



## Frequently Asked Questions

### 1. Who is Waytronx, Inc.?

Waytronx, Inc. is the openly licensable thermal management solutions company. Waytronx, Inc.'s enabling technology solutions remove system bottlenecks in demanding applications such as advanced semiconductor, solar, display and electronic packaging. Through its patented WayCool™ open architecture – with “hybrid” (air + liquid) and tensile mesh elements – Waytronx, Inc.'s openly configurable industry Reference Designs speed time to market for system OEMs. The Company's goal is to become the defacto industry standard for system cooling and performance enhancement.

### 2. Where is the company based?

Waytronx is headquartered in Tualatin, Oregon.

### 3. When was the company founded?

Waytronx was founded in June 1994 when the corporate name of New Millennium Media International, Inc. was changed to OnScreen Technologies, Inc. and the new OTC:BB trading symbol ONSC was established. The company changed its name to Waytronx in December 2007 and the stock symbol was changed to WYNX.

### 4. How many employees do you have?

Waytronx, Inc.'s growing team is comprised of more than 62 including employees, contract employees and consultants.

### 5. Who is on your leadership team?

The leadership team currently includes: William Clough, CEO; Matthew McKenzie, COO; Daniel Ford, CFO; Bradley Hallock; Senior VP, Business Development; Duwang Li, CTO.

### 6. Who is on Waytronx's board of directors?

Waytronx's board of directors includes Colton Melby, William Clough, Matthew McKenzie, Corey Lambrecht, Sean Rooney, and Tom Price.

### 7. What is Waytronx™ WayCool™ Technology and how does it work?

WayCool technology offers an open architectural approach to address intense heat generated in modern electronic systems. It represents a total system design – working both to remove the heat around the system and to enhance the heat transfer rate, offering true system thermal balance. Waytronx, Inc.'s unique mesh architecture integrates WayCool cooling, WayFast communications and power (current) for next generation 3D packaging – 3C for 3D. This open technology addresses today's “microwarming” crisis in advanced processors and systems including microprocessors, graphics



processors, systems on a chip, display, government, advanced medical systems and automotive applications. Microwarming is proving to be the chief gating factor to system performance.

#### **8. What is the problem that WayCool addresses?**

Waytronx offers a solution to a difficult problem facing the computing industry – microwarming (chip overheating and resultant performance reduction). With concentrated packaging and very large scale integration (VLSI) technology, there is a lot of heat in a very small space. Every transistor and I/O pin puts off heat. As Moore’s Law states that processing power exponentially increases with each computing generation, unfortunately so does that microwarming issue. Traditional heat sinks cannot solve this problem. Companies try to add external liquids for additional cooling, designed more like an external fish tank rather than a true advanced design. WayCool technology-based devices bring the best of both the air cooled and liquid cooled worlds. Like other air-cooled devices, WayCool technology based devices fit within the system’s footprint. Unlike other liquid-cooling devices that are external to the system’s footprint and sit outside of it, like a fish tank ready to leak, WayCool systems are hermetically sealed and require no maintenance.

#### **9. How is your technology unique?**

Waytronx is the market leader in documented reference designs for CPU and graphics cooling, resulting in the fastest time to market. Through its patented Waycool™ technology, only Waytronx mesh architecture offers a product roadmap that combines communications and electric current (power) with cooling solutions. Further, Waytronx is the only cooling solution that is openly licensable. Rather than competing with existing cooling companies, Waytronx partners with them.

#### **10. How does WayCool™ technology work in solar and other markets?**

In solar, WayCool technology can reduce the temperature of the light capturing silicon, raising the efficiency of translating light into electricity. By cooling the silicon substrate, the efficiency of a solar collector can be increased by up to 25%, without other changes to the solar design. WayCool technology is applied to concentrating solar systems and the company expects that solar modules will also be using WayCool technology in the Future.

Other markets, such as LCD displays, HDTV, automotive systems, military communications, and others benefit from the higher performance and greater reliability of the highly efficient WayCool technology.

#### **11. What is the potential market size for your technology?**

According to the Independent Market Survey completed by Principia Partners, just one portion of the PC market could amount to more than \$5.4 billion.

#### **12. How many patents do you have?**

Waytronx has a rapidly growing portfolio, with patents issued on the basic technology including a critical patent for Waytronx™ WayCool™ technology. This patent, for C-Cu (Carbon-Copper) conductive interfaces, as well as over 50 claims moving through the process, will add more applications in the



company's "cooling" focus area, as well as new architectural solutions in its additional focus areas of "communications" and "current."

### **13. Who is CUI Inc?**

CUI Inc is a provider of electromechanical components and solutions for OEM manufacturers. Since its inception in 1989, CUI has been delivering quality products, extensive application solutions, and superior personal service. CUI's solid customer commitment and honest corporate message are a hallmark in the industry. CUI is a wholly-owned subsidiary of Waytronx, Inc.

### **14. Who are your customers?**

Our products and services are focused around design engineers and OEM manufacturers within the electromechanical industry. CUI's expertise in power technology combined with the thermal dissipation architecture from Waytronx offer design engineers a comprehensive solution set for the next generation of high power application that must operate at higher temperatures. Our customers include Philips, Electrolux, Honeywell, Intel, and Microsoft.

### **For More Information:**

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