



# CEOCFO

Interviews & News!

[ceocfointerviews.com](http://ceocfointerviews.com) – All rights reserved. – Issue: February 13, 2009

**An Embedded Technology Strategy- Working With Channel Partners To Deliver 2 Way GPS Monitoring Products And Solutions To Meet The Specific Needs Of Various Markets Such As Athletics, Children, Elderly, Military, Law Enforcement And Fire Departments, Separates GTX Corp From The Competition**



**Technology  
Communication Equipment  
(GTXO-OTC: BB)**

**GTX Corp  
117 West 9<sup>th</sup> Street, Suite 1214  
Los Angeles, CA 90015  
Phone: 213-489-3019**



**Patrick E. Bertagna  
Founder, Chairman, President  
and CEO**

**BIO:**

Mr. Bertagna is the Chairman, President, CEO and founder of GTX Corp (GTX) and co-inventor of the patented GPS Footwear technology. His career spans 27+ years in building companies in both technology and consumer branded products.

Patrick began his career importing apparel from Europe and later went on to design and manufacture a line of clothing, accessories and footwear in over 20 countries, with sales exceeding \$27 million, selling to U.S. retailers from JC Penny's to Neiman Marcus. In 1993, Mr. Bertagna transitioned into the world of software technology and founded Barcode World, Inc. a supply chain management application company, enabling the accurate tracking of consumer products from design to retail distribution. Within four years the company had over 450 premier branded accounts with a staff of 40 plus in the U.S., Eastern Europe and India. After selling his company, Mr. Bertagna then combined his two past careers (consumer products and tracking technology) and founded GTX Corp in 2002.

Mr. Bertagna was born in the South of France and is fluent in French and Spanish; has formed alliances with Fortune 500 companies such as IBM, AT&T, Sports Authority, Federated Stores, Netscape and GE; and has been a keynote speaker at numerous industry trade shows and conferences.

**Company Profile:**

GTX Corp develops miniaturized Global Positioning Service (GPS) satellite tracking and location-transmitting technology devices for integration into branded licensee consumer products. The company's Personal Location Services (PLS) platform consists of a matchbook-sized, location-reporting module that utilizes GTX Corp's "always-on" Assisted-GPS tracking capabilities. At the convergence of technology, media and telecommunications - the TMT sector of the telecom industry - GTX Corp continues its efforts to advance GPS technology as it defines the PLS space. The *gpVector*™ system uses cellular transmission provided by our wireless carrier partner, AT&T, to deliver real-time geographic coordinates, rendered on Google Maps, to subscribers via secure internet connections. GTX Corp has more than six years in research and development, strategic partnerships, and an ongoing program of intellectual property protection. The company is headquartered in Los Angeles, California, with an R&D facility in Palo Alto California.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFOinterviews.com**

**CEOCFO:** Mr. Bertagna, what is your vision when you founded GTX?

**Mr. Bertagna:** "The original vision was to introduce GPS technology that would meld seamlessly into today's lifestyle. To introduce technology to better your life and specifically focus on being able to find loved ones whether they be children or elderly that suffer from dementia. Today the vision has expanded to become embedded 2 way GPS technology that can be used in multiple different applications, ranging from monitoring loved ones to military and law enforcement, to athletes and including social networking. So it is really in terms of the next level of connecting people and places- peace of mind."

**CEOCFO:** Where are you today in the process?

**Mr. Bertagna:** "I think we have achieved that. We are a pioneer in the space we started six years ago. Today I can with confidence say that we are a market leader in the personal location services space, what we have coined as the GPS/PLS space."

**CEOCFO:** What do you provide?

**Mr. Bertagna:** "We provide bundle it in a very interesting technology and partner with a package our technology inside to sell into the elderly market What would be the best type that would work for them; is it necklace, shoe, hat, belt? We find the best form factor for package our electronic factor. We add to the mix our AT&T, provide a portal and a go, and collaborate with a that can deliver the packaged through their channels and embedded technology inside,

**"We work with channel partners and design solutions specifically for the markets we plan to enter; therefore, the end use products are very different in the military or law enforcement than it is for the elderly, children, pets and so forth. Depending on the vertical market, you have a different look feel and functionality to the actual product and the presentation layer on the internet. The functionalities, look and feel will be different from market to market, but the underlying technology, our gpVector 2 way GPS, is all the same." - Patrick E. Bertagna**

cutting edge technology and business model. We take our branded consumer company and their product. Let's say we want that suffers from dementia. of finished consumer product a wristwatch, eyeglasses, do some market research and that specific market. We then components inside that form connectivity partner, which is complete back-end solution, then highly visible branded company solution to the market place brand recognition. We are the much like Blue Tooth. You

don't buy Blue Tooth but you buy a phone that has Blue Tooth or a laptop or even a car with Blue Tooth. We are kind of the same concept- empowered by GTX technology that is imbedded within certain consumer products."

**CEOCFO:** Please give us a concrete example of a product that is using your technology?

**Mr. Bertagna:** "Right now we have a licensee called MY ATHLETE LLC, based out of Connecticut. They cater to the competitive non-motorized athletic market. That would include anybody that is running, swimming, biking or kayaking. We designed a specific form factor for them; very ergonomic, very light weight, water-proof and shock-proof. Athletes can train and while competing, wear these devices so that either their coaches or loved ones from any internet access point can determine where they are."

**CEOCFO:** What is the general landscape, the market and the opportunity?

**Mr. Bertagna:** "The opportunities are enormous. If you read any of the analyst reports out there from Gartner Group to Frost & Sullivan, this is one of the biggest most talked about space. It falls into the TMT sector. It is anticipated to be anywhere from \$10 to \$12 billion in the next couple of years; so big number and big opportunity. We have been at it a while, so we have some definite advantages. It is not as if we are just jumping on the bandwagon. In terms of landscapes there is maybe a half a dozen companies that are playing in this field right now, out of which most of them that I know of are all trying to build a linear, vertical product for a one-size-fits-all market, which we believe is the wrong approach. Our model is very different, very horizontal. We work with channel partners and design solutions specifically for the markets we plan to enter; therefore, the end use products are very different in the military or law enforcement than it is for the elderly, children, pets and so forth. Depending on the vertical market, you have a different look feel and functionality to the actual product and the presentation layer on the internet. The functionalities, look and feel will be different from market to market, but the underlying technology, our gpVector 2 way GPS, is all the same."

**CEOCFO:** With so much opportunity, how do you decide on focus?

**Mr. Bertagna:** "Strategic planning, I meet with our board, upper management and advisors regularly and we have identified four or five very specifically targeted markets. First is the elderly that wonder; it is a global market. People all over the world are getting older and living longer and are affected with dementia and one of the effects of this horrible disease is that they wander. Twenty-five percent of everybody who has Alzheimer's, wanders. Our technology is a perfect solution for a very large and potentially catastrophic problem in this country and throughout the world. That is one of our focuses. We are collaborating with The Alzheimer's Foundation, and with AARP; we are big supporters of theirs and do a lot of work with them. We have key people within the organization that focus just on that market and getting us visibility in that market. Another market is law enforcement and the military. We have designed specific applications for that market and we have key people in the company that all they do is work on that sector. They are experts themselves, people that are retired Marines or secret service. We have key individuals in the company that are experts in the field and that work channel sales. Another vertical, is the athletic market, which we have a licensee My Athlete LLC, we are also pursuing the social networking markets and will be making some announcement on that front shortly"

**CEOCFO:** You mentioned Alzheimer's worldwide; do you work with companies outside of the US and what is the geographic footprint?

**Mr. Bertagna:** "Currently we are in the US, pushing to branch out into Canada and Mexico. We are in the process of finalizing a joint venture with a Canadian firm, which will give us a Canadian footprint along with some expansion in the US on certain products. We are in communication with a company in Mexico, again some kind of a partnership, distribution, joint venture yet to be determined. Once we accomplish and secure a good foothold on all of North America, then we will look at our inquiries coming out of the Middle East, Europe and South America. Over the course of the latter part of 2009 and the beginning of 2010 is when we will start pushing out further internationally."

**CEOCFO:** Tell me about The Shoe?

**Mr. Bertagna:** "The Shoe is our flagship product in the sense that it gets the most attention. It is the one product that we have a lot of intellectual property around, with a half a dozen patents and patents pending. It was the first form factor that we thought would be great for children. Kids lose things, they trade things, and they break things. What was the one thing you could give a child, with the highest assurance that that child will hold on to it? A shoe we felt was that best form factor. It has a lot of real estate in proportion to anything else a person wears. It is universal to the environment meaning a jacket for example; you don't wear a jacket on a hot day. Shoes you wear whether it is hot, cold, raining or snowing. It doesn't matter; kids wear their shoes, they aren't going to take them off and trade them or leave them somewhere. That was the impetus behind The Shoe, it was the most natural wearing apparel out there that could hold our technology and meld seamlessly into the lifestyle."

**CEOCFO:** What is the financial picture at GTX today?

**Mr. Bertagna:** "Our revenues are expanding. We have plenty of cash on hand and our burn rate is extremely under control. Therefore, I would say the financial picture is very positive and strong."

**CEOCFO:** Would you tell us about your background and management?

**Mr. Bertagna:** “Ideas are only supported by a great management team. GTX and imbedding 2 way GPS has been a fantastic idea, but ideas are only brought to fruition by the management team. So my hats off to the stellar management team that we have. In terms of my background, GTX is a combination of my two past lives. I spent eighteen years in the consumer branded products category of apparel and footwear; everything from manufacturing, importing, distribution and sales. I made soft goods in about forty countries worldwide and distributed to most major chain and department stores. I have a lot of experience in making, branding and selling consumer products. Then I got out of that business after eighteen years and went into the supply chain management software business. It was software to help companies like the business I was previously in, manufacturing and importing soft goods, track their inventory. In 2002, I sold my company, but I was too young to retire, so I decided to reinvent myself one more time. At that time, Elizabeth Smart the little girl out of Utah had been abducted and that is when it came to me. I know how to make tracking software, why not combine my two past lives and put tracking technology in wearing apparel or footwear and do something positive in this world and prevent parents from going through this kind of anxiety and anguish in the future.”

**CEOCFO:** What is ahead for the next couple of years?

**Mr. Bertagna:** “As I pointed out earlier, the expansion internationally. We plan accomplish a little bit of that in 2008, certainly in 2009, as I said Mexico and Canada, and then going into three or four other countries. If that happens faster great but that is our timeline. In terms of vertical markets, our goal is to penetrate two or three vertical markets in 2009 and reach our roadmap of products and vertical markets in 2010. We are currently in one, we are looking to penetrate another two, perhaps three in 2008/2009 and then a couple more by the year 2010.”

**CEOCFO:** In closing, why should potential investors be interested in GTX?

**Mr. Bertagna:** “GTX is probably in one of the most exciting dynamic sectors since the internet. This is one of those sectors that everyone talks about. Everybody talks about GPS, everybody today has a cell phone and wants to be connected, has a Blackberry; I mean this is the space to be in now. It is ubiquitous and it can touch everybody. There are very few people on earth that could not use a technology like this that could not benefit from the applications we have outlined; parents, caregivers for the elderly, athletes, law enforcement, military, fire department, pet owners. There are so many people that this technology can touch and help. It has tremendous potential. We are a pioneer; we started six years ago. We have devoted six years of research and development to specifically become a leader in this market. We have a fantastic management team, very diverse and experienced people. We have plenty of cash on hand, and growing revenues. In addition, our stock price is attractive right now. For all those reasons I would say that if you are an active investor you should take a close look at our company.”

---



**GTX Corp**  
**117 West 9<sup>th</sup> Street, Suite 1214**  
**Los Angeles, CA 90015**  
**Phone: 213-489-3019**