



thefashioncenter



Business
Improvement
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December 8, 2003

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To: Whom It May Concern
Subject: Letter of Reference (Virtual Connection)
**From: Rocco D. Panico
Director of Operations
Fashion Center Business Improvement District**

It is my pleasure to convey this letter of reference for Mr. Yvan Kashanian, CEO of Virtual Connection. I have been supervising this project since its inception.

Mr. Kashanian introduced our organization with a unique way of conveying information to the Fashion Centers general public. His method was to install a touch screen display at our Information Kiosk located on the corner of Seventh Avenue and West 39 Street, New York 10018.

This touch screen allows pedestrians to interact by touching one of the buttons which is projected onto a glass panel of our Kiosk in order to retrieve information regarding public transportation, places of interest, restaurants, our Sanitation and Public Safety programs etc.

We are quite pleased with this added feature to our kiosk. It helps us to provide information during and after business hours.

Mr. Kashanian has worked very hard to satisfy the needs of this organization and we are looking forward to working with him to help us achieve future long term goals.

If I can be of any further assistance please feel free to contact me at 212-764-9600 Ext 230.

Rocco D. Panico, Director of Operations

249 West 39 Street
New York, NY 10018
Tel: 212 764 9600
Fax: 212 764 9697
fashioncenter.com



Great Neck Chamber of Commerce

Serving the Great Neck Peninsula

643 Middle Neck Road • Great Neck • New York 11021
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January 29, 2003


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To Whom It May Concern:

The Great Neck Chamber of Commerce, for several months, has been working on a project with Yvan Kashanian of Virtual Connection. This project will develop and create a Chamber Kiosk Information Center utilizing various technologies advanced by Virtual Connection. This is an exciting project that will add significant value to both the businesses of Great Neck and the Great Neck Chamber of Commerce.

Yvan is a responsible and conscientious individual who has an excellent grasp of the technologies and their applications. We are delighted to be working with Yvan on this important project.

If I can be of further assistance, please do not hesitate to contact me.

Very truly yours,

 Elliot S. Rosenblatt
 President

ESR:mf



By Fax (718) 558-8212

February 7, 2003

Ms. Janet Lewis
MT - Long Island Rail Road
Jamaica Station
Jamaica, NY 11435

Re: Great Neck Chamber of Commerce
Interactive Visitors Information Center

Dear Janet:

This is in response to your request for further information regarding the touch screen interactive display being designed for installation by the Chamber of Commerce at its kiosk at the Great Neck train station. When I saw the demonstration and all of the features that the chamber is looking to display for persons looking for information, the thought occurred to me that the LIRR might want to partner with them on this project. The LIRR could provide people with information on train schedules, fares, promotions, etc. They are still in the process of designing the screen and the software to accompany it. However, I did get a fairly detailed presentation of a prototype mock-up of what it potentially will look like full-size and how information will be accessed.

You asked for a ballpark budget for getting involved in this venture. I asked the CEO of the company that it designing it for the chamber. He said the price would range from \$500 to \$5,000, depending on the level of detail and features that the LIRR wants to display (thus requiring more software writing). He also said that if the LIRR felt the chamber site, while close to the station, is too remote from the ticket office, he could do another installation of a dedicated touch screen just for the LIRR within your station building.

I would suggest that you contact him and set up an appointment for him to come and make a presentation. In that way you would have a better idea of what is being planned for the chamber kiosk and whether this would be suitable for the LIRR. His contact information is detailed below:

Yvan Kashanian, CEO & Founder
Virtual Connection
48 W. 48th Street
New York, NY 10036
Telephone (212) 391-4591
Fax (212) 391-4596
E-mail: kashco@aol.com

I find Mr. Kashanian to be a very knowledgeable individual and he has excellent technology and the necessary skills to implement this project at a reasonable cost. I am excited about having this installed by the Chamber of Commerce and strongly endorse this project. If you have any questions, Please give me a call.

Very truly yours,

JAC:tc

Jean A. Celender, Mayor



Tech Companies

(Continued from page 3)

"Many people working here in New York's Diamond District can be very old-fashioned," says Yvan Kashanian, CEO and founder of Virtual Connection. "But



Virtual Connection offers services to bring the face of the Diamond District into the future.

they understand the benefits of these services."

The products and services of Virtual Connection are highly visual, because jewelry is meant to be seen, says Kashan-

ian. High-resolution digital images, animations, holograms and interactive programs are employed to display extensive inventories to prospective buyers.

One of the many services Virtual Connection offers is a dazzling, customized inventory presentation that manufacturers can use to sell their lines to retailers. The program shows images of each piece that can rotate to reveal all angles. Music and notations can be added to the animations to enhance the presentation. In addition to a professional and more informative sales tool, the economic benefits include the ability to produce fewer samples and freedom to send salesmen on the road with fewer valuables.

Similar inventory displays can be used for retailers to show their customers in-store. Virtual Connection installs the latest in video and audio display equipment on countertops or selling floors. These tools allow customers to view more than what appears in a display case. A touchscreen interactive system allows customers to window shop like never before. Not only can shoppers pick and choose what they want to look at without a salesperson's help, they can see what these pieces will look like on them by merging a digital picture taken of them in the store with existing images of inventoried jewelry.

Kashanian is confident most major jewelry retailers on 47th Street will see the advantages of Virtual Connection. His company also is vying for the opportunity to install state-of-the-art video screen billboards on the block, and possibly interactive touchscreen store window displays.

An Affordable Laser

"Usually, this industry is behind most trends in technology," says David Benderly, president and CEO of PhotoScribe Technologies. "But in the case of laser technology, the Diamond District is actually ahead in terms of developing the least expensive excimer laser technology available."

The use of laser inscription to brand diamonds with microscopic logos or serial numbers has been done primarily at

large-scale operations, because a laser inscription device could cost about \$320,000. But PhotoScribe has spent years making this technology much more affordable. Now the LMS 300 and 350 tabletop infrared lasers start at about \$29,000 and the LMS 500 and 550 excimer or "cold" lasers are available starting at \$50,000. The excimer laser all but eliminates the risk of micro-chipping and requires no pre-laser preparation to the stones, according to Benderly.

After several years in this business, Benderly has spent the last two years developing these affordable inscription machines. His company is answering countless inquiries about an affordable option that would allow independent dealers to



PhotoScribe's LMS 350 offers tabletop laser inscription for a fraction of the cost of large-scale laser inscription equipment.

inscribe their stones without having to send them to one of the bigger labs. According to Benderly, one thing the dealers do not like is leaving their goods with someone else and out of selling circulation.

The Diamond District is changing and the future will see technology become a greater commodity on 47th Street, he says. "It wasn't long ago that you had to trust a diamond was worth its asking price. Now, there are grading systems and certifications, not to mention industry price guides. Branding is becoming the best if not only way to truly differentiate."

Benderly predicts that in five years, most significant stones — 1/5-carat and up — will need to be inscribed with a corporate logo, serial or sku number. Diamonds of this type with no branding or recognizable pedigree will automatically raise questions. **DDN**



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