



GIFTET® INC.—GIFTET® STRATEGIC PLANNING
Dedicated to the advancement of *Global Navigation, Software, and Web Solutions*®

2011 GIFTET® STRATEGIC PLAN

OBJECTIVE

The main objective of GIFTET® Strategic Planning is to provide the strategic avenues (or the road map) of achieving GIFTET® mission goal underlined in GIFTET® three main solution themes (1) GIFTET® Global Navigation Solutions; (2) GIFTET® Global Software Solutions; (3) GIFTET® Global Web Solutions.

MISSION

Giftet mission is to become **the premier industry corporation** for researching, developing, marketing, and distributing *global navigation, software, and web solutions* for Indoor Geolocation Systems, Geolocation of RF Signals, Geospatial, Geo-Information, Geo-Intelligence, Geo Referencing, GPS, GLONASS, Galileo, QZSS, and other Global Satellite and/or Pseudolite Navigation (or Positioning and/or Timing) Systems based on customer's needs through innovation, leadership, strong collaboration and partnership.

2011 GOAL

February 12, 2011, Dr. Proгри, Giftet President and CEO, announced newer, broader, and fresher mission of Giftet to include Geolocation of RF Signals, Geo-intelligence, Geospatial, Geo-Information, Geo-Referencing in addition to existing Giftet mission goals which are underlined in his two books.

1. **Proгри, I.**, *Geolocation of RF Signals—Principles and Simulations*. Springer Science and Business Media, LLC, New York: NY, Jan. 2011 <http://www.springer.com/engineering/electronics/book/978-1-4419-7951-3>.
2. **Proгри, I.**, *Indoor Geolocation Systems—Theory and Applications*. Springer Science and Business Media, LLC, New York: NY, Sep. 2011 (not yet available in print).

Most of 2011 will be spend on producing Dr. Proгри's second book on *Indoor Geolocation Systems—Theory and Applications*, which is expected to be completed sometime by or during the fall 2011.

Giftet Inc is also expected to increase the number of journal publications and journal, magazine, or books recognition from the researchers, scientists, and experts from around the world.

The last quarter of 2011 will be spent on applying for Small Business Innovative Research (SBIR) government contracts with the Department of Defense (DoD). The two books that Giftet Inc President and CEO has produced are supposed to be the major guide and major source of technical vision towards Giftet Inc future DoD SBIR government contracts.

Giftet Inc. is expected to be on SBIR Phase I Government payroll from 2012 and beyond which is expected for Giftet Inc to produce world-class research in the areas discussed in Dr. Proгри's, Giftet Inc. President and CEO, most recent books.

Global Navigation Solutions

[Giftet® Global Navigation Solutions](#) are aimed towards (1) researching, developing, marketing, and distributing are aimed towards developing, marketing, and distributing [Giftet Navigator®](#), [Giftet Aeronautical Navigator®](#), and [Giftet Maritime Navigator®](#) for Indoor Geolocation Systems, Geolocation of RF Signals, Geospatial, Geo-Information, Geo-Intelligence, Geo Referencing, GPS, GLONASS, Galileo, QZSS, and other Global Satellite and/or Pseudolite Navigation (or Positioning and/or Timing) Systems based on customer's needs through innovation, leadership, strong collaboration and partnership (2) offering consulting and training for short Global Navigation Solution Tutorials. Please visit http://www.giftet.com/Giftet_Global_Navigation_Solutions.htm.

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Giftet® main goal for 2011 Global Navigation Solutions is to provide the requirements for developing Giftet® three premier solution products (1) **Giftet Navigator®** and (2) **Giftet Maritime Navigator®** and (3) **Giftet Aeronautical Navigator®** via primarily SBIR/STTR programs.

Giftet Navigator® will have the ability to read Digital Terrestrial Chart (or Map) as well as GPS/GNSS/Pseudolite data and provide worldwide [terrestrial] cm level position accuracy 99.999 % of the time using Giftet Intellectual Property (IP) Global Navigation Solution system and enable safe and extremely accurate terrestrial navigation for the US Army, US Department of Homeland Security, Government (Federal or state) agencies and government/US Military sponsored contractors however under the worst case scenario conditions such as (heavy multipath, lack of GPS signals, interference, jamming etc.) for which currently any GPS devices and/or systems offer ~100 m position accuracy.

Giftet Maritime Navigator® will have the ability to read **Digital Nautical Chart®** anywhere from the 29 Digital Nautical Chart geographic regions, contained between 84° North latitude and 81° South latitude, and support a variety of Geographic Information System applications and also GPS/GNSS data and enable safe and accurate maritime navigation for the US Navy, US Coast Guard, Government agencies and government/US military sponsored contractors. It is also anticipated that **Giftet Maritime Navigator®** will enable public sale of Digital Nautical Chart in US waters and worldwide.

Marketing two very important tutorials and books on

1. **Proгри, I.**, *Geolocation of RF Signals—Principles and Simulations*. Springer Science and Business Media, LLC, New York: NY, Jan. 2011 <http://www.springer.com/engineering/electronics/book/978-1-4419-7951-3> .
2. **Proгри, I.**, *Indoor Geolocation Systems—Theory and Applications*. Springer Science and Business Media, LLC, New York: NY, Sep. 2011 (not yet available in print).

Giftet® is undertaking all the necessary steps to communicate the requirements of these three very important solutions to Government Agencies for funding via either Small Business Program Office or Industry Relations Program Office via the SBIR/STTR via Facebook and Twitter

<http://www.facebook.com/people/Proгри-Ilir/100001333953697>

<http://twitter.com/#!/GiftetInc>

Global Software Solutions

Giftet® Global Software Solutions are aimed towards: (1) researching, developing, marketing, and distributing **global software solutions** for Indoor Geolocation Systems, Geolocation of RF Signals, Geospatial, Geo-Information, Geo-Intelligence, Geo Referencing, GPS, GLONASS, Galileo, QZSS, and other Global Satellite and/or Pseudolite Navigation (or Positioning and/or Timing) Systems based on customer's needs through innovation, leadership, strong collaboration and partnership and (2) offering consulting and training for short MATLAB Tutorials. For more information please visit http://www.giftet.com/Giftet_Software_Solutions.htm

Giftet® main goal for 2011 Global Software Solutions is to provide the requirements, to develop, and undertake marketing of four MATLAB® and Simulink® short courses with emphasis on *Digital Signal Processing*, *Indoor Geolocation Systems: Theory and Applications*, and *Geolocation of RF Signals: Principles and Simulations* and participate in the IEEE Distinguished Lecture Program etc.

Global Web Solutions

Giftet® main goal for 2013 Global Web Solutions is to facilitate Giftet® website to achieve the desired goals for both 2011 Giftet® Global Navigation Solutions and 2011 Giftet® Web Solutions such as:

1. Enable client login capabilities
2. Incorporate ~5 min demo for MATLAB® and Simulink® seminar/tutorial

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3. Incorporate Giftet® Icon in the Giftet® website
4. Improve the content and clarity of overall Giftet® website
5. Attempt to achieve a new web design contract
6. Include Adobe Flash ad and Adobe Acrobat Professional capability on the main screen
7. Integrate Google maps on Giftet personnel page
8. Incorporate YouTube ads on other Giftet pages
9. Incorporate a project that includes the following: Ecommerce, Amazon WebStore, Amazon Fulfillment, Amazon Drop Ship, Amazon Widget, WordPress, SEO/SEM, CSS, WEB 2.0, PHOTOSHOP, AJAX, FLASH, MYSQL, PHP, and LINUX.

http://www.giftet.com/Giftet_Web_Solutions.htm

2013 GOAL

By 2013 Giftet should be able to achieve a small number of SBIR government funded projects or proposals and be able to function as a small business corporation.

Global Navigation Solutions

Giftet® main goal by 2013 Global Navigation Solutions is to provide the prototypes and deliver to market Giftet® three premier solution products: (1) **Giftet Navigator®**, (2) **Giftet Maritime Navigator®** and (3) **Giftet Aeronautical Navigator®**. Giftet® intends to achieve this goal by either going to a complete development phase via either SBIR or STTR or other non-solicited government funded proposals or programs.

It is also hoped that by 2013 Giftet® should have achieved the required IP protection of its three main products via patents and trade marks.

It is also hoped that by 2013 Giftet® should have published at least one scholarly publication in the following journals/Magazines/New Letters:

1. NAVIGATION Journal of the Institute of Navigation, Institute of Navigation News Letter, GPS World Magazine
2. Journal of Navigation of the Royal Institute of Navigation
3. IEEE Transactions on Aerospace and Electronic Systems, IEEE Systems Magazine
4. IEEE Transactions on Communications, IEEE Communications Magazine
5. IEEE Transactions on Wireless Communications

Global Software Solutions

By 2013 Giftet® will be able to develop/deliver/teach a class of tutorial/seminars having MATLAB®/Simulink® seminars at its core with emphasis on Software Define Radio technologies and also developed the complete development cycle for Giftet® three premier solution products (1) **Giftet Navigator®**, (2) **Giftet Maritime Navigator®** and (3) **Giftet Aeronautical Navigator®**; therefore, achieving a **world premier software solution process**.

It is hoped that by 2013 Giftet should be able to achieve this goal by either going to a complete development phase via either SBIR or STTR or other non-solicited government funded proposals or programs.

Global Web Solutions

By 2013 Giftet® will be able to develop/deliver/support an array (or library) of web solution prototypes; therefore, achieving a **world premier web solution process**.

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It is hoped that by 2013 Giftet should be able to achieve this goal by either going to a complete development phase via Ecommerce, Amazon WebStore, Amazon Fulfillment, Amazon Drop Ship, Amazon Widget, WordPress, SEO/SEM, CSS, WEB 2.0, PHOTOSHOP, AJAX, FLASH, MYSQL, PHP, LINUX.

2018 GOAL

By 2018 Giftet should be able to achieve a good number of government funded projects or proposals and be able to function as a small to medium business corporation.

Global Navigation Solutions

By 2018 Giftet should be able to have a textbook illustrating its solution products on its three premier solution products (1) **Giftet Navigator®**, (2) **Giftet Maritime Navigator®** and (3) **Giftet Aeronautical Navigator®**.

By 2018 Giftet should be able to integrate its products with other emerging technologies or products.

It is also hoped that by 2018 Giftet® should have achieved more IP protection of its three main products via patents and trade marks.

It is also hoped that by 2018 Giftet® should have published more scholarly publication in the following journals/magazines/newsletters:

1. NAVIGATION Journal of the Institute of Navigation, Institute of Navigation Newsletter, GPS World Magazine
2. Journal of Navigation of the Royal Institute of Navigation, Navigation News
3. IEEE Transactions on Aerospace and Electronic Systems, IEEE Spectrum Magazine, IEEE Systems Magazine
4. IEEE Transactions on Communications, IEEE Communications Magazine
5. IEEE Transactions on Wireless Communications

Global Software Solutions

By 2018 Giftet® will be able to develop/deliver/teach a library of world class tutorial/seminars having MATLAB®/Simulink®/GPS/GNSS/Wireless Communications seminars at its core with emphasis on Software Define Radio technologies and also developed the complete seminar development cycle for Giftet® three premier solution products (1) **Giftet Navigator®**, (2) **Giftet Maritime Navigator®** and (3) **Giftet Aeronautical Navigator®**; therefore, achieving a **world premier software solution process**.

Global Web Solutions

By 2018 Giftet® will be able to develop/deliver/support an array (or library) of web solution prototypes; therefore, achieving a **world premier web solution process**.

It is hoped that by 2018 Giftet should have completed several development phases via either SBIR or STTR or other non-solicited government funded proposals or programs.

2023 GOAL

By 2023 Giftet should be able to achieve a good number of government funded projects or proposals and be able to function as a medium business corporation.

Global Navigation Solutions

By 2023 Giftet should be able to publish a few textbooks illustrating its product solutions on its three premier solution products (1) **Giftet Navigator®**, (2) **Giftet Maritime Navigator®** and (3) **Giftet Aeronautical Navigator®**.

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By 2023 Giftet should have a world recognition and integration of its products with other emerging technologies or products.

It is also hoped that by 2023 Giftet® should have achieved more IP protection of its three main products via patents and trade marks.

It is also hoped that by 2023 Giftet® should have published more scholarly publication in the following journals/magazines/newsletters:

1. NAVIGATION Journal of the Institute of Navigation, Institute of Navigation Newsletter, GPS World Magazine
2. Journal of Navigation of the Royal Institute of Navigation, Navigation News
3. IEEE Transactions on Aerospace and Electronic Systems, IEEE Spectrum Magazine, IEEE Systems Magazine
4. IEEE Transactions on Communications, IEEE Communications Magazine
5. IEEE Transactions on Wireless Communications

Global Software Solutions

By 2023 Giftet® will be recognized as a leader in the development/marketing/teaching/distribution a library of world class tutorial/seminars having MATLAB®/Simulink®/GPS/GNSS/Wireless Communications seminars at its core with emphasis on Software Define Radio technologies and also developed the complete seminar development cycle for Giftet® three premier solution products (1) **Giftet Navigator®**, (2) **Giftet Maritime Navigator®** and (3) **Giftet Aeronautical Navigator®**; therefore, achieving a **world premier software solution process**.

Global Web Solutions

By 2023 Giftet® will be recognized as a leader in the development/marketing/distribution/supporting of its array (or library) of web solution prototypes; therefore, having a **world premier leading web solution process**.

It is hoped that by 2023 Giftet should have developed a solid web development client base.

APPROVAL/REVISION

GIFTET® STRATEGIC PLANNING is revised by Giftet® Inc. Executive Office and approved by Giftet® Inc. Board of Directors once a year in Giftet® Inc. Board of Directors’ meeting.

ACKNOWLEDGMENTS

Giftet® Inc. would like to thank the Giftet® Inc. Executive Office and the Giftet® Inc. Board of Directors for preparing and offering to release this document.

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| _____ | 2/14/2011 | _____ | 2/14/2011 |
| Ilir Proгри, Ph.D., President and CEO | Date | Ilir Proгри, Ph.D., Permanent Chairman of the Board of Directors | Date |

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| _____ | 2/14/2011 | _____ | 2/14/2011 |
| Ilir Proгри, Ph.D., President and CEO | Revised Date | Ilir Proгри, Ph.D., Permanent Chairman of the Board of Directors | Revised Date |