

GENIUS
is the ability
to reduce
the complicated
to the simple.

C. W. CERAN

an idea Today

VOL. 1 / NO. 2 / JUNE 2005

president's message>>>



Welcome to the June edition of our newsletter! This is a pretty big accomplishment and the result of a lot of hard work and brain cells firing on all cylinders.

This time around I'd like to give you a little background as to what really makes us

tick at Anidea. To us, it's not just a job - it's a passion to transform your idea into a successful product. Whether you have a good idea and want to make it great, or a small idea and need help to make it come to life, we live to take on challenges every day. That's why you will find us burning the midnight oil to make it happen for you.

Our expertise with proof-of-concepts and product development runs the gamut to both new products and re-engineering designs. It doesn't matter to us if you have a hot, new idea or are reinventing an old one. We approach each job with creativity, extensive research and by incorporating new technologies and applications into our work. Our unique brand of specialized engineering services is specifically designed to custom-fit the needs of your project.

So, if you've got an idea – you need Anidea!

We look forward to hearing from you.

Sincerely,



Gabriel Goldstein (ext. 7110)

President - Chief Product Design Engineer
gabrielg@anidea-engineering.com

idea of the month>>>

Company

Polaris Golf Systems, Inc.
7100-39 Fairway Drive - Suite 39
Palm Beach Garden, FL 33418
(561) 627-0891
www.protracgps.com



Product

ProTracGPS yardage system

Description

The ProTracGPS offers multiple game-improving and course management features at a fraction of the cost of traditional cart-based GPS systems. ProTracGPS was designed with the golf facility in mind.

Anidea's Solution

- Anidea redesigned the device and upgraded it to a full-color, integrated GPS with both charging and power systems
- Redesigned the plastic enclosure
- Researched various LCD technologies suitable for outdoor readability with touch-screen capability
- Implemented a custom ARM 9 System on a Chip (SoC) platform powerful enough for custom animation and graphics
- Designed the product for simplified assembly to reduce costs and increase reliability
- Upgraded system to support telemetry via a RF modem
- Leveraged the Linux OS with Microwindows for system functions

(continued on page two>>>)

idea of the month (>>>continued)

Anidea Technologies

- Sharp ARM9 SoC with SDRAM, NOR and NAND memory technologies
- Advanced TFT Transflective and Transmissive LCD technologies with touch-screen capability
- Li-Ion batteries and battery chargers as well as protection circuitry
- Maxstream RF Modem technology
- Trimble GPS Module
- Linux OS for ARM 9

inventor's resource guide>>>

HOT SUMMER NEWS

August is National Inventors Month!

TRADEMARK SEARCH

Trademark Document Retrieval (TRD) is now available on the U.S. Patent Office web site at - www.uspto.gov. This on-line technology allows visitors to view all trademark files.

RESOURCE BOOKS

Bringing Your Product To Market

Don Debelak

Business Black Belt

Burke Franklin

From Patent to Profit

Bob DeMatteis

How to Finance Your Invention or Great Idea

Jack Lander

License Your Invention

Richard Stim

Stand Alone Inventor

Bob Merrick

Will It Sell

James E. White

testimonial of the month>>>

Having an extensive background with various high-tech industries as an owner/partner, I know the value of working with talented and skilled engineers. Gabriel and the Anidea staff of engineers demonstrate all the outstanding qualities that I demand to help bring my product to market. Anidea has consistently provided top-of-the-line engineering services, creativity and experience for my company. Most importantly, they have the vision and dedication to see all the projects through to completion, delivering as promised every time.

Tyce Fitzmorris

Polaris Golf Systems, Inc.

2005 tradeshow calendar>>>

SEPTEMBER '05

International Toy & Game Fair
September 4 - 6 (Chicago, IL)

NOVEMBER '05

ETS-LDI
Entertainment Technology - Lighting Dimensions
November 7 - 13 (Orlando, FL)

not just legal mumbo jumbo>>>

All of our Anidea team members work under the strictest confidence and nondisclosure agreements (NDA). We often support inventors and work with large industry projects where first-to-market and secrecy in the development process is the key to success.