



AURYN, INC.

EXECUTIVE TEAM

Umesh Shukla, CEO and Founder

An award-winning animation director and artist, Umesh Shukla founded Auryn to push the boundaries of animation technology and provide truly unique consumer experiences. Using Auryn’s proprietary technology, Umesh has collaborated with noted storybook illustrators to bring their creative visions to animated life for leading publishers and distributors.

Shukla’s lifelong fascination with motion-based storytelling has inspired a rich career in visual effects and animation focused on the medium’s emerging frontiers. Working as senior supervisor and other strategic positions at Walt Disney Feature Animation, DreamWorks Feature Animation, Digital Domain, as well as other leading creative studios around the world, Shukla has contributed to the development of leading feature, commercial and short subject entertainment. Shukla was a prominent member of the Academy Award®-winning team (Outstanding Visual Effects) for the movie *Titanic*. He was also lead computer graphics supervisor at Disney Feature Animation for the first 3D animated movie produced at its Burbank studios and served as a designer/director for an episode for Disney’s *Fantasia 3*. A consultant for DreamWorks’ *Shark Tale*, Shukla’s expertise was utilized to design the technical and production pipeline. His visual effects work played an integral role in numerous features including *The Island of Dr. Moreau* and *Dante’s Peak*.

In the directorial realm, his animated short film “Still I Rise,” inspired by the life and death of John Merrick (The Elephant Man), toured festivals around the globe, earning awards and critical praise as “a truly magical and masterful tour de force.” As a product of this experience, he then founded [Animaestro](#), an online resource for curated short subject animation frequented by enthusiasts, scholars and artists worldwide. He is also the director of “The Girl Who Cried Flowers,” (Scholastic/Weston Woods) “Almond Blossoms,” (Microcinema) and “In Winter Still” (Possible Films).

Over the years, Shukla has presented at animation and business conferences including SIGGRAPH and has been widely covered by leading national and international magazines. He has taught at Cal Arts, designed courses for the Art Institute, and has served as a judge at animation festivals.

Amit Agrawal, Co-Founder and CTO

Amit Agrawal, Co-Founder and CTO of Auryn, leads the company’s production and technology teams as head producer and was instrumental in the development of Auryn’s proprietary technology. His extensive management and production experience coupled with his technical expertise have been invaluable in delivering Auryn’s groundbreaking productions.



Before joining Auryn, Amit was the Executive Director of Software Engineering at Sony Pictures Imageworks, where, under his direction, the department underwent its largest expansion since inception. Amit has made a career delivering toolsets that raise the bar for digital production. He has supervised software development for both computer animated and visual effects feature films including *The Polar Express*, *Spider-Man 1 & 2*, *Stuart Little*, *Hollow Man*, and the Oscar-winning short *Chub Chubs*. In addition, Amit's vast production experience includes dozens of feature film credits.

Amit holds a degree in computer science from the prestigious Indian Institute of Technology (IIT) as well as a PhD from the Computer Science Department at USC, Los Angeles. He is an avid photographer and a constant student of filmmaking.

Robert Kalnins, Chief Technologist

An important voice in the emerging field of non-photorealistic computer graphics imagery, Robert Kalnins has created a bold new approach to animated content creation with Auryn. Working with some of the brightest minds in the industry, Robert has applied cutting edge technologies to advance digital storytelling with expressive aesthetics inspired by hand-generated techniques and traditional media.

Robert earned a Ph.D. from Princeton University Computer Science Department, where he collaborated with scientists at the forefront of non-photorealistic CGI research. Some of Robert's contributions to the field include tools enabling artists to describe styles via direct sketching interfaces, automated methods for animating artistic drawings, and techniques to lend smooth coherence to stylized animation.

In addition to his background in computer graphics, Robert brings to Auryn unique interdisciplinary insights. He is a graduate of the Engineering Physics program at McMaster University in Canada and was awarded numerous honors including the prestigious Governor General's Academic Medal.

Robert is a member of the IEEE ACM SIGGRAPH. He has authored, presented and reviewed papers for graphics conferences and journals, including SIGGRAPH, NPAR, Eurographics, and Transactions on Graphics.

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AURYN, INC.

BOARD OF DIRECTORS

Amit Shah

Amit Shah is a board member for Auryn and focuses on early stage technology investments. As a Partner of Artiman Ventures, he also currently serves on the boards of AbsolutelyNew, Ddyno, Guavus, InvenSense, Lightwire, Mastek, Motif and Zyme Solutions.

Prior to founding Artiman Ventures, Amit gained technology investment experience as a General Partner of Anthelion I & II, a seed stage venture fund. He also worked as VP of New Markets and Technologies for Cisco Systems' Business Development and Alliances Group. Prior to this he founded and was CEO of PipeLinks, Inc., acquired by Cisco (1998). Preceding PipeLinks, he founded ZeitNet, a networking systems company which was then acquired by Cabletron.

Amit has taught numerous courses and seminars in networking at UC Berkeley, InterOp, and other forums in the United States and abroad. He also authored *FDDI: A High Speed Network*, published by Prentice-Hall.

Dan Scheinman

Dan Scheinman has served as an Independent Member of the Board of Directors for Auryn for over five years. He is a legal expert and now investor by trade. He also serves as a board member for Arista Networks, Inc., Green Wave Reality and tango.me.

Prior to becoming primarily an advisor, he served as senior vice president, CMSG at Cisco Systems and vice president corporate development and general counsel at Cisco. He attended Duke University School of Law and Brandeis University.

Peter Schneider

Peter Schneider is a board member at Auryn, Inc. bringing a comprehensive digital production and directing background to the team. He is the Tony-Award-winning producer of the internationally acclaimed Broadway musical, *The Lion King* and is responsible for creating and distributing over fifty animated and live-action movies. During his seventeen-year tenure at the Walt Disney Company, he held several different titles including President of Animation and Theatre and Chairman of the Studio and assisted in the creation of many hit movies including *The Lion King*, *Beauty and the Beast*, (Golden Globe Award), *The Little Mermaid*, *Toy Story*, *Who Framed Roger Rabbit*, *Remember the Titans* and *The Princess Diaries*.

He also is the director of *Sister Act*, *The Musical* in London and *My Life with Men... and Other Animals*, starring Maria Cassi. His other directing projects include Marc Blitzstein's opera *Regina*, Glen Roven's *Norman's Ark*, *The Breakup Note Book*, a revival of *Grand Hotel, the Musical*, as well as projects at the WPA Theatre, *Playwrights Horizon* and *Circle Rep*. He produced Elton John and Tim Rice's *Aida* on Broadway and is one of the producers of the New York hit *The Marvelous*



Wonderettes and its sequel *Life Could be a Dream*. In 2004, he directed a Live Action / Animation short starring Julie Andrews which celebrated the 40th anniversary of *Mary Poppins*.

He was the Associate Director of the 1984 LA Olympic Arts Festival, has an honorary doctorate from Purdue University, serves on the boards of Broadway Cares / Equity Fights AIDS, Broadway Across America, and the American Theater Wing (which coproduces the Tony Awards).

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AURYN INC.

FACT SHEET

Year Founded:

Auryn was founded in 2003. The company became Auryn, Inc. the digital publisher in the year 2010. In November 2013, Auryn launched StoriesAlive - a subscription based digital library app for children.

Business:

Auryn is an award winning digital publisher that creates beautiful, interactive children's stories for the iPad, Android and other tablet devices. The company collaborates with children authors, illustrators, licensors and publishers to turn existing and new stories into educational and entertaining digital experiences.

StoriesAlive, Auryn's library app for children ages 3 to 8, launches in November 2013. StoriesAlive is one of the largest digital libraries in the children's storybook app market with Auryn's supremely interactive and award-winning collection of hundreds of children's stories that engage, entertain and encourage learning. Kids can delight in these stories – in a completely digital and personalized way. Library app includes a highly curate selection from classics to modern day bestseller. New story apps are added to the library almost every week, making StoriesAlive an ever-growing digital library. It's currently priced at an affordable price of \$0.99 per week which will allow unlimited access to the entire collection of stories.

Auryn was founded by Academy award-winning visual effects experts from Hollywood's top movie studios and is the most award-winning digital publisher of storybook and creative apps. Uniting leading technologists and creative artists, Auryn's patented technology enables the company to produce ground-breaking interactive content for the new emerging tablet medium.

Recognized by the Producers Guild of America and *Variety* magazine as the Digital 25 top innovator in Emerging Media and winner of more app awards than any other digital publisher, Auryn is paving the way in digital publishing and fast-becoming the leader in children's storybook apps.

Aurynization© Technology:

Auryn's patented technology (Aurynization) brings any illustration style to life through animation and interactivity. The core of Aurynization resides in its ability to understand an



artist's style, create a Style DNA out of it, and then apply it to other image/animation objects. The result is that one can use styles from classical artists like Monet, Van Gogh and have it be applied to 2D and 3D animation objects thereby creating titles that cannot be replicated.

Target Market:

- Parents and Children
- Technology Enthusiasts
- New media developers
- Publishers
- Authors
- Illustrators
- Licensors
- Publishing industry analysts
- Schools/Libraries

Ownership:

The company is privately funded and privately held.

Headquarters:

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For more on Auryn, visit www.stories-alive.com and follow on [Facebook](#), [Twitter](#) and [Pinterest](#)