

PAUL SIDLO

Biography

SUNRGI, Founder, Principle
REZN8, Founder, C.E.O. & Creative Director
EMN8, Founder, Director & Chief Creative Officer

Paul Sidlo is widely-recognized as one of the pioneers in the field of computer graphics and 3-D animation and has been a producer, director and designer for over twenty years. His work has earned him numerous awards, including nine Emmys. He brings to both REZN8 and EMN8 a significant technical & creative expertise that has been developed over a long period of time from the early emergence of computer graphics to the advanced technologies in that field today.

SUNRGI:

As a Founding Partner of SUNRGI, Mr. Sidlo envisioned the need to create a renewable energy source to generate electricity at a price competitive with coal, natural gas or other non-renewable sources, without requiring a subsidy. Working with the other founding partners of SUNRGI, each of whom are highly acclaimed in the field of solar energy, Mr. Sidlo has co-invented and coined an entirely new solar energy category: Xtreme Concentrated Photovoltaics™ or XCPV™. The company has multiple patent applications and is projecting the generation of electricity at a wholesale cost of 5 cents/kWh, which is competitive with the cost of generating electricity from coal and a fraction of the current wholesale cost of solar energy.

REZN8:

Paul Sidlo is Founder, CEO and Creative Director of REZ-N-8. The company was founded in 1987 and is a recognized world-leader in conceptualizing, designing and producing high-end graphics, multi-media branding and graphic image systems that are employed to build and promote a brand by creating lasting relationships between the message and the viewer.

Mr. Sidlo has built a broad client base across a variety of media industries for REZN8 ranging from broadcast television, to film, to specialty film like 3D IMAX®, the Internet. He has developed for the company a unique and recognized specialty in graphical user interface design and development. REZN8 and Paul Sidlo are proud to note that a significant number of REZN8's clients have been customers for most, if not all of the firm's 17 year history.

REZN8's computer industry clients include Microsoft, Intel, Compaq and Cisco. Film clients include Paramount, Disney, IMAX Corporation, Caravan Pictures, Interscope, Savoy Pictures and USA Studios. Broadcast network clients include CBS, FOX, NBC, ABC, Warner Brothers and UPN. Cable network clients include VH-1, the SCI FI Channel, Showtime, HBO, CNN and USA Networks. International clients include Pro Sieben Television of Germany, Hong Kong

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Cable of Hong Kong, Cable and Wireless PLC of Great Britain, Global Television and CBC in Canada.

Paul also has a significant, long-standing and multi-faceted business relationship with both Intel & Microsoft. In particular, for Microsoft, over the course of the last five years he and REZN8 have become its principal outside design source for graphical user interface (GUI) development and production. The range of work includes GUI design and development for XBOX, XBOX2, XBOX LIVE, MSN9&10, HOME MEDIA CENTER, WindowsXP, & FOR Microsoft's Home of the Future.

EMN8:

The concept for EMN8 was developed by Paul Sidlo in response to suggestions made by one of REZN8's Advisory Board members, Mr. Walter Dunn, who, for many years served in the Office of the Chairman of the Coca-Cola Company. REZN8's decision to launch the Company was, in part, a natural extension of its work in real-time interactive GUI, first developed in the context of the design of the X-BOX "Dashboard" for Microsoft. It was also based on REZN8's successful efforts in designing a proprietary, real-time graphics rendering engine, the technology for which was contributed by REZN8 to EMN8. EMN8 embodied Mr. Sidlo's recognition that the advances in graphics rendering capabilities and computer processing power were converging on a point where rich media could be rendered in near real-time which meant that such media could be used to better manage customer relationships in a variety of industries and across a wide range of potential applications.

Mr. Sidlo currently serves on the Board of Directors of EMN8 and also acts as the Company's Chief Creative Officer. In the latter capacity Mr. Sidlo oversees REZN8's exclusive interface design activities for EMN8, bringing to the Company a broad knowledge of the most-current GUI design and production practices. In addition, he has been instrumental in charting the future technology development for EMN8, particularly its proprietary graphics rendering and related technologies.

Mr. Sidlo also introduced EMN8 to a number of his long-standing industry relationships, including those he developed with both Intel and the Coca-Cola Company, the latter through Mr. Dunn. Both companies have been particularly strategic relationships for EMN8, particularly in its early stages. Through the relationship with Intel, EMN8 was invited to join a select group of leading companies such as Intel, Cap Gemini, Cisco and Microsoft in an initiative known as "Extended Retail Solutions" or ERS. The purpose of this initiative is to foster common platforms and architectures in retail-based technologies. EMN8 was chosen by the partner companies as the best-in-class, interactive rich media self-service technology company within ERS.

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Mr. Sidlo continues to be actively involved at both the Board of Director and management levels of EMN8.