

# Other World Computing

Bio for Larry O'Connor

December 2005

**Larry O'Connor**, 31, is the founder, president and chief executive officer of Illinois-based **Other World Computing (OWC)**. The company is a leading provider of quality computer upgrade products and services for Macintosh users around the world.

Under O'Connor's direct leadership, *OWC* has demonstrated dynamic growth in each of its 17 years of incorporation. The company surpassed annual sales revenue of \$35 million in 2005 and is forecasted for accelerated growth in 2006 with the introduction of industry revolutionizing products including completely updated versions of the *On-The-Go* and **NewerTech miniStack™** hard drives.

The newly engineered **Mercury™ On-The-Go** pro series FireWire 800/400+USB2 provides an unprecedented 120 GB of increased on the go storage power for Mac and PC users in a stylish encasement small enough to fit in a shirt pocket.

The **NewerTech miniStack™** solves the storage limitations of the increasingly popular Mac mini while maintaining the compact size and increasing the number of ports.

Fittingly compared to Apple's Steve Jobs and Microsoft's Bill Gates for achieving entrepreneurial success in the computer field at an early age, O'Connor founded *Other World Computing* at the age of 14 and achieved his first million in sales by the age of 20. Products debuted under O'Connor's direction have won pinnacle award recognition from the international press including *Macworld*, *MacAddict*, *iPod Observer*, *MacUser*, *Creative Mac News* and *Layers*.

Companies under the *OWC* business umbrella include **www.macsales.com** - recognized as one of the most popular Macintosh products e-commerce sites on the Web, leading hardware developer **NewerTech**, Internet service provider (ISP) **OWC.net**, Macintosh-specific ISP **FasterMac.net**, comparative pricing portal **Price.com**, and high quality seafood distribution network **SeafoodByNet.com**.

Since its inception, *OWC* and its subsidiaries have added thousands of consumer electronics and computer hardware products to its inventory.

*OWC's* proprietary line of Macintosh upgrade products includes the brand names **OWC Mercury** and **OWC Neptune**. *OWC Mercury* and *OWC Neptune* product lines are recognized leaders in accelerators, FireWire storage solutions and external enclosure kits for FireWire components, as well as related hardware products.

**NewerTech** and *OWC* introduced the **NuPower** line of high-capacity batteries for Apple products in 2003 including the highest capacity batteries available for PowerBook G3 and G4 Models. A line of batteries for first-, second-, third- and fourth-generation iPods soon followed. As of 2005, *OWC* is selling NuPower batteries for all current models of Apple laptops and both standard and mini size music, video, and photo iPods.



**Other World Computing - Serving the Mac universe since 1988**

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