

# EXHIBIT D

## DECLARATION OF MATS HYLIN

I, Mats Hylin, declare as follows:

1. My name is Mats Hylin. I am a resident of Sweden and am over the age of eighteen and competent to make this Declaration. This Declaration is based on my personal knowledge and, if called upon to do so, I will testify that the facts stated herein are true and accurate.

2. I am one of the named inventors of United States Patent Nos. RE37,470 and US 7,382,334.

3. I received a Bachelor of Business Administration from University of Stockholm, Sweden in 1981.

4. From 1982 to 1990 I worked as Marketing Director at Svensk Filmindustri, the largest Cinema owner and Film producer in Scandinavia. Between 1990 and 1994 I worked as CEO at Essilor Scandinavia, the largest Ophthalmic company in the world. Between 1994 and 1995, I worked as CEO for ARE Bolagen, the largest Out-of-Home advertising company in Scandinavia. 1996 I founded and worked as CEO at DHJ Media, the first Digital-Out-Of-Home advertising company in the world. Since 2003, I have worked with venture capital, with a focus on transforming analog media to digital media. More particularly, in 2003 I founded Lokalmedia, a weekly free newspaper in Sweden with over 500,000 copies distributed every week. In 2006, I founded PlusTV, a digital terrestrial TV company operated in Finland, Italy, Spain and Portugal.

5. In 2012, I was appointed as a member of the Board of Directors of Hallpressen, a media company in Sweden. Between 1988 and 2004, I was Chairman of the Board for the Non Smoking Generation Foundation, a non-profit foundation working to promote an anti-tobacco message, through the use of advertisements.

6. While working for Svensk Filmindustri one of my main responsibilities was to transform traditional theaters—ones that had only a single screen—into what is now considered a modern theater, a multiplex with ten or more screens. I learned that one of the most important areas to create higher margins was distribution. The analog distribution of movies as well as the advertising that was shown before the movie or in the lobby, were very costly. At a very early stage, I understood both the capabilities, as well as the possibilities, that would result from digital distribution. Even though in 1986 digital projector technology was early and not good enough for blockbuster movies, I also realized that such an improvement was something that would happen in the near future. Svensk Filmindustri worked with all the major Hollywood studios including Fox, Warner, Universal and Paramount and I learned that the cost for a single 35 mm copy of a film was huge and that this was by far the highest cost of movie distribution. I learned that new distribution alternatives were necessary for the industry's future, and that such alternatives came with built-in financial incentives.

7. My employment at Essilor included work in the European development group. I was responsible for the European company-wide transformation from analog ophthalmic orders to digitally created and distributed orders. I learned that the company could increase margins and thus save a lot of money by doing so. As part of this

transformation I also learned how digital distribution software is built, maintained and works—in great detail. I receive experience from different areas including digital processes including building systems and hardware integration. The main purpose of each of these changes was always higher efficiency.

8. While working for ARE Bolagen in 1994 as CEO I was responsible for Out-Of-Home advertising all over Scandinavia. We sold over 50,000 Out-Of-Home advertising units including posters, billboards, transit (including the Stockholm Subway) and national bus advertising. I was responsible for over 1,500 employees, many of them working with production materials by physically pasting advertising paper copy on billboards. Once again, it became clear to me, through my experience, that the traditional Out-Of-Home industry most evolve. The demands from advertisers were clear; they wanted more flexibility and speed and they wanted the possibility of changing the message and not having the same advertisement during the whole period. I understood that huge advantages could be realized if new alternatives were implemented. In addition, the limitation of the advertisement inventory was also clear to me, I realized that it was a huge problem that inventory could only be sold one time per period. The most attractive billboards were always sold out and there were no mechanisms to increase the revenue from these other than to raise the price.

9. I founded DHJ Media in 1996, the first Digital Out-Of-Home company in the world. When the company was founded I used my experience, knowledge, and the information that I had learned from prior employment positions to conceive of, and patent, the system and method entitled “Digital Information System.” With my media

background and experience from the advertising industry we built the first Digital Out-Of-Home system, which included on-line order functionality, efficient network solution through the internet, or any other network, the ability to drive a high quality player in order to obtain a high quality picture, the ability to handle curved walls (as we did in the London Underground) and it provided for the dynamic update of content. At the time, it was a truly innovative combination of displays, distributed and networked computer equipment to manage the displays, and software to operate the system.

10. In addition to the system, I also defined the way to sell the new media. I did so by educating the market with respect to the advantages of and how to use the new media that we had implemented. This was facilitated because one of our first implementations of the new system and media was in the London Underground—a very public display for our company. The London Underground became the single largest digitally integrated advertising network that used our Out-Of-Home system in the world. We also installed and operated similar systems in Arlanda Airport (Stockholm), London City Airport (London) and the Arlanda Express High Speed Rail Station (Stockholm). Our company, DHJ Media, also introduced the cinema industry to the new media through the use of our systems. We were appointed by the largest cinema company to develop systems for cinema advertisements.

11. DHJ Media transformed Digital Out-Of-Home advertising. It did so by simultaneously addressing and solving four key problems, the inefficient distribution of advertising copy, the long lead times that were required to implement Out-Of-Home advertising, the inflexibility of a printed medium and the limited inventory. The system

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