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## **Devicescape Appoints Telecom Market and Consumer Veterans Miguel Nhuch and Bill McIntosh to Executive Management Team**

*Former Nominum VP of Global Sales to Serve as VP of Worldwide Sales and Business Development and Former Brand Manager and AOL Veteran Named New VP of Marketing*

SAN BRUNO, Calif.--(BUSINESS WIRE)--Devicescape Software today announced it has expanded its executive management team with the addition of two seasoned telecom and consumer industry veterans—Miguel Nhuch and Bill McIntosh. Nhuch joins as its vice president of worldwide sales and business development, and McIntosh joins Devicescape as its vice president of marketing. These two executives will help lead the development of the company's rapidly growing customer base of device manufacturers and network operator customers, and Devicescape's consumer-facing brand.

"With their combined industry experience, Miguel and Bill will play leadership roles to further the company's growth," said Dave Fraser, CEO of Devicescape. "Miguel's history of working with various local, regional and global sales channels brings OEM and telecom domain expertise, and Bill brings deep consumer and online marketing experience. Together, they will be invaluable to growing Devicescape's customer base."

Nhuch is a veteran with more than 20 years of sales experience at software companies. Before joining Devicescape, Nhuch was Nominum's vice president of global sales and channels, where he was responsible for driving the overall revenue of Nominum worldwide. During his tenure at this leading provider of network naming and addressing solutions, Nhuch ensured that all major telcos around the globe used Nominum's technologies in their infrastructure. Nhuch also oversaw direct sales into strategic accounts and the management of strategic OEM partnerships. Prior to Nominum, Nhuch served as vice president of global business development at Entrust Technologies, as vice president of business development at Weblogic (now BEA Systems) and as vice president of international and business development at Forte Software. Nhuch holds a BS in Electrical Engineering, Systems Engineering, and Computer Science.

"Devicescape's service provides Wi-Fi network operators with a channel to significantly increase their user base, increase the utilization of their Wi-Fi networks and add a plethora of new devices from existing subscribers to the network," said Nhuch. "I am eager to build partnerships with leading operators and the major device manufacturers around the world to unlock the complete potential of existing and next-generation Wi-Fi devices coming to market."

McIntosh has over 15 years experience developing and building new products and businesses. Prior to joining Devicescape, McIntosh served as VP of marketing at HedgeStreet Inc., an early stage consumer focused online derivatives exchange. As an Executive Director at AOL, McIntosh served in several marketing leadership roles including AOL Personal Finance, AIM and ICQ instant messaging services, and Digital City (AOL's local business). Previously, McIntosh helped lead the development and launch of washingtonpost.com. He began his marketing career as a brand manager at Warner Lambert Canada working on several brands including Roloids and Dentyne. He holds a BA from Queen's University in Canada and an MBA from Harvard Business School.

"Devicescape has delivered technology that has the potential to transform the consumer Wi-Fi experience," said McIntosh. "I look forward to building new services and a brand that delivers on the promise of making Wi-Fi easy for everyone."

Devicescape allows Wi-Fi enabled devices—like computers, VoIP phones or game systems—to automatically connect to Wi-Fi hotspots and municipal networks. With Devicescape, consumers

can now enjoy widespread network access from all of their mobile wireless devices at home and on the go.

### **About Devicescape**

Headquartered in San Bruno, Calif., the company is privately held and venture-backed by Kleiner Perkins Caufield & Byers, Enterprise Partners Venture Capital, JAFCO Ventures, August Capital and Applied Materials. To learn more, please visit [www.devicescape.com/company](http://www.devicescape.com/company).

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