

JOHN STEVEN CALDER

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"Everyone has eyes...but few have vision..."

PRODUCT DESIGNER & DEVELOPER

Product Developer with a proven track record of innovation and technology leadership.

Designed, architected and developed software, firmware, hardware, manufacturing and operations solutions to execute multi-discipline projects efficiently and definitively, from concept through production. A recognized industry talent, with the ability to analyze target markets, technology and strategy in order to redefine and refine goals that converge with next generation systems.

Hands-on technical leader, with demonstrated ability to support and inspire a team or serve as an individual contributor or consultant to the executive level. A multi-tasker with potent organizational skills, has effectively managed a team of 30+ designers, while cultivating strong cross-functional and inter-departmental relationships. Relied upon to ensure timely and robust project completion.

TECHNICAL EXPERTISE

Programming

- C, C++, ASM, Java, XML, SMIL, Visual Basic, CGI, Flash, PERL, JavaScript, MySQL, COM, HTML.
- Digital Video authoring and streaming tools and services.

Environments

- Visual C++ Developer Studio, C++ Builder, Metrowerks and NT Runtime environments, Macintosh Applications, Driver and Utilities in both Classic and OSX environments.
- Windows Applications, Drivers and Utilities in both x86 and NT environments.

Hardware

- Internet Appliance and Handheld products.
- Analog, Digital and ASIC design.
- Mechanical Design, fabrication and high volume production to ISO-9000 compliance.
- RF design and analog conversion applications and technologies.

Technologies

- Wireless networking including 802.11a, 802.11b, WAP, CDPD, TARGA protocols and implementations.
- DVD, MPEG, MPEG4 standard, CODEC's and technologies.
- Imaging, networking, scanning, printing and faxing technologies and protocols.
- Image recognition and neural networks.
- Embedded systems design and kernel design.
- XML Translation and adoption for NewsML and NITF data feed formats

PROFESSIONAL EXPERIENCE

Founder & CTO 2002 to present

TableTouch, Inc. – San Francisco, CA

Founded interactive computing company incorporating 3 core technologies into public/retail spaces: high viewing angle LCD displays, **touch-screen** and **embedded wireless** computing. Developed the architecture of both the hardware and software systems for digital signage, news consumption and on-site sales/marketing campaigns. Developed multiple value-added standalone applications on the server back-end, including demographic tracking systems.

Consultant – Design and Development 2002 to present

Various / Interactive Technologies – San Francisco, CA

Selected Projects:

- Key contributor to the design and development of **image recognition** systems, based upon neural network chips.
- Designed, architected and implemented **handheld wireless terminals for security and identification applications**. These included fingerprint scanning, live bi-directional video terminals and smart- card readers. Primary use in law enforcement and EU markets, base station supports TARGA networks.

(continued)

CTO & Co-Founder 2001 to 2002

Spoovy.com – San Francisco, CA

- Designed, architected and implemented Broadband digital media site.
- Developed custom QuickTime/Windows Media Player applications and QuickTime/Windows Media Player server technologies.
- Developed all processes for pre and post-production requirements.
- Staffed the technical team from ground zero.

Consultant – Design and Development 2000 to 2001

IDEO – San Francisco, CA

- Designed, evaluated and authored White Papers for numerous Internet Appliance technologies and strategies.
- Provided expertise in wireless, display and handheld technologies and emerging markets.

Vice President, Electronics Engineering 1999 to 2000

frog design – San Francisco, CA

Initiated and developed a new discipline in one of the top industrial design firms in the world. My group designed and developed and prototyped Electronic/Electrical systems for clients. Responsible for all HW, SW, O/S and SW apps for all convergent frog product development. *Selected Projects:*

- "MySmart Pad"
- Ford Motor Company's "[Think](#)" electric car and kiosk systems. Innovations included RF ID for Think cars key system.

Director, Research & Development 1997 to 1999

Premiere Retail Networks – www.prn.com San Francisco, CA

(*acquired by Thompson, then Technicolor*)

Designed next generation interactive multimedia systems for digital out-of-home media firm. Technical Lead and Director for internal R&D and outside contractors and suppliers. *Selected Projects:*

- Wal-Mart: Audio/video interactive delivery system now installed in all stores. ([See demo](#))
- Complete system redesign from satellite uplink to all in-store media delivery systems. Created interactive touch screen with integrated bar code scanners, to a proprietary audio/video delivery system over CAT5 cabling. Architected and implemented the entire system's e-commerce strategy. Designed NT-based server and dual space PCI DVD/MPEG-II decoder board. The system streams eight (8) interactive, Web based touch screens, providing content specific control over an additional eight (8) MPEG II/DVD videos. Accomplished with a standard Tier 1 vendor PC. Designed expansion capability for e-commerce and home-based e-commerce.

Consultant – Software Development 1995 to 1997

Independent Contractor – San Francisco, CA

Selected Projects:

- Wrote Macintosh Client for Cheyenne (Computer Associates) Novell FAX Server system using Metrowerks C++.
- Included relational database for addressing and grouping. Designed graphics editor for cover page generation. Wrote Novell NLM (Netware Loadable Module) to interface Macintosh ADSP protocol to native Novell API's.
- Designed and wrote USB software for Polaroid's ColorShot printer. Also designed USB Host Controller ASIC.
- Wrote standalone Postscript Raster Image Parser for hi-end photo printer company.

President & Founder, 1984 to 1996

Johnathon Freeman Technologies – San Francisco, CA

Founded this software and hardware design company to manufacture the world's first hardware printer buffer through the acquisition of TTX Inc.'s assets. Designed, authored and shipped over 30 device drivers for color, raster and postscript printers, to major printer manufacturers and OEM's.

Designed, tested and manufactured three (3) models of network cards for a major Japanese company, then shipped directly to 11 countries and documented in six (6) languages. Products were sent directly to distribution centers under the client's label.

Selected Accomplishments:

- Extension of product line to data conversion devices, multi-port spoolers and smart data switches.
- Specialization in Macintosh OEM product lines, providing both HW and SW to over 20 Fortune 500 manufacturers.
- Design and manufacture of high volume based computer products. Shipped over 500,000 [ParaLink](#) products in one year.
- Designed and shipped over \$150,000 in products in 60 days with initial \$5000 investment. Shipped \$500K in 6 months, \$1.5M in the first year totaling \$87M in products to over 15 countries.

Key Developer – *Advanced Technology Group* 1988 to 1992

Apple Computer Corporation – Cupertino, CA

As a consultant through Jonathon Freeman Technologies, designed the first retail POS (Point of Sale) advertising system based on our internally developed networking technology, [SeriLink](#), which allowed a single Macintosh to control up to 64 serial data streams in real-time. Designed and authored Apple X.25 Connection Tool.

Chief Engineer 1982 to 1984

TTX Inc. – Foster City, CA

Designed world's first high volume, portable PC thermal printer, TTXexpress. Designed consumer CRT terminals and Daisywheel printer. Designed world's first HW data/printer buffer, which I later acquired.

Design Engineer/Project Manager 1980 to 1982

Textron/Bell Aerospace – Belmont, CA

Designed in-flight radar warning system for FB-111 Aircraft. Design included RF to Digital conversion and front-end pattern recognition HW systems. Promoted to PM following six promotions in two years.

Jet Propulsion Specialist – *Strategic Air Command (SAC)* 1976 to 1980

United States Air Force

Worked in conjunction with United Airlines on a pilot engine premature failure analysis program. Debriefed pilots, gathered statistical data, plotted engine trends and predicted potentially fatal premature engine failures. Managed the Spectromic Oil Analysis Program (SOAP), which analyzed trace metals in the engine's bearings, predicting premature bearing and turbine failure. As the only trained and authorized airman to run and test all four engines on a [KC-135A](#) (a highly modified Boeing 707), I piloted the aircraft on the ground, 'trimming' the aircraft's engines while running at full power.

Selected Accomplishments:

- Promoted to Engine Test Specialist.
- Promoted to Quality Control to monitor the performance of the entire Engine group.
- Awarded a Congressional Letter of Appreciation for emergency repairs on *Air Force One*. Repaired the plane after an engine failure, replacing and 'trimming' the new engine. Accomplished this eight-hour task within one hour to ensure that the schedule was met.

EDUCATION

Bachelor of the Arts, Business Administration

University of Phoenix

Associate of Arts, Electronic Engineering, 1982

Heald Technical School

Associate of Arts, General Education, 1980

Community College of the Air Force