

ASX Code: PSY

9 December 2013

## Shareholder Update

Recently Panorama Synergy was invited to attend the MEMS Information Group Congress in California.

The attendees were drawn from senior companies in the MEMS Industry, many with revenues in excess of a billion dollars annually, other, smaller up and coming companies with exciting innovations, together with Venture Capital firms and other types of investment groups, Foundries (businesses who manufacture MEMS devices), and the media.

The three day conference was a chance to make contacts in the industry and learn about recent developments across this very broad group of MEMS players.

From the several hundred attendees, four companies were selected for the much coveted "pitch" session. This is where those four companies have the opportunity to present what they are doing, and in one session make contact with people who can provide financial investments, companies who can manufacture the product, integrators who incorporate MEMS into end products and technical experts who, through a chaired panel, can challenge any of the presenters on the validity of what they are doing.

Panorama Synergy was honoured to have been chosen as one of the four.

Presenting our technology was Gino Putrino, the lead scientist on the project at UWA.

For us this was to be a chance to test our project with an audience with the knowledge to expose any flaws in what was being put forward. Our technology is the optical readout system for MEMS devices. My goal is for this to become the new de-facto standard in this multi-billion dollar market.

Gino Putrino's presentation was very well received. No flaws were exposed and much interest was generated, and we were immediately approached by a number of companies interested in working with us. These ranged from Foundries, Consultants, to people with end products in mind that the enhanced technology we are developing can make possible.

The trip was extended by a couple of days to accommodate the invitations we received to have private meetings with some of the assembled companies.

The industry profile gained from this trip is very valuable. More valuable are the follow up conversations with groups that have the experience in design, integration and manufacturing who have the potential to shorten our time to market.

We are very pleased with the outcomes and excited that so much interest was shown in what we are doing.

If you would like to know more about the MEMS Industry, this meeting and other activities, there is a You Tube channel devoted to this. The first video is a simple introduction to MEMS, which I highly recommend.

It can be found at:

<https://www.youtube.com/watch?v=JxeyN1cEISw&feature=c4-overview&list=UUn2RqVTpYwGz-vJ2CXNM5GA>

We have taken much confidence from attending the conference and created some relationships that should prove to be very valuable to us in the near future.

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### **MEMS Background**

MEMS machines measure and detect things too small to be measured any other way. They can be used to detect explosives at an airport, the presence of certain types of cancer from your breath, they are responsible for detecting rain on your windshield that turns on automatic wipers, they detect movement which is why your smart phone always knows which way is up, they detect speed changes that deploy the airbags in your car, and there are thousands of other applications involving MEMS.