH, SID and a number of magazines and trade journals.

As an entrepreneur, visionary, and unique creative technologist throughout his colorful career, Mr. Mayer has a variety of patents to his name as well as professional credits as musician/film composer, educator, presenter/performer, writer, director/producer, software programmer, consultant, technology advisor and marketing expert.

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