Edward F. Bachner, III — President & CEO, Rosetta–Wireless Corporation
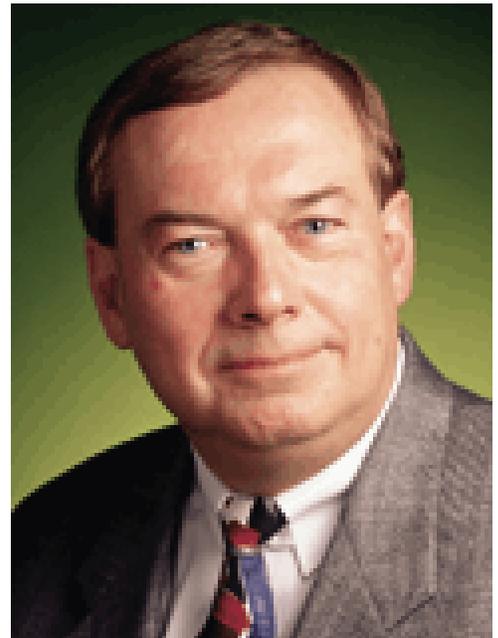
Ed Bachner has more than 30 years experience in pioneering and designing wireless solutions. He received his B.S. in Engineering with distinction from Purdue University and his MBA from the University of Chicago Graduate School of Business.

While advancing in responsibility from Systems Engineer into Marketing Management with Motorola, he designed and developed several key systems:

- Pennsylvania State Police System, the first vehicular-repeater system, with over 1,000 mobile and portable two-way radios statewide. Especially challenging was assuring reliable police communications throughout the State's difficult 46,000+ square mile terrain.
- Chicago Police Department, first operational mobile data terminal system in the world. Operated from within the police cruisers, the system supplied real-time data for law enforcement activities. In order to assure performance, these mission-critical systems needed to be extremely reliable and survivable. Therefore, a 'satellite receiver test system' was developed to automate testing of the 500+ remote receivers.
- White House Communications System for use by the Secret Service. This Washington area system needed to be highly reliable, extremely secure, and fully encrypted.

After joining Andrew Corporation in 1989 as Group Marketing Manager, and while advancing to Business Unit Manager through 1994, he was deeply involved in the infrastructure side of cellular systems. He later assumed responsibility for the System Service businesses in the U.S. and Latin America.

As Vice President of Engineering at The Antenna Company, an assembler of cellular subscriber products, he was responsible for the design and development of all products and was the Management Representative leading to ISO-9001 quality certification.

Ed co-founded Double-Time Corporation to develop after-market cell-phone accessories focused on battery life and cell-phone problems. As Vice Chairman and Chief Technology Officer he co-authored four patents, two of which have already been granted:

- Development of a new technology that protects cellular phone batteries from damage by repeated recharging.
- Development of a new topology that doubles the talk-time of a cell phone, and provides for upgrades and add-ons.

Ed's focus on the PDA and cell phone markets led to the realization that all these devices had the limitation of memory or display or security. All used "Pull technology" where information had to be physically requested. All were 'wireless-dependent' instead of 'wireless-enabled.' Looking at how people worked, he realized that all the data had to be at the user's fingertips, up to date, all the time — a true paradigm shift. With his background and experience in the industry, he envisioned a whole new concept, the Wireless Intelligent Personal Server (WIPS) system. He filed his third patent application, for the WIPS system, in mid 2000. Rosetta-Wireless was spun off to develop WIPS technology in November, 2000.

Ed was instrumental in securing a $2 million Advanced Technology Program grant from the Department of Commerce, for further WIPS development. "This investment has the potential to change the way millions of Americans do business," stated Speaker of the House of Representatives J. Dennis Hastert, in widely reported comments.

Mr. Bachner and Rosetta-Wireless were featured in Crain's Chicago Business (1/14/02), Information Week Magazine (1/21/02), and the Chicago Sun Times (7/7/03), as well as numerous on-line publications.