



Ermatingen, 6 September 2005

Wolfsberg Think Tank

Date: Monday, 24 October 2005, 3.00 p.m. to 6.00 p.m., followed by buffet dinner

Topic: Getting High-Tech to Serve Humanity: A Case Study

**Led by: Dr. James R. Fruchterman, Chairman, President, CEO and Founder,
The Benetech Initiative, Palo Alto, USA**

Dear Sir/Madam

Why would a rocket scientist and successful businessman want to become a social entrepreneur?!

Mr. Fruchterman is co-founder of Calera Recognition Systems, which developed computers that could read virtually all printed text. In 1989, he founded Arkenstone, a nonprofit social enterprise, to produce reading machines for the disabled. Following the sale of the Arkenstone product line in 2000, Fruchterman used all of the resulting capital to found Benetech, with the explicit goal of using the power of technology to serve humanity.

Benetech is known as Silicon Valley's "deliberately nonprofit" technology company, and merges the high technology enterprise model with the drive to serve the people who need technology the most yet are unable to afford it. A leading supplier of technology for helping human rights organizations manage their data, Benetech is now developing a humanitarian landmine detector based on the latest military technology.

Active in public service, Fruchterman has twice served on U.S. federal advisory committees, was named an Outstanding Social Entrepreneur 2003 by the Schwab Foundation, and participated in the World Economic Forum at Davos, in 2003, 2004 and 2005. He also received the Robert F. Bray Award from the American Council of the Blind in recognition of his outstanding efforts to make literary works accessible to people who are blind or visually impaired. In addition, Fruchterman is cofounder and director of RAF Technology, Inc., America's leading high-end OCR technology company, used by the United States Postal Service to route the mail.

Fruchterman will describe why a social enterprise model is especially appealing for bringing intellectual property based innovations to the poor and to the social sector, and looks forward to brainstorming pragmatic ways to change the world for the better with technology.

Technology is the ultimate leveler, he believes, allowing disadvantaged people achieve more equality in society. He notes with pride, "I'm a scout for social applications, finding exciting technology waiting to be turned into non-commercial tools for disadvantaged groups."

Come and meet a fascinating personality, involved with work worldwide that is highly profitable but also highly useful and humane.

Programme:

- 2.30 p.m. Welcome Coffee
- 3.00 p.m. Presentation by James Fruchterman , followed by Discussion
- 6.00 p.m. Apéro and Buffet Dinner
Networking

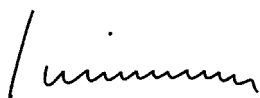
To cover costs, we shall charge 120 CHF per person. *

For further information and to register please contact Regina Villiger (phone 071 663 56 51) or send an e-mail to regina.villiger@ubs.com. Please register by 3 October 2005 latest.

We look forward to welcoming you to this Wolfsberg Think Tank. **If you know someone else who might find this think tank of interest, kindly pass on the information.**

Yours sincerely

WOLFSBERG



Dr. Toni Schönenberger
Managing Director



Professor Prabhu Gupta
Executive Director

P.S.: Please note that overnight accommodation is available at Wolfsberg for a charge of 150 CHF including breakfast. Lunch is also available for 45 CHF. Please indicate your needs with the registration.

P.P.S.: Information on other forthcoming Wolfsberg events and reports on previous Wolfsberg Think Tanks and other such events can be found at **www.wolfsberg.com**.

* Cancellations must be received at the latest by 7 days before the event. In case of cancellations received later than this, the following arrangements apply: cancellations received up to 3 days before the event - 75 % of the fee will be payable; after that date - the full fee will be payable. However, a substitute participant is welcome.