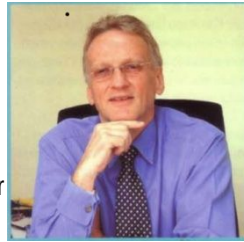


Resume Pertti Rapo

Pertti Rapo

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Education:

Equivalent of BSc & Masters (EE, telecommunications, Information technologies) from Hermods Institute in Malmö, Sweden and Tietomies Institute of Helsinki, Finland. During my high-tech oriented journalistic career, I have frequently updated my knowledge in large number of international seminars, conferences and forums. Also, I have long experience as translator for business, technology and AV (sub-titling, content creation and editing) fields and I have also acquired unusually wide cross-scientific and cross-cultural understanding during my whole career.

Freelance Based Translator & Technical Writer

During my stay in **France, USA and Mexico**, I have provided special **technical consultation** on freelance basis for Mobira (cooperating with Matra in cell phones, future Nokia Mobile Phone division) and other Finnish companies. I also worked as professional freelance **high tech & business editor/journalist and translator** for Kauppalehti and Technopress publications Proessori, Telelinkki, MacMailma.

Through more than **20 years**, I have realized thousands of high tech business related reportages and articles from silicon level to system architecture and software systems and translated thousands of pages of high-tech related writing and translations for several Finnish and Swedish companies (Mobira, Nokia, Salora, Finlux, Luxor, Beamex and others) from Finnish and Swedish to English, French, Spanish and German.

The total professional Journalist, technical writer and translator activity spans over 20 years time.

Recently, I also worked as part time **physics and computer teacher** in local high school's **EP program**.

In addition to this, I have been heavily involved in production of hospital and hospitality industry information systems and related content creation.

My hobbies include: Physics, Astronomy, Cosmology and Philosophy. I am also an addicted Marathon Runner since 8 years.

Special skills:

Excellent understanding of cross-scientific and cross- cultural environments. Merging of electronics, telecommunication, information technologies, HW/SW, GUI's, human factors.

Broad overall understanding of SW/HW environments and cooperation of various SW and HW components: C++, Java, Java Script, HTML/XML and its plug-ins.

Languages skills: fluent in English, French, Spanish, Finnish and Swedish (native Finnish&Swedish bilingual). Good skills skills in Thai & German. Tools include: Trados, EZTitles, SWIFT.

Practical understanding of different cultural environments due to long stays in western countries, Finland, Sweden, France, California and Mexico as well as in Asian countries with extensive business traveling in many countries and now based and living in Thailand.

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Personal data:

Born in Finland, Swedish citizen, married.

Professional experience chronology:

1.7.2011 - Restarted Professional Translation Business on freelance basis. Part time English Program Physics and Computer teacher in High School.
Expertise in Technology, communications, Physics, Astronomy, Education, Philosophy, vehicle & Transportation and Medical areas. Multimedia editing, sub-titling experience.

1.1.2010- 1.7.2011 Technology Advisor, Premier Motors (Premier Group)

My work as adviser includes vehicle based (public transport, buses) multimedia/entertainment/advertising system design and manufacturing sourcing as well as supervising/advising the on vehicle systems installation and maintenance processes. My last project was to replace the video/audio cabling in each system by wireless 5.8GHz ISM band transmission systems, including the full blown content delivery system.

15/12/06-31/12/09 Planning Director, Premier MetroBus, Start-up bus operator company (Premier Group)

In addition to starting the bus scheduling/planning processes, I managed and organized the systems designs regarding the tracking, scheduling and vehicle monitoring systems as well as the digital multimedia systems (content distribution, digital players with four 19" monitors on each vehicle) and the card payment system.

01/05-15/12/06 Chief Technology Officer, Broadband Technology Service (start-up company, Premier Group)

(Premier Group) This company is a spin-off of Premier and a joint venture with Premier, The Nation and Theptarin Hospital. Also initiated important projects with Bangkok Hospital Group and started on-line conference & content production with both Theptarin and BHG.

08/03-01/05 Technology Advisor, Premier Consumer Electronics, Premier Group, Bangkok (Premier Group)

Development of Internet/Intranet appliances for both Consumer & Corporate end users in Thailand.

02/01-06/03 Director, Technology Development, Singer Corporation, New York

Singer Corporation invited to join the company to develop company's consumer electronics product technologies world-wide. The main area remained however, South East Asia.

01/00-02/01 VP, New Media Technologies, CTO (from 12/2000), EspriTV Inc. Santa Clara (HQ in LA)

Joined the LA based start-up company in January 2000 to create an interactive Internet television for the consumer market in US and overseas. The concept of this product follows the computerized TV product of my previous company Turku TV Operations (former Semi-Tech unit in Finland). EspriTV has created a strategic partnership with Turku TV Operations as well as with Acer (Taiwan) and Planetweb (Silicon Valley). The product was successfully launched at CES2001.

08/96-12/99 Project Manager, Guestlink International Limited Turku (Semi-Tech) Finland (Former Nokia Consumer Electronics Oy)

Project management in creation of an integrated interactive hotel communications system based on Network Computer was my main achievement. This system comprises the complete SW/HW elements on both Server and Client side. The client terminal is a completely computerized TV (and is part of the development, too), where one single HW/SW unit handles both TV and Data signaling over a single coaxial cable. We brought together the necessary

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resources within the Semi-Tech Group and two companies in Finland, one in Taiwan and two in the Silicon Valley.

The basic Guestlink Global project produced the platform for the new closed system product and the pilot hotel was installed in January -99 and the basic product was released during the summer -99. Approximately 70000 hotel and hospital rooms have been installed with this system by today.

12/95-08/96 Product Manager at Business Television Division of Nokia Consumer Electronics in Turku/Finland.

I started as product manager/multimedia specialist at the small Business Television Division of Nokia and in co-operation with Norwegian Otrum. I also managed the project of the first full graphic hotel and hospital system development (Guestlink Plus), realized using patented Picture Grabber technology. This proprietary technology product (TV containing a special microprocessor/picture handling unit, client SW and Server SW) was launched fall 96. The television activities, including Guestlink were sold to Semi-Tech in summer -96.

09/93-11/95 Information Manager at Beamex in Pietarsaari, Finland

I moved from California to Pietarsaari and launched the Information Center in one of the world's leading calibrator HW/SW systems development companies, Beamex. The company develops and sells calibration HW and SW all over the world for process and manufacturing industry. I managed the small information team, which closely cooperated with the sales, management and R&D groups producing technical documents, sales documents and all advertising material. I developed the company's first multimedia program for conference, sales demo and training purposes. I also produced the company's design managements system together with the University of Vaasa and was responsible for worldwide marketing/advertising campaigns.

04/88-08/93 & 9/98 – 9/2003 (HALF TIME) Hi-Tech Editor Silicon Valley

During this period I worked together with my wife as a high tech consultant and technology editor. We were based one year in San Francisco, 2 years in Guadalajara (Mexico) and one year in Mountain View, California. During this period we also created together the basis for a small multimedia company, **Media Meedio Ltd.** Media Meedio Ltd. was officially founded in 1995 in Finland and has been realizing various multimedia productions/applications and (TV) GUI designs, especially for the hospitality environment. My role in Media Meedio has been to head technical aspects of the activities.

02/81-03/88 Chief engineer, special consultant, France

We moved to France spring -81 where I held the position of **chief engineer** at Ets. Bisset/Paris, importing electronics (consumer, IT, surveillance electronics). I was responsible for all technological issues (TV's, professional video cameras & VCR's and computers) and realized average 60 training session per year for seven year period. I also conducted a few special product development projects and was responsible for technical training in France.

Prior to moving in France, I worked as export engineer for Luxor Ab (MotalaSweden), Asa Radio Oy (Turku), Salora Oy (Salo) and Suomi TV Oy (Turku) 1973-1980, which since then were consolidated into one single unit under Nokia and Semi-Tech (before dissolving).