



940 Logan St., Denver, CO 80203

November 19th, 2019

Greetings,

I am the Chief Technical Officer of RealEyes Media, LLC (www.realeyes.com), and I'm writing this letter to provide a multi-purpose recommendation for Mr. Cavanaugh, for his professional and academic pursuits.

Matt and I have a good ongoing relationship and have been working together on and off for about five years since I first met him in a joint project with Adobe Systems. Matt was working as a Partner Solution Consultant and Multi-Solution Architect for Adobe at that time, covering North America (except Latin America).

We had success with a challenging and interesting Digital Evidence Solution involving body cameras and Digital Asset Management, for Motorola Solutions International, called Command Central Vault. This was a culture-changing project since body cameras were just coming to be used in law enforcement agencies across the country. Matt was pivotal for completing the deal and took the role of Chief Architect for that project initially. He supported RealEyes's efforts for including our product as part of the overall solution, and we had a good time working together.

Since then Matt has become a partner of ours as he ventured into working on his own business, Social Architects INTL. We value his subject matter expertise and entrust him to represent us directly with our clients, who are quite large and figure prominently in American culture.

We have a great deal of mutual respect and expect to continue doing business together in the future. I am confident that Matt can help in nearly any professional situation he finds himself in and I think he will make either a valuable advisor for you or an excellent student or faculty member of your institution if you provide him the opportunity.

Most Sincerely,

A handwritten signature in black ink, appearing to read "Jun Heider". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jun Heider, Chief Technical Officer, RealEyes Media, LLC