

TECHNOLOGY RESUME OF:

Samuel A. Martin

Three Decades of Experience:

Samuel A. Martin Interests

Real EQUIP, Inc.

Computer Co-op of America

IQ Technologies

IQ Consulting

MegalQ Website Architects



My use of computers began in **1978** with the purchase of a Radio Shack Model I TRS-80 for use in my construction business. At that early stage in the history of personal computers there was no application software, just a BASIC interpreter and a manual on how to program in BASIC, so I taught myself to program and developed a construction estimating application.

In **mid-1980** Radio Shack introduced the Model III TRS-80 and application software started to become available including a General Ledger application a word processor and VisiCalc, a spreadsheet application. With this I was much more successful at implementing the use of computers within a business management environment and began providing consulting services to other businesses in that regard. The local Radio Shack Store referred all of its computer customers to me for implementation assistance and technical support.



At the same time, **1980-1983**, I was involved in the brokerage of oil and gas equipment and concluded that the oil and gas industry was in need of a computerized multiple listing service similar to what PRC was providing to Realtors back in those days. With the help of Scientific Time Share Corporation (STSC) in Rockville, Maryland, we developed an application on their mainframe with local dial-up access available through Telenet and Tymnet from 750 cities worldwide. **Real EQUIP** debuted its service at the **1982** Offshore Technology Conference in Houston and signed up 90 companies as initial subscribers. In today's terms, this on-line service is essentially a "website".



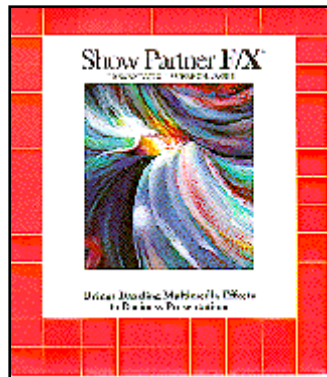
Soon after that venture, in **1984** I organized a multi-level marketing company, **Computer Co-op of America** to sell personal computers with access to the "Internet". Even then, through Telenet and Tymnet we had access to a variety of on-line data centers offering an array of services like Real EQUIP,

including: Rockwell International's "Dialog" Service, Reader's Digest's "The Source" and H&R Block's "CompuServe", together with universities and government data centers. These were text based systems providing real-time news, weather, information, research materials and some on-line shopping.

In 1985 I was contracted by Re/MAX of Texas, the franchisor for the State of Texas, to develop software to track each office's sales and listing data in order to determine monthly awards and for reporting to Re/MAX of America. These were programmed in BASIC for the Radio Shack Model II computer.

Throughout the late 1980's I was engaged by the Spring Independent School District to develop a series of Math Aptitude Games to run on their TRS-80 Model III Radio Shack computers, which they had in 18 computer labs throughout the school district. These labs were networked and I provided technical support to the district associated with the operation of those labs. Several of the game applications I developed for the Math Department were acquired by Houghton-Mifflin and I was engaged by them to fix problems with two of their existing applications.

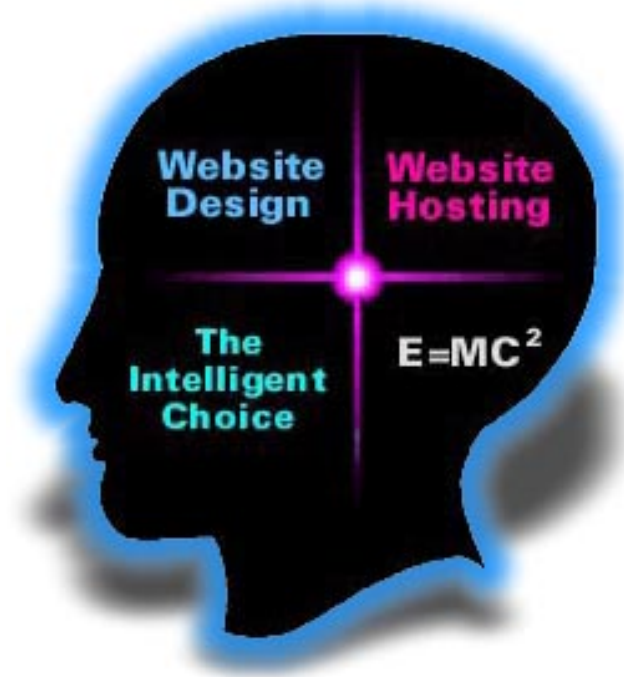
Seeing a need for a more efficient means to back-up the data in the district's labs, I contacted Tandy's engineers in Fort Worth to explore the integration of their new Model 4, PC based computer into these networks and use the tape backup hardware for that workstation to back-up the network hard drive. They explained that it was not a hardware compatibility issue, but there was no software that could direct the data from the network hard drive to the work station's tape device. Radio Shack provided the hardware at no charge to the district and I wrote the code to enable that process. Radio Shack distributed that code to all of their other institutional clients with similar networks.



In 1993 I acquired the assets of a software publishing company in Syracuse, NY which had gone bankrupt. Among their assets were two DOS applications. "Show Partner F/X" was a desktop presentation development platform which had sold over 1 million copies in the preceding years and was the reason for my interest in the company. Their other product called, "HyperPAD", was the precursor to the Hyper Text Mark-up Language (HTML) widely in use within the internet today.

My company, [IQ Technologies](#), re-engineered both products using the old company's programmers and re-introduced them into the marketplace, however, this occurred just as Windows was taking ahold of the PC market and it was cost prohibitive for us to convert these products to the Windows environment. Because of its sophistication Show Partner F/X was the preferred platform for developing "Demo Disks" for computer application software. As the publisher of Show Partner, we were often asked to create demo disks for other software companies. This carried the company for the next few years.





My experience in building desktop presentations evolved quite naturally into developing websites beginning in 1997.

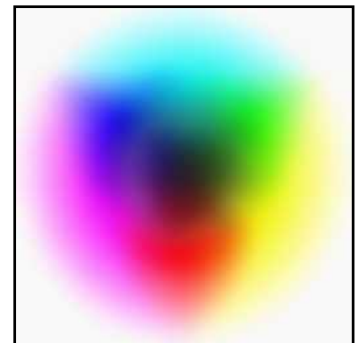
Over the next nine years I built and managed over 300 websites for virtually every kind of business imaginable.



2000 - Of all of those websites, only a handful of them are still in the same format as what I developed originally. Interestingly, the very first commercial website I developed in 1998 is one of those that remain virtually unchanged.

The most notable development that I take credit for is an e-commerce website in use today by Wallpapers-To-Go (wallpaperstogo.com).

What is most significant about the Wallpapers-To-Go website is not so much in what you see on the site, but, what we invented for use behind the scenes in order to provide a completely unique feature on-line which enables our website visitor to search for wallpaper by any of over 260,000 colors. While the user interface on the website is quite robust, it is a fairly simple bit of JavaScript code. In order to determine the actual colors that are contained within the 90,000 different wallpaper patterns that Wallpapers To Go sells, add that information to the database of pattern information, and perform the search necessary to return the closest color matches, required the development of a completely unique application.



For that I collaborated with the man who developed Show Partner back in the 1980's, Ron Roberts. An expert on bitmap image technology, Ron created the code which reads each pixel of a bitmap image file and from the millions of possible colors in each pixel determines its proximity to one of the 260,000 color choices that we will search by. Once it ascertains the Primary, Secondary, Tertiary and Quaternary colors within a bitmap pattern image it re-sizes the image into a large, medium and thumbnail size for use within the website and Digimarks the images to protect that

content, storing all of the resulting process information in a local database which can be imported by the on-line database. This works in a batch process so an entire directory of files can be processed automatically. I continue to own the rights associated with this image analysis and on-line search technology.

In **2002** I added hosting services to my offerings and maintained several web servers in a data center in Austin, which I owned a minority interest in as well. I sold my website development and hosting company at the end of **2006** in order to pursue other business interests associated with real estate development.

My success within the website development business was attributable primarily to my skills associated with search engine optimization and my additional focus on how to use information gathered from a website to make improvements in the business' performance. Over the years the leading search engine providers have changed as well as their rules for ranking pages. I kept abreast of those changes and always managed to keep my clients in the top ten of results for relevant key phrases. My expertise has been called upon multiple times to provide presentations at technology conferences on this subject.



With my real estate development business completed, I'm now venturing back into the website development arena. I plan to take on selected projects which offer new challenges.

If I can be of service to you, I would enjoy hearing about your proposed website/application development project or technology integration requirements.



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