

# Gravity Control™

## About the Developer

The companies developing the Gravity Control™ interface are Lamel Ltd and Elido JSC.

**Lamel Ltd was founded in 1993** and has a very successful track in producing IT solutions for warehouse and logistic companies, multimedia and internet.

**Elido JSC was founded in April 2006** by the owners of Lamel with the purpose of the dividing the research & development aspect from the application management and customer support. Its main subject of activity is information systems integration, database architecture and development, IT and database consultancy, efficiency analysis of existing IT solutions, optimization of corporate data flows, development of web based information resources, warehouse management software, content management system integration, development of user interfaces for graphical environments, and IT training.

Together Elido and Lamel have more than 20 years of experience with projects of different scale some of which required managing over 300 people. Their client list institutions and businesses like:

- World Intellectual Property Organization
- Bulgarian Patent Office
- Council of Ministers of the Republic of Bulgaria
- Bulgarian Academy of Sciences
- Radio France Internationale
- National Library
- Bulgarian Red Cross
- Bulgarian Olympic Committee
- Bulgarian Trade Promotion Agency
- National Depository

## **SERVICES**

### **IT Consulting**

- **IT Research and Consulting**
- **Consulting for information management**
- **Analysis of the efficiency of existing IT solutions**
- **New media and Internet communication strategies**
- **Software Intellectual Property Services and Consultancy**

These have been consulting services on demand, related to corporate information flow management and optimization, database architecture consulting, creation and development of new media and Internet communication strategies, IT project management and follow up, corporate IT team support and training.

### **Data Base**

- **Data Base analysis**
- **Data Base integration**
- **CORPORATE information flow optimization & Data Base Architecture consulting**
- **Social Media Data Extraction and Analyses**

The experience accumulated since 1995 in working with databases and database architecture has helped us provide our clients with accurate and personalized solutions based on our deep understanding of technical issues and IT know-how.

### **Web Development and Web Management**

In building web resources, we have created the customized web architecture suitable for the customer's needs, suggested integrated web solutions and development of web strategies such as organization of the web information, "prime web positioning", Radical U.F.O. (Radical User Feedback Optimization) for generating repeated website visits (website loyalty) or, as we call it, "reason for a second visit". For the professional management of web resources, we have also offered web editorial team training specialized according to the requirements of our client's domains.

### **New Media**

The team has provided new online media solutions and multimedia such as CD/DVD multimedia, CD business cards and multimedia CD presentations. In that they have guaranteed quality and professionalism proven by more than 300 successful new media projects and different types of clients (international organizations, government, corporate businesses, small and medium business, educational institutions, arts etc.)

## **PRODUCTS**

The result of the vast experience of the team in all of the above-mentioned fields resulted in the development of the Face Control CMS (Web Content Management system) offering:

- FAST creation of complex websites
- Context dependent web updates done by non-technical editors
- New media producing and online distribution

The web-based content management system Face Control CMS assures the web site creation, designing, information updates and management. It is especially suited for the needs of large and scientific web resources. Therefore it remained and remains in continuous use on websites managing complex data like the ones of Bulgaria's Council of Ministers, the World Rally Championship and the Bulgarian Academy of Sciences.

## **Innovations**

Currently Elido and Lamel are focusing their efforts on the innovations field.

- Graphical User Interface Solutions
- GUI Database Integrations
- DATA tagging sorting and organization

## **Development and Research of a New Generation Graphical User Interfaces**

Our new generation graphical user interface is based on three innovative methods, developed in house. We believe that they can change the way users interact with computer devices and significantly reduce the time and knowledge needed to efficiently perform data sorting, grouping and management tasks. These are:

- Method for visualization, grouping and management of data objects through the realization of a movement graphically representing their level of relevance to defined criteria on a device display
- Method for the visualization, grouping, sorting and management of objects by means of a pointing device work plane management
- Method for defining complex logical expressions by means of a pointing device

## **Development of Algorithms for the Extraction of Criteria for Sorting, Grouping and Managing Documents in Large Data Structures**

To function most effectively, our interface needs algorithms derived from practice for the dynamic extraction of search criteria for large data structures based on the integration of international classifications and full text search results.

## **Development of Multi-User Interface Functionality**

In a multi-user environment, the interface needs to allow sharing search results and settings, real time viewing of the actions of one user, simultaneous work of several users and all the

respective functions like access levels, priority settings, and avoiding conflicts, information loss and system errors.

### **Researching the Integration of Available Operations Per Object Types**

The scope of the interface's functionality can be widened beyond sorting and searching by integrating options for performing operations on the objects on screen. These operations may be available through either the operating system or application the interface is integrated in or through external applications or web pages.

## **LEGAL DETAILS**

### **Lamel Ltd**

Tax ID: 121361802

#### *Partners:*

Vladislav Lambrev – 85%

Vladimir Lambrev – 10%

Irena Varbanova – 5%

### **Elido JSC**

Tax ID: 175076059

#### *Partners:*

Vladislav Lambrev - 51%

Ivaylo Varbanov - 20%

Yuliyana Varbanova - 10%

Vladimir Lambrev - 10%

Irena Varbanova - 9%

## KEY STAFF MEMBERS

Vladislav Lambrev - Chief Software Architect

Graduated in Computer System Engineering and Management at the Technical University, Sofia in 1993.

Irena Varbanova - Chief Database Analyst

Graduated in Mathematics at Sofia University in 1977.

The heads of software development have extensive experience in the IT field with data base programming, data management, data flow management, content management, web and multimedia development and data analysis. Many of the projects they have worked on individually and in cooperation have involved handling large or extremely large databases, extensive system loads and teams of up to several hundred subordinates.

Evgeni Neshev - Creative Director

Graduated from the Bulgarian Academy of Fine Arts in 1990 with a major in Fresco and specialized at Dusseldorf, Germany. He has been working in the field of advertising, multimedia and interactive media ever since the beginning of his career.

Awards:

1997 Silver award International Festival, Portoroz, Slovenia

Sector: Print Advertising

2001 Golden award ARA Festival, Albena, Bulgaria

Sector: Outdoor Advertising

## BUSINESS CONTACTS

Anelia Dobрева – Communications Director

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