



## Company Facts

Founded	Founded in 2002 by Microsoft co-founder, Paul G. Allen, FlipStart Labs is creating the future of personal computing through extensive customer research and the drive to build innovative technology products.
Vision	FlipStart Labs is dedicated to creating revolutionary devices that enable effortless, uncompromised mobile computing.
Core Product	FlipStart® is the first generation of personal devices that deliver powerful functionality without compromise. FlipStart 1.0 is a full Windows PC computer in a super compact form factor. FlipStart is available with Windows XP Professional or Windows Vista Business operating systems. Unique features such as the FlipStart® InfoPane™ and FlipStart® Navigator™ revolutionize the Windows experience for the mobile user. Built on the Intel platform, FlipStart has a QWERTY thumb or touch keyboard and a 1024 X 600 high-resolution 5.6" display in a protective clamshell design. Built-in Wi-Fi, Bluetooth® and Sprint® Mobile Broadband allow users to stay constantly connected. FlipStart weighs under two pounds and is small enough to hold in your hand, but also works well on a flat surface.
Price	\$1,499 USD
Distribution	FlipStart started shipping April 3, 2007. Orders can be placed at <a href="http://www.flipstart.com">www.flipstart.com</a> and <a href="http://www.dynamism.com">www.dynamism.com</a> .
Market	Mobile professionals who want a super compact PC that goes with them everywhere and offers the power, functionality and connectivity of their desktop PCs.  FlipStart Labs did extensive research and found that a dynamic group of mobile professionals are driving the demand for portable devices that run business, personal and communications applications. These mobile professionals are willing to pay prices comparable to high-end PCs to get increased portability and flexibility for their work and personal tools.

Management Team            Paul G. Allen, Founder  
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                                     Robin Budd, Senior Director  
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