

Samuel Lubuw Falanruw, 30

President &
Chief Executive Officer,
Digital Mediums LLC



"I was in sports and that taught me what it means to be competitive. Plus, throughout high school I was living with my uncle and he had a business and taught me a lot about discipline."



Samuel Lubuw Falanruw, a native of Yap, came to Hawaii for his college degree and stayed on for a career in visual communication.

Falanruw, 30, founded his own Web and in-

teractive services company, Digital Mediums, in 2000. Today, the company has 11 employees and 200 clients and generated \$1 million in revenue in 2004. Digital Mediums' rapid rate of growth garnered it the recognition of the second-fastest-growing business in PBN's Fastest 50 list in 2004.

Falanruw also has a spinoff, HiRez Network, which makes ticketing software for the tourism industry and garnered \$1.6 million in revenue in 2004.

Falanruw didn't use a computer until he came to Hawaii. Growing up he was trained to climb coconut trees and continue the tradition of subsistence living but his college education in Hawaii changed all that.

"It is amazing to me, when I hear him speak of his humble beginnings from Palau, how he has managed to establish a software company that uses world-class technology," said Leona Nakaahiki, vice president of Hawaii sales for Pleasant Holidays.

Digital Mediums has worked with the tourism industry to create HiRez Network, an online portal for 100 local activity and entertainment vendors. His work on this and other projects led to his being named the Small Business Administration's Hawaii Young Entrepreneur of the Year in 2003.

"Lubuw has a sense of focus and determination rarely seen in someone so young," said Ron Williams, president and CEO of Atlantis Adventures LLC.

Williams adds that as a client he was impressed that Falanruw worked on his account for months in addition to the expertise provided by Digital Mediums' team of employees.

Despite the demands of business, Falanruw hasn't forgotten his roots. Recently, he was part of the 2005 U.S. Department of Interior Trade Mission to Guam, Palau and the Northern Mariana Islands to promote business ties. Falanruw was one of four Hawaii businesspeople selected to go on the mission.



Lubuw Falanruw
CEO, President

Digital Mediums is proud of its CEO, Lubuw Falanruw, for being selected as one of Hawaii's Forty Under 40.

First he was SBA's Young Entrepreneur of the Year in 2003, and now Lubuw is one of Hawaii's Forty Under 40 for 2005, what's next? Congratulations Lubuw! Keep up the good work!"



30 Digital Mediums LLC - Honolulu

■ Type of business: Software development, technological innovations

■ Percent revenue growth 2002-2004:
44.89%



■ Biggest issue affecting business: "Fulfilling BOTH client and employee needs, as it covers everything from start to finish in the way our business flows."

- Lubuw Falanruw,
president and CEO

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HAWAII'S
FASTEST 50