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Our Rich History



What was Rich Inc?

- A systems integration firm which was based in Northern Illinois.
- A world wide leader in their industry
- Noted by the Wall Street Journal, Chicago Tribune, Crane's Chicago Business, and Financial Times as being "the Best in Class"



Rich Inc. Notable Projects

1950's

- Rich designs and installs the first automated scoreboard in MLB at Comisky Park.

1960's

- Rich installs sound system for the State Street Cathedral, including echo canceling
- Rich Installs all electronic communication and surveillance systems at each precinct headquarters for the Chicago Police

1970's

- Rich designs and installs the automation and media systems for the John Hancock building in Chicago, IL
- Rich develops first trading room system

1980's

- Rich designs the largest electronic trading room system in the world at that time for Merrill Lynch in the World Trade Center
- Rich sold to Reuter's News
- Known as the IBM of Wall Street
- Over 1,000 employees



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Why Is This Relevant

- Founder Anthony Rich (Resetch) from DePue, IL.
 - My Great Uncle
- Rich started as a small Radio Repair Shop in DePue, IL in the 1930's
- In the 1980's built a 70,000 sq ft facility in Spring Valley which engineered and manufactured high tech devices, down to the computer board level.

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Anthony Rich retired recently as Vice Chairman of Reuter subsidiary Rich Inc. Wearing a hard-hat, he is shown here, with his son Jerry inspecting work at a New York brokerage house where Rich equipment was being installed.

Anthony Rich: from radio ham to leader in communications systems

CHICAGO

By the time Anthony Rich retired at the end of last year, he had turned a boyhood fascination with electronics, and nearly four decades of hard work, into one of the most successful companies of its kind in the world. Chicago Correspondent Mike Conlon reports:

Reuter subsidiary Rich Inc., which he founded, supplies custom-made communications systems for trading rooms. Headquartered near Chicago's O'Hare Airport, the firm employs 716 people in more than a dozen cities. At mid-year 1987, it accounted for 10% of Reuters revenue.

But in 1949 and 1950 it was just Anthony Rich with a one-room office, a small loan from his parents and an idea that communications were on the edge of an explosive growth cycle.

Rich, now 70, sold his company to Reuters in 1985. In retirement he and his wife, Norma, divide their time

between homes in Florida and suburban Chicago. He now has time for two favourite hobbies - boating and amateur radio.

It was the latter where the story began, according to his son Jerry Rich, the company's President.

In the 1920's growing up in Depue, an Illinois river town 100 miles (160 kms) outside Chicago, the Rich family had one of the first radios in town and Anthony built his own crystal set, sometimes staying up past bedtime to tune in to distant stations.

Right out of high school he opened up his own radio shop, selling radios and appliances, Jerry Rich told *Reuters World*.

Rich moved to Chicago during World War II, working for an electronics company where he taught combat troops how to use their radio packs.

But after the war he wanted to be his own boss, and saw a chance to put his skills to work as a custom designer and builder of sound and communications systems for schools, hospitals and even jails.

The Rich school systems combined the paging, two-way communications, public address, television, dismissal

signals and other functions into single system. Over the years thousands of students have marched in and out of classrooms to the commands carried by his designs.

Doctors have checked in, patients have called nurses and medical personnel have monitored goings-on in hospital systems built by Rich.

Jailers have kept watch on the prisoners with cameras using infra-red light in Rich-installed systems, and proceedings in the board rooms of many Fortune 500 companies have been conducted over sound system put together by Rich.

Today Rich is a premier designer of trading room systems, providing customers a console full of financial information.

"Out of a lot of that early design is where we came up with some of the ideas and thoughts which are used in the financial industry today," Jerry Rich said.

"It took a lot of engineering talent and a lot of good management skill to make sure that we put together the best in quality. And I think we've always been known as a quality organization."

"When we were discussing a possible merger with Reuters back four and a half years ago one thing that always surfaced was the quality of the Rich organization. You've got to point to the top man who put it all together," he said.

At its December meeting the board of Rich Inc., expressed its admiration for Anthony Rich's "achievement building up the company from scratch to become the leader in its field with an unexcelled reputation for reliability, quality products and responsiveness to customer demands."

Reuters Managing Director Glen Renfrew said: "Tony stayed on much longer and worked much harder than we had any right to expect after the merger. We are deeply in his debt. We shall miss his thorough and thoughtful leadership."



The Illinois Valley Was Part of the Technical Boom

- Rich was part of linking the world markets: Commodities, Bonds, Equities, etc.

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Crain's Chicago Business

Crain's Chicago Business, April 1, 1985

Telecommunications firm goes global via Reuters link

By JOANNE CLEAVER

Rich Inc. is about to get a window on the world.

The Franklin Park-based company, which creates and installs telecommunications systems for financial trading information, recently announced its intention to merge next month with Reuters Holdings P.L.C., the giant, London-based worldwide news and information services company.

Bolstered by Reuters' substantial resources, Rich expects to have the muscle to fulfill its goal of becoming a world leader in supplying hardware for trading room telecommunications systems.

Privately held Rich makes systems that it says are state-of-the-art.

"To most of our overseas clients, even video distribution is a brand-new technology," says Bill Cline, Rich's director of marketing. "It's really an untapped market for us, and we feel there's an awful lot of potential."

The company's domestic niche already has paid off handsomely. Revenues have tripled since 1979. Still, by itself, the \$35-million (1984 gross revenues) company hardly could hope to expand internationally, even by the end of the decade, say its executives.

Rich's system integrates the myriad sources of financial information that traders need to formulate deals. Until 1979, when both Rich and a competitor unveiled similar systems, traders used individual, selected sets of data sources.

With screens jumbled atop one another, the site of a high-stakes trading operation often resembled a used television shop. Further confusing the workspace were tangles of phone lines and other electric cables required to support all the communications devices.

Rich's system eliminates this mess. Through a sophisticated switchboard and universal keyboards and screens, it routes data from a variety of sources to each screen. To view three sources of in-

formation simultaneously, traders can call up any of them on any of the three or four screens.

"It made a big difference to us," says Charles Brosius, a vice-president in the investment department at Harris Bank. "We had cable (clusters) the size of a fire hose. With Rich, you have just one."

With such obvious benefits, it's not surprising that Rich's system has become increasingly popular. But the number of big trading rooms is limited, and the company thinks its domestic market is nearly saturated.

It has installed more than 200 systems, at an average cost of \$300,000 each. The company estimates that it currently has 90% of the sales from equipment already installed in the U.S.

For the past 18 months, Rich's systems have been sold internationally through the Reuters sales network. Currently, about 20% of Rich's revenues come from overseas, but Executive Vice-president Wiley Payne says he hopes that percentage will climb to 50% within a few years.

"There are a lot of systems out there yet to be done. A lot of our New York customers have branches overseas that haven't been done," he explains.

In fact, it was requests from clients with international offices that forced Rich to start thinking about global expansion.

For Reuters, the deal means an en-

Mergers



tree to a market it's been lusting after. "They (Rich) are well entrenched in markets where we'd like to be better entrenched," says Andre Villeneuve, manager of North American operations for Reuters.

But more important for Rich, the buyout means "a superb window on the European and other overseas markets," says James Mendelson, a software and services analyst with Morgan Stanley & Co. in New York. "Reuters is, without question, the dominant force in the market, and (Europe and Asia represents a market) at least as big as the North American market. They're the obvious entree into it."

Setting up a network of sales and support offices would have taken "four to five years, and our clients need it now," recalls Mr. Payne. That's why, he says, Rich made its original arrangement with Reuters.

But the merger will do more. Access to Reuters' satellite facilities will vastly increase the potential for the private earth-station-to-station microwave communications networks the company has been developing for clients.

Explains Mr. Payne, "A lot of our customers will want to set up networks between (international) branches and their headquarters. They may want their branches to share resources. The Reuters network will allow us to link our customers together."

According to a Rich competitor, news sources that compete with Reuters might be leery of cooperating with Rich, for fear that trade secrets could leak to Reuters.

But Rich executives say that if such conflicts were a major concern, they would have arisen already—and they haven't.

The Illinois Valley was Part of the Technical Boom

- Rich captured 90% of the US market share by 1987
- Rich invented TRIARCH
 - Trading Room Information Architecture, still in use today



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All Manufacturing Done in IL

- All custom wood cabinets
- All electrical component assembly



Part of workshop in Spring Valley

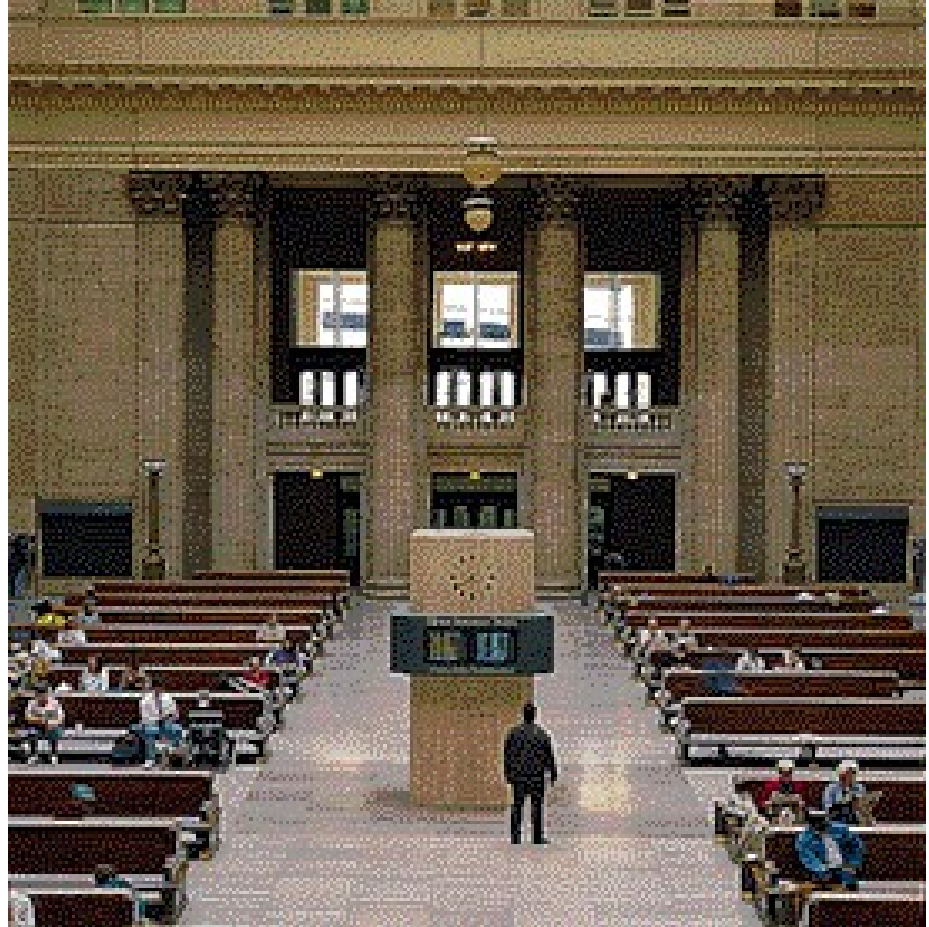
Projects

- Merrill Lynch World Trade Center trading room
- Largest Trading Room System at that time



Projects

- Union Station Chicago
- Rich not only specialized in trading room systems, but all building communication.



1987 to 2005

- Pieces of the Rich company were not purchased by Reuters
- Wood Shop
- Rich Building in Spring Valley
- Integrated Systems by Rich
 - I did my college internship with ISR



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ISR projects

- Home Theaters
- Home Automation
- Estate Management



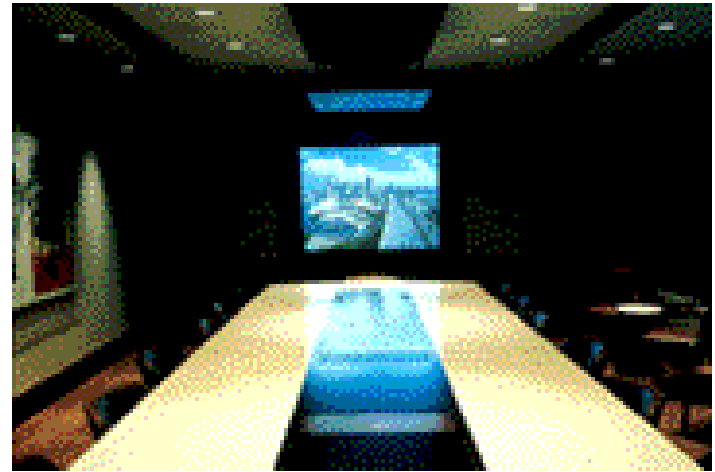
ISR projects

- Home Theaters
- Home Automation
- Estate Management



ISR projects

- Commercial Presentation Systems
- ISR ended operations in 2007 as management wanted to pursue other business ventures



What's Next

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Surveillance

Material Handling

Audio/Video Systems, Building Automation

IT installation: Computer Networks, Voice over IP

Telephone, Intercom, Building Communications

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Audio/Video Systems

- HDTV
 - We help the client choose LED, OLED, plasma, etc.
 - Projectors
- Audio
- Custom Programmed Control System
 - Total solution to replace other remotes
- Installation and setup



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Presentation & Conference Rooms

- Video Projector
- Retractable Screen
- Audio Speaker Systems
- Lighting
- Fully Automated Controls

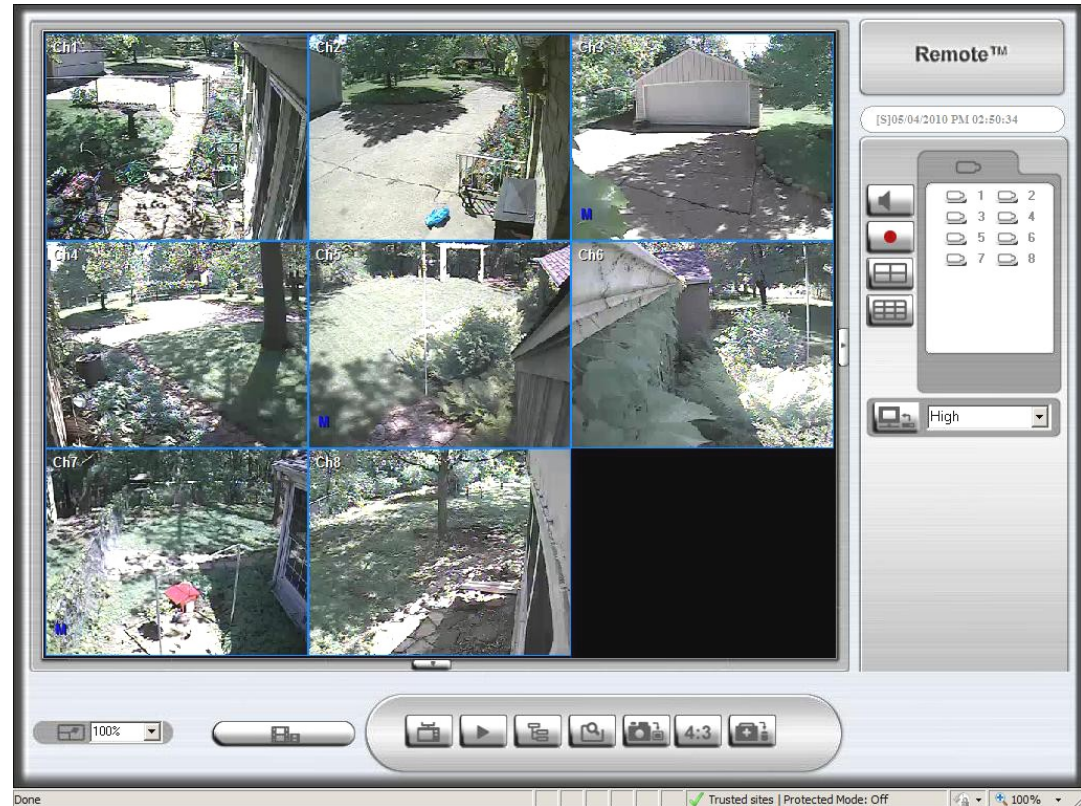


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Surveillance Systems

- Home or Business
- 4, 8 or 16-camera setup with DVR
- Video recorded for 30 days
- Security
- Peace of Mind
- Reduce Liability
- Online Accessible



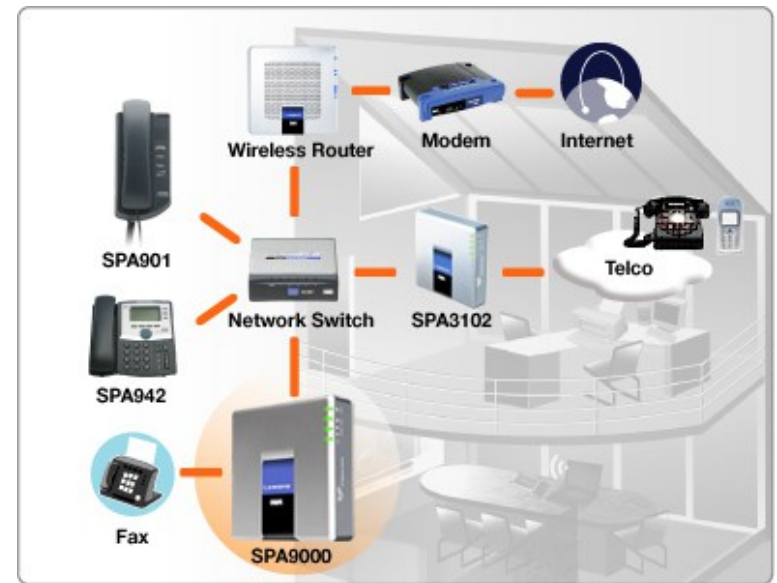
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Office surveillance camera

Voice over IP Phone System

- Linksys IP system
- Automated phone system functionality, including voice mail, paging, intercom, forwarding, transferring, etc.
- Configurable call routing and least cost routing to ensure the most efficient system
- Basic data and Internet functionality - QoS



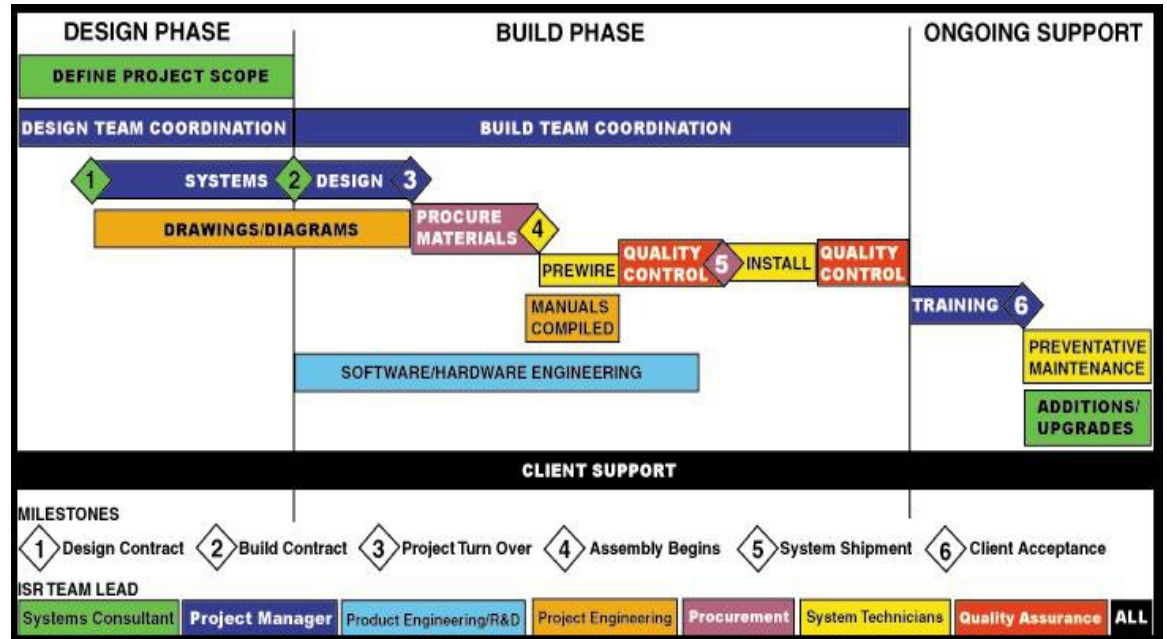
TST – A Key complement to your business

- Project Management

- Competitive Advantage

- Peace of Mind

- Innovative Solutions



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- Office in the Rich Building in Spring Valley
- Custom Wood Shop still a huge offering for my clients
- Building and Wood Shop (Richwoods) owned by my cousin Kim Resetich
- One year anniversary Oct. 30, 2010



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TROY simplified technologies: Proud of our Heritage



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