



*Operating since 2003, Multivista™ is a full-service construction information system utilizing actual data in the format of digital photographic images. On behalf of our clients, we gather, input, organize, secure, audit, index, host and deliver this information in the most effective manner possible.*

**The Multivista™  
Competitive  
Advantage**

**The Difference:**

➤ Multivista was developed and continues to develop under a multi-faceted corporate team with experienced professionals in fields of development, construction, finance, law, technology and marketing. All Multivista principals are engaged in the full-time management of the Multivista enterprise.

**Superior  
Leadership**

**The Impact:**

➤ **Expertise:** Bringing any construction project from concept to completion requires expertise in almost every major professional discipline including, but not limited to, design, politics (lobbying and entitlement), construction, finance, law and contract, marketing, administration and management. By possessing this breadth of expertise, our leadership knows how to capture the construction process in a meaningful way.

➤ **Understanding:** Multivista's leadership ensures that the service and system delivered is mindful of the issues that affect the construction industry, the applications the industry needs and, importantly, the bottom line.

➤ **Value Added:** Multivista "speaks the language" of every vested participant in the project to create the best solution possible, including your PM, superintendent, architect, risk manager, counsel, insurer, lender and inspector. This translates to better education of how each participant can use our system to save the project team time and money.

**The Facts:**

➤ **Luis Pascual, CEO**  
~Background/Experience~  
Construction, Engineering, Physics

➤ **Wade Shaw, CFO**  
VP National Operations Development  
~Background/Experience~  
Accounting, Economics, Political Science, Land Development, Construction Management

➤ **Graham Twigg, CTO**  
~Background/Experience~  
Engineering (Aerospace & Materials), Computer Numerical Modeling, Enterprise IT Management

➤ **Michael Harvey, COO**  
VP National Sales & Market Development  
~Background/Experience~  
Business Development, Finance, National Sales Director

➤ **David Stadnik, COO**  
VP National Corporate Development  
~Background/Experience~  
Finance, Political Science, Law, Commercial Real Estate Development, Trial Litigation, Lobbyist

➤ **Jason Stadnik, COO**  
VP National Marketing Development  
~Background/Experience~  
Business Marketing, Fine Arts, Graphic Design, Commercial Real Estate Development, Commercial Art/Advertising Director

**The Questions You Should Ask  
any Documentation Provider:**

➤ What is the leadership structure of a competitive platform?

➤ Are they qualified to understand your needs in the construction and post-construction process?

➤ Are they qualified to provide meaningful guidance to your team?

➤ Is construction documentation and information their core business?

➤ What other activities are they engaged in?

➤ Can they assure 100% commitment to your needs?

➤ Who developed their field practices and what was their experience?

➤ Who developed the technology practices and what was their experience?



## Premier Platform & Technology

The Multivista™ Competitive Advantage	The Difference:	The Impact:	The Facts:	The Questions You Should Ask any Documentation Provider:
<p>Premier Platform &amp; Technology</p>	<ul style="list-style-type: none"> <li>➤ Multivista's platform was the <i>first</i> and remains the only documentation platform robust enough to be viable for commercial, industrial and institutional applications on any scale of vertical product(s) and for national and international operations.</li> <li>➤ The Multivista platform was the <i>first</i> to provide an inspection-grade photographic coverage level in the high 90<sup>th</sup> percentile justifying the claim of documenting <i>every</i> wall, ceiling and system (interior and exterior).</li> <li>➤ Multivista's indexing system was the <i>first</i> to revolutionize the speed of accessibility and the permanence of photographic documentation through integrated hosting, archiving and the cross-indexing of every image by both time and location (within 24 hours of every shoot).</li> <li>➤ Multivista's platform and programming were not outsourced. The original programmers remain at the helm.</li> <li>➤ Every aspect of our process is state-of-the-art. Multivista integrates leading edge digital equipment, digital photography, hosting technology, redundancy practices and security parameters.</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Customizable Solutions:</b> Having created the platform from the ground up, customizable solutions responsive to client needs can be made quickly and reliably. For example, Multivista was the first (and, to our knowledge, only) 90<sup>th</sup> percentile+ documentation firm to offer the U.S. Military a Stand Alone Deployment solution for installations sensitive to data security. Multivista Stand Alone Deployment effectively replicates the entire Multivista infrastructure on-site at the installation to be documented.</li> <li>➤ <b>Continuity:</b> As anyone in the construction field can attest, understanding how the pieces came together is integral to assuring continuity, quality and performance. Multivista founded, developed and "industrialized" its technology from the ground up.</li> <li>➤ <b>Stability:</b> There is no weak link – from input to delivery, your information is carried and secured by the best equipment and systems available.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Our in-house team of full-time top-tier programmers and engineers is dedicated to Multivista and Multivista only.</li> <li>➤ Customizing projects is an in-house solution lending us unique flexibility and allowing us to improve in real time even during an active project</li> <li>➤ We employ dedicated R&amp;D field teams to pioneer and validate new techniques making us faster and thereby reducing our costs to you, the client.</li> <li>➤ Enterprise class hosting infrastructure including:             <ul style="list-style-type: none"> <li>• redundant servers and network infrastructure to ensure a High Availability solution</li> <li>• terabytes of storage with offsite backup for disaster recovery</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Who is handling your information?</li> <li>➤ Are they dedicated experts or outsourced?</li> <li>➤ Is your information secure?</li> <li>➤ Is the system that houses your information stable?</li> <li>➤ Will the system improve? Who is working to improve it?</li> <li>➤ What technologies are they using? Who chose them and why?</li> <li>➤ How quickly can you create custom solutions for our needs?</li> </ul>

CHANGING THE WAY THE CONSTRUCTION INDUSTRY DOCUMENTS PROJECTS



# Operations

Experience	The Difference:	The Impact:	The Facts:	The Questions You Should Ask any Documentation Provider:
<p>Operations</p>	<ul style="list-style-type: none"> <li>➤ Multivista is entering its 7<sup>th</sup> year of operations. Our OSHA certified field teams are carefully selected from other trades in the industry, are trained for operations by principals of the company and have the benefit of seven years of know-how.</li> <li>➤ In the U.S. and Canada, Multivista has over 33 principal owner operators, 115 dedicated employees and approximately 100 operations support partners trained in-house by Multivista.</li> <li>➤ All Multivista operations managers receive training at our corporate headquarters. Our trainers are documentation experts who have 4+ years of construction documentation experience at a minimum.</li> <li>➤ All Multivista field personnel participate in formal best practice training on an ongoing basis. This ensures that across our entire organization, we maintain a consistent and constantly improving level of expertise.</li> <li>➤ Our documentation quality is supported by a series of automated and procedural 'checks and balances'.</li> <li>➤ A centralized QC department performs monthly reviews of the work from every field office to ensure that documentation standards for quality and coverage are consistently maintained, across the organization.</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Best Practice:</b> There is simply no substitute for experience. Multivista is not a photography company, but a full service construction information system inputting actual conditions into an electronic model. Our breadth and depth of experience has allowed us to perfect documentation methodologies that intricately capture construction conditions mindful of both time and space, while creating a deliverable to the end user that is consistent, accurate and user friendly.</li> <li>➤ <b>Reliability:</b> Our clients sometimes forget where the immaculately organized images they see on their computer come from. The answer is highly trained and experienced field teams who themselves have performed hundreds of documentations. This means you can count on finding precisely what you need to see.</li> </ul>	<ul style="list-style-type: none"> <li>➤ As of 2010, we are active on over 100M square feet of projects in the U.S. and Canada.</li> </ul>	<ul style="list-style-type: none"> <li>➤ How many years have you been operating?</li> <li>➤ When did you do your first documentation? When did you do your last?</li> <li>➤ How many people do you have dedicated to your service? Locally? Nationally?</li> <li>➤ Who developed your field practices and what was their experience?</li> <li>➤ Who developed your technology practices and what was their experience?</li> <li>➤ How do we know you will be here ½ way through the project?</li> <li>➤ Can you replace a team we are unhappy with? How quickly?</li> </ul>

CHANGING THE WAY THE CONSTRUCTION INDUSTRY DOCUMENTS PROJECTS



## Clients & Projects

Experience	The Difference:	The Impact:	The Facts:	The Questions You Should Ask any Documentation Provider:
<p>Clients &amp; Projects</p>	<ul style="list-style-type: none"> <li>➤ Multivista is consistently lauded as the best practice in construction documentation. That is why, as of 2010, Multivista is serving over 700 accounts with over 750 projects, accessible by approximately 3,000 firms and approximately 12,000 end users in the US and Canada. Through these relationships, our understanding of our client's needs has grown exponentially.</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Pricing:</b> Our volume allows us to compete more aggressively than any other documentation firm at any level.</li> <li>➤ <b>Federal Friendly:</b> Multivista is the only platform of its kind available on the GSA Schedule to assure the best pricing to our Federal and participating Clients.</li> <li>➤ <b>Respected:</b> Multivista is one of only three firms nationally to obtain a purchasing agreement for members of the American Contractors Insurance Group (ACIG). ACIG contractor membership requires the highest level of QA and Commissioning practices.</li> <li>➤ <b>Informed:</b> Our client feedback loops are larger than most subcontractors in any trade. Many client requests are already in development for the next generation of the Multivista system. The depth of your experience becomes the scope of our services.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Serving over 300 Owners and Owner's Representative Firms; Over 225 General Contractors; in addition to direct contracts with Architects, Lenders, Insurers and Attorneys.</li> </ul>	<ul style="list-style-type: none"> <li>➤ GSA?</li> <li>➤ Do you have endorsements?</li> <li>➤ Do you have testimonials?</li> <li>➤ How many firms, projects and end users do you support?</li> <li>➤ How many projects have you completed? Can you provide a list with team contact information?</li> </ul>

CHANGING THE WAY THE CONSTRUCTION INDUSTRY DOCUMENTS PROJECTS



## Complex Products

Experience	The Difference:	The Impact:	The Facts:	The Questions You Should Ask any Documentation Provider:
Complex Products	<ul style="list-style-type: none"> <li>➤ Multivista has documented or is currently documenting nearly every product type known - regardless of size, configuration, duration or complexity.</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Demonstrable Results:</b> Seeing is believing. Can we handle a 3-year build on a 1M square foot, 5-story hospital with five different configurations of floor plates and three independent schedules? Multivista will give you a live demonstration of exactly what that scope of work looks like on a real, live, active project.</li> <li>➤ <b>Understanding YOUR project:</b> Every project is unique – how can we determine the right scope, frequencies and deployment angles? Multivista is in the business of capturing reality, and reality on the jobsite moves fast and often changes direction abruptly. To ensure our deployment methods and scope will capture the reality of your project, we can consult our own portfolio consisting of hundreds of thousands of square feet of completed projects encompassing almost every product type being constructed.</li> </ul>	<ul style="list-style-type: none"> <li>➤ 2009: over 75 hospital and health care facilities; over 25 Federal Government projects; over 50 State and Provincial projects; over 60 county and municipal projects; over 100 higher education facilities; over 50 K-12 projects; and over 300 private sector verticals including casinos, hotels, resorts, residential and mixed-use product types. Horizontal work includes multiple bridges, transit facilities, water treatment facilities and the like.</li> </ul>	<ul style="list-style-type: none"> <li>➤ How many product types have you completed?</li> <li>➤ Can you show us multiple completed projects like the ones we will be hiring you to do?</li> <li>➤ When deciding how to approach our project, what will be your reference point? Why is it credible?</li> </ul>



## Workload & Service Level

Experience	The Difference:	The Impact:	The Facts:	The Questions You Should Ask any Documentation Provider:
Workload	<ul style="list-style-type: none"> <li>▶ In the field, Multivista knows of no other platform with the infrastructure and manpower to handle all of your projects in as many major metropolitan locations as you require (see below for list of active markets). Similarly, we are aware of no other documentation platform's backbone that can demonstrably support the volume of data and information that Multivista handles everyday.</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Single Solution:</b> You never know which project is going to be "that" project – where everything just goes wrong. You need a standard process that can handle every job, every time, everywhere. Our capacity allows you to treat every job as equally important.</li> <li>▶ <b>More equals Less: EOS Pricing:</b> Multivista provides large economies of scale discounts to clients with multiple projects and saves you the time and hassle of having to qualify new vendors.</li> </ul>	<ul style="list-style-type: none"> <li>▶ This year alone, documenting over 100 Million square feet of projects in the U.S. and Canada (includes completed, closed won, in progress and procurement).</li> <li>▶ Multivista's access structure options can give your CEO access to all projects nationwide on one convenient interface; while restricting a job PE to one particular job.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Can you handle all of our work reliably?</li> </ul>
Service Level	<ul style="list-style-type: none"> <li>▶ Our Corporate Franchise structure ensures that there is a Multivista principal owner in every location in which we do business. Our operations teams are always locally based. We know of no other similar construction documentation service on the ground in as many locations as Multivista.</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Nearby Expertise:</b> Someone nearby who understands every application and benefit to be derived from our system, assuring you the greatest possible cost savings.</li> <li>▶ <b>Part of the Team:</b> Our operations and development teams will attend O/A/C meetings as frequently as you like to increase awareness of the system, teach applications, review progress and otherwise make sure you are maximizing the time and cost savings that Multivista provides.</li> <li>▶ <b>Responsiveness:</b> We are immediately responsive to changing conditions and emergency situations requiring our services. Operations can usually be on-site with less than 2-hours notice.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Local Operations in all major metropolitan areas of the following states and provinces: AL, AZ, CA, CO, D.C., FL, GA, IL, MD, MN, NC, NJ, NY, OH, OR, NY, SC, TX, TN, VA, WA, Alberta, British Columbia, Ontario.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Do you have any local operators and/or principals?</li> <li>▶ Do they have an office in our immediate vicinity?</li> <li>▶ What is your response time?</li> <li>▶ Will the team assigned to my project(s) be required to do any other projects in other cities? Other States?</li> <li>▶ Can you regularly attend O/A/C meetings? Can a principal attend?</li> </ul>