



xThink connecting with customers

Q1, 2005 -- xThink found new ways to connect with customers in the first quarter of 2005. Company representatives attended shows, conferences, competitions, and expanded customer outreach and support programs.

Shows and Conferences

xThink hit the road early in 2005 to connect with customers. First it was Las Vegas, for the annual Consumer Electronics Show in January. It is the largest event of its kind in the world and gave Education Liaison Teresa Shu opportunities to meet hardware manufacturers, independent software vendors (ISV) and customers. The Tablet PC community gathered in a reception sponsored by Microsoft to trade ideas and exchange email addresses and Web sites.

In February, xThink participated in the VSLive/Microsoft Anywhere conference in San Francisco. Teresa represented xThink and participated in panels where she gave and got information on market strategy and trends.

xThink's booth at the conference Trade Show drew scores of visitors who solved problems with MathJournal and learned about xThink's technology. Above all, MathJournal attracted teachers and professors who saw MathJournal as a way to make math and science come alive. Three lucky visitors to the booth (one per day of the Trade Show) won a copy of MathJournal.

Microsoft's representative at VSLive/Microsoft Anywhere, Lora Heiny, organized demonstrations for ISVs, including xThink. She also arranged a series of interviews between ISVs and original equipment manufacturers, such as HP, Fujitsu, and TabletKiosk. These interviews revealed how xThink can help Tablet PC manufacturers increase sales through marketing specification sheets, through testing of xThink software on the varied Tablet PC offerings, and by developing closer communication with regional Sales representatives.

Competitions

On March 22, "Online Help for MathJournal" received an "Excellence" award in the annual technical publications competition sponsored by the Austin, Texas-based chapter of the Society of Technical Communication.

xThink also entered the "2005 Awards of Excellence" program sponsored by *Technology and Learning Magazine*. This distinguished award program recognizes superior achievement and innovation in education technology. Winners are showcased in a December 2005 awards issue, and are also featured on the techLEARNING.com Web site.

Customer outreach and support

On March 23, xThink began to reach out to customers with the help of TabletPCBuzz.com, a leading Web site for Tablet PC aficionados. xThink Chief Scientist Lothar Wenzel began moderating the new xThink Support Group (<http://www.tabletpcbuzz.com/forum/>). New ideas

for research and development are being discussed, and customers are telling xThink how to improve the product and the documentation.

xThink's Holger Dillner, runs the Future Program, a program that gathers writing samples from volunteers (http://www.xthink.com/mathjournal_future.html). Dillner reports a recent increase in participation. He comments, "The Future Program enables MathJournal to get involved with development of the next generation of MathJournal." He adds that, no purchase is necessary; participants can use an evaluation copy of MathJournal to contribute to this important project.

(Participants who have already completed symbol sets 1, 2 and 3 are advised that sets 4 and 5 were recently posted. xThink eagerly welcomes samples from all 5 sets of symbols!)

About xThink products

xThink Calculator (\$45.95) recognizes and solves the calculations that you write on the Tablet PC. You can use the pi, the root symbol, trigonometry functions, and more. You can write exponents, and standard scientific functions like sine, log, and absolute value. xThink Calculator provides affordable calculation for those who need numerical solutions.

Thanks to the pen-based user interface you easily edit your work as you go:

- Add highlighting and annotation to your work.
- Copy portions of a previous analysis and reuse them in new problems.
- Modify parameters in a problem and immediately see their effect by viewing the new solutions and plots.
- Copy/paste to and from Ink-enabled applications such as Windows Journal.

MathJournal (\$198) is a problem-solving tool for the Tablet PC that offers all the features of xThink Calculator, and much more. This powerful combination of recognition software and mathematical algorithms completely changes how you do mathematics. MathJournal makes the Tablet PC an intelligent sheet of paper that recognizes the formulas and equations that you write and solves them. You can perform sophisticated calculations, including equation-solving, symbolic integration, and plotting 2D and 3D graphs.

Pricing and availability

Both products are available for purchase at www.xthink.com. Volume discounts, student and teacher specials, and educational licensing agreements are available. Contact info@xthink.com.

About the company

xThink Inc. was founded in Round Rock, Texas in 2003. The primary goal of the company is to develop intelligent problem solving environments, the first of which was xThink Calculator.

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