

# eCredentials™

## The Electronic Credentials

Bill Jackson, our CEO is a veteran technology executive with experience in numerous industries including computing systems, consumer electronics, consumer software, internet services, embedded systems, electronic components semiconductors and intellectual property licensing. Bill's career spans from industry giants such as Digital Equipment Corporation and [Eastman Kodak](#) as well as small and mid-stage companies including ARC International and RAE Systems.

At Digital Equipment, Bill was involved in the launch of the highly acclaimed Alpha systems, delivering the industries' highest performance RISC systems into a highly competitive and complex marketplace. Launched in 1992, the Alpha line held the performance crown until the acquisition of Alpha technology by Intel in 1998. Subsequently Bill was involved in the development and licensing of MIPS and ARC processor technology while at MIPS Technologies and ARC International.

Bill then joined Eastman Kodak and ultimately was responsible for the creation and delivery of Kodak EasyShare Software, a ground breaking software product that tied together consumer electronics hardware, photo management and on-line photo printing services. EasyShare Software was introduced in May 2002 and has been installed on upwards of 40 Million computers worldwide. Bill was also part of the team that was responsible

for licensing of Kodak's vast intellectual property portfolio enabling Kodak to compete in new markets and generating hundreds of million dollars of revenue.

After leaving Kodak, Bill returned to Silicon Valley and has worked for several smaller and mid-stage companies. At ARC International, Bill led the product teams to define and implement novel and new licensing options for audio and video processing solutions. Later at RAE Systems, Bill was responsible for recommending and pushing through commercialization a new software offering that is opening up an entirely new line of business while delivering sustainable differentiation for RAE Systems' line of hardware products.

Bill holds a BS EE from the University of Pittsburgh and an MBA from Boston University.