



## Letter of Recommendation

Collin Croome, born on 23<sup>rd</sup> of October 1971, in Oldenburg, has been working for us as a freelancer, system consultant and multimedia specialist from July of 1991. Since then, he has taken over many responsibilities in different fields of our enterprise.

His areas of responsibilities include the following:

### Training:

- Development and training of the "Apple Multimedia Seminar", 1992 - 1995
- Product, software and technology trainings for Apple employees and business partners in the fields of presentation, multimedia and internet.

### Marketing:

- Deputize the Apple Multimedia Marketing Manager in Nov. - Dec. 1993
- Taking over the duties in the absence of the Apple Multimedia Marketing Manager
- Author of the "Apple Multimedia Sales Guides", 1993
- Conception and implementation of the road-show "Apple Digital Media Advantage", 1998
- Conception, planning and support of Apple Marketing activities in close co-operation with Apple Computer Inc., Cupertino, CA, as well as several European Apple subsidiaries as technology specialist in the following fields:
  - Interactive multimedia and internet technologies (digital video, music, Flash and HTML)
  - Apple system-technologies (MacOS, QuickTime, QuickDraw 3D, ColorSync, etc.)
- Various Point-of-Sale promotions
- Apple consultant for BMW's Industrial Design department in Munich, 1998-1999
  - Cross-platform design and production optimization
  - Macintosh network integration

### Presentations on exhibition fairs and events

- Conception, planning and presentation of Apple stage shows
- Creation and localization of international presentations for different Apple products and technologies
- Expert speaker and presenter at all major Apple fairs, conferences and events in Germany, Austria and Switzerland.  
Amongst others:
  - "MacWorld", Berlin, Frankfurt, Duesseldorf 1993 - 1997
  - "CeBit", Hanover 1992 - 1999
  - "Orbit", Switzerland 1996 - 1999 and "Ifabo", Austria 1996 - 1999
  - "IFA – International Radio and Television Exhibition", Berlin 1993/1995
  - "International Book Fair", Frankfurt 1993/1995
  - "German Multimedia Congress", 1992 - 1994
  - "Apple Developer Conference" in Frankfurt, Stockholm, Cannes and London
- Road Shows:
  - "Apple Digital Media" Advantage, Europe 1999
  - "Apple Demo Days", Switzerland 1997
  - PowerMac, PowerBook, iMac and MacOS product launches, Germany 1994 - 1999
  - "Computer 2000 Forum", 1999/2000 and CKS Realtime Road Show, Germany 1998

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### **Multimedia and Online productions**

- Design and programming of the Apple Internet website "www.applelive.de", 1996
- Localization of the Online-services "AppleLink" and "eWorld", 1994 - 1995.
- Development and localization of several Apple CD-ROM titles:
  - Apple Office, bigBoss, Multimedia Showcase CD, Apple Service CD

As technology consultant, Collin Croome has always been proficient in advising our major clients as well as our end-users. Due to his friendliness and his wide-ranged know-how of various systems in all fields of production, multimedia and online activities, he is an esteemed partner both for us and our business partners and their customers.

Especially on stage, Mr. Croome has a real talent to captivate the audience. With his excellent knowledge of Apple hardware and software technologies and his persuasive and competent manner of presentation, Mr. Croome has been representing us for years with great success.

Due to his creativity, experience and team spirit Mr. Croome is able to deal with difficult situations be it in times of stress or under high time pressure. He exceeded by far all our requirements and always finished all his duties to our complete satisfaction.

During these many years of co-operation he has given many people an understanding of the fascinating world of Apple and the spirit connected to it. Due to his skills and his personality, Mr. Croome knows how to convince prospective and existing customers with enthusiasm for our products and technologies.

Mr. Croome is a valuable and esteemed colleague as well as a friend to our company. In the meantime, he has established his own multimedia company whose rapid growth hardly leaves any time for the above-mentioned tasks. We hope that he will be available for us nonetheless from time to time and wish him all the best for his future.

Feldkirchen, October 12<sup>th</sup> 2000

A handwritten signature in blue ink, appearing to read 'Reiner Deichmann', is written over the typed name and title.

ppa. Reiner Deichmann  
Sales Manager Channel  
Apple Computer GmbH, Germany