



COMMAND FUSION

Media Kit

Contents

COMPANY BACKGROUND	1
BIOGRAPHIES	2
Jarrod Bell	2
Siong Low	2
Florent Pillet	2
Art Cote	2
Pat Banker	2
Eugene Tan	2
Ulrich Schraudolph	3
QUOTE'S	4
MEDIA FILES	4
Company Logo Images.....	4
Product Images.....	4
Videos	4
Brochures.....	4
FACT SHEET	5
Company Address.....	5
Business Founded.....	5
Location	5
Executive Team	5
Number of Employees	5
Products.....	5
Market & Customers	5

Company Background

Founded in Melbourne, Australia in 2005 as GuiLink then renamed CommandFusion in 2011, they originally focused on the iOS app market and have been selling their flagship software product (CommandFusion iViewer) for iOS since 2008. Renowned for its flexibility and versatility, iViewer is now available for both iOS and Android platforms.

The team at CommandFusion soon noticed a gap in the automation and control market at the time and immediately started development on a cost effective, powerful and scalable automation and control system.

CommandFusion has been working on the hardware product line since 2008. With a small, dynamic and driven international team made up of individuals from the automation, software and hardware fields, CommandFusion strives to offer the best support and fastest innovation turnaround in the industry.

The CommandFusion hardware range was officially launched in May 2012.

With the core principals of CommandFusion being reliability, flexibility and openness - the staff members are always striving to provide the best possible solutions to some of the automation and control industries common problems. All hardware and software protocols are fully documented and readily available online. This, along with an extensive support network, ensures that implementation of CommandFusion hardware and software is as simple as possible.

Biographies

Jarrood Bell

Co-Founder & Lead UI Architect, Australia 

Jarrood has spent the past 10 years focusing on user interface (UI) technologies and is responsible for launching CommandFusion iViewer on the Apple App Store in 2008. He heads the development and evolution of all CommandFusion software. Jarrood graduated from Monash University with a Bachelors Degree in Multimedia Computing.

Siong Low

Co-Founder & CTO, Nomad 

Siong has over a decade of programming experience with control systems such as Crestron and AMX. Well known for his unrelenting pursuit of reliability and user-friendliness, he heads the evolution of CommandFusion's products. He frequently relocates and currently resides in Malaysia. Siong graduated from Monash Clayton in Australia with a postgrad in IT.

Florent Pillet

CF Automation Engine architecture & development, France 

Based on the French Riviera, Florent has over 25 years in software development with over 15 of those on mobile platforms. Prior to joining the CF team, he has produced numerous products to commercialization and is well known for his commitment to excellence. He is responsible for the architecture and development of the CommandFusion Automation Engine for both the iOS and Android platforms.

Art Cote

Lead Hardware, USA 

Art is a hardware design engineer with decades of experience in Industrial, Aerospace, Medical and Consumer electronics. He focuses on applying leading edge technology to product design and development. Art graduated from Lowell Technological Institute and earned an MS in EE at NYU and an MS in Management at Stevens Institute of Technology.

Pat Banker

Lead Firmware, USA 

Pat has an extensive background in data communications system design and firmware architecture. As a consultant, she has made significant contributions to Industrial, Medical, and Consumer products. Pat graduated from Rutgers University and earned an MS in Computer Science from Stevens Institute of Technology.

Eugene Tan

Hardware production, XentiQ, Singapore 

Eugene Tan spent 14 years managing product development in public listed EMS provider CEI Manufacturing and local MNC, Creative Technology and worked for

5 years in Silicon Valley, California (USA). He is currently the Managing Director at XentiQ Pte Ltd, a leading product design and development company in Singapore. Eugene holds a degree in electrical and electronics engineering (NUS) and a joint patent holder. He also sits on the Engineering Advisory Committee at Singapore Polytechnic and is a contracted Consultant to National University of Singapore (NUS).

Ulrich Schraudolph

Product design lead, XentiQ, Singapore 

Ulrich has over 25 years in product design and has worked in several product design consultancies in France. He has lectured at CREAPOLE Design School in Paris where he worked with design pioneers like Roger Tallon and Pierre Paulin. His clients include MNCs like Colgate, Unilever, Alcatel, Sagem and Alstom in the mass-market and technological sectors. Ulrich has also been a consultant with the Korean Institute of Design and Packaging (KDP) and a lecturer in the Singapore-Stanford Biodesign Programme, at the National University of Singapore (NUS) and Nanyang Technological University (NTU).

Quote's

“Traditional control systems are limited in how many control ports you can achieve cost-effectively. Our modular and inexpensive approach means the hardware can be easily expanded to suit job requirements,” said Jarrod Bell, Co-Founder, CommandFusion.

“By documenting our protocol openly and providing multiple ways to interface with our hardware, our products can be used as affordable expansion boxes to any existing control system as well as a standalone system,” said Florent Pillet, Software Engineer, CommandFusion. “We are developing drivers for the major control systems as well as other popular products such as lighting systems to easily integrate them with our products.”

Media Files

Company Logo Images

Included in zip file, under logos folder.

Also available for download here: <http://cmdf.us/cflogos>

Product Images

Included in zip file, under photos folder.

Also available for download here: <http://cmdf.us/cfprph>

Videos

All CommandFusion videos can be found on our Youtube channel - here:

<http://www.youtube.com/CommandFusion>

Brochures

Included in zip file, under brochures folder.

Also available for download here: <http://cmdf.us/cfbrchs>

Fact Sheet

Company Address

Command Fusion
Suite 166, 199 Toorak Rd
South Yarra, VIC 3141
Melbourne, Victoria, 3141
Australia

Business Founded

2005 in Melbourne, Australia

Location

Melbourne, Australia

Executive Team

- Jarrod Bell - Co-Founder & Lead UI Architect
- Siong Low - Co-Founder & Chief Technology Officer
- Florent Pillet – Software Architecture and Development

Number of Employees

8 full-time employees. CommandFusion employs staff member's worldwide.

Products

- **iViewer** - control software for iOS and Android devices
- **guiDesigner** - graphical user interface development software
- **CommandFusion Hardware** - control and automation hardware
- **System Commander** - configuration software for CommandFusion hardware devices
- **IR Learner** - software for learning and testing infrared signals

Market & Customers

CommandFusion develops, manufactures and markets its products worldwide. Traditional customers are custom integrators and tech savvy DIY individuals.