

SORELL INC.

Business Address

BUK-RI 35, NAMA-MYUN
YONGIN CITY
GYEONGGI-DO M5 NA
82-31-329-8700

Mailing Address

BUK-RI 35, NAMA-MYUN
YONGIN CITY
GYEONGGI-DO M5 NA



FORM PRE 14C

Other preliminary information statements
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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 14C INFORMATION

Information Statement Pursuant to Section 14(c) of
the Securities Exchange Act of 1934 (Amendment No.)

Check the appropriate box:

Preliminary Information Statement

Confidential, for Use of the Commission Only (as permitted by Rule
14c-5(d)(2))

Definitive Information Statement

NETMEASURE TECHNOLOGY, INC.
(Name of Registrant as Specified In Its Charter)

Payment of Filing Fee (Check the appropriate box):

No fee required

Fee computed on table below per Exchange Act Rules 14c-5(g) and 0-11.

(1) Title of each class of securities to which transaction applies:
=====

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant
to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is
calculated and state how it was determined)

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

=====

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

NETMEASURE TECHNOLOGY, INC.

INFORMATION STATEMENT

The date of this Information Statement is October 27, 2005

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NETMEASURE TECHNOLOGY, INC.
BUK-RI 35, NAMA-MYUN, YONGIN CITY, SOUTH KOREA

INTRODUCTION

This information statement is being mailed or otherwise furnished to stockholders of Netmeasure Technology, Inc., a Nevada corporation (the "Company"), in connection with the prior receipt by the Board of Directors of approval by written consent of the holders of a majority of the Company's Common Stock (the "Voting Capital Stock") of proposals (the "Proposals") (i) to approve an amendment to the Certificate of Incorporation of the Company to change the name of the Company to Sorell Inc. ("Proposal 1"); and (ii) to confirm the election of seven persons to the Company's board of directors ("Proposal 2").

The Board desires to change the Company's name to more accurately reflect the Company's new business. The Board also recommends approval of the persons nominated for election as directors of the Company.

This information statement is being first sent to stockholders on or about October 27, 2005. The Company anticipates that the Amendment to its Certificate of Incorporation will become effective on or about November 17, 2005.

WE ARE NOT ASKING YOU FOR A PROXY
AND YOU ARE REQUESTED NOT TO SEND US A PROXY

VOTE REQUIRED

The vote which was required to approve Proposal 1 was the affirmative vote of the holders of a majority of the Company's Voting Capital Stock. Each holder of Common Stock is entitled to one (1) vote for each share held. The vote which was required to approve Proposal 2 for election of directors was those three directors receiving the greatest number of affirmative votes.

The record date for purposes of determining the number of outstanding shares of Common Stock of the Company, and for determining stockholders entitled to vote, was the close of business on October 4, 2005 (the "Record Date"), the day on which the Board of Directors of the Company adopted the resolution setting forth and recommending the Proposals. As of the Record Date, the Company had outstanding approximately 29,500,000 shares of Common Stock. Holders of the shares have no preemptive rights. All outstanding shares are fully paid and nonassessable. The transfer agent for the Common Stock is Continental Stock Transfer and Trust Co., New York, New York.

VOTE OBTAINED - SECTION 78.315 OF THE NEVADA GENERAL CORPORATION LAW

A Consent in Lieu of a Meeting of Shareholders of the Corporation (the "Consent to Action") adopting and approving the Amendment has been executed by the holders of a majority of the outstanding shares of Common Stock of the Company. The Consent to Action was taken pursuant to Section 78,315 of the Nevada General Corporation Law, which permits any action that may be taken at a meeting of the shareholders to be taken by the written consent to the action by the holders of the number of shares of voting stock required to approve the action at a meeting.

All necessary corporate approvals in connection with the matters referred to herein have been obtained. This Information Statement is being furnished to all shareholders of the Company pursuant to Section 14(c) of the Securities and Exchange Act of 1934 ("Exchange Act") and the rules thereunder solely for the purpose of informing shareholders of these corporate actions before they take effect. In accordance with Rule 14c-2 under the Exchange Act, the Consent to Action and the approval of the matters thereunder will be effective 20 calendar days following the mailing of this Information Statement. This Information Statement is intended to provide such notice. No dissenters' or appraisal rights under the Nevada General Corporation Law are afforded to the Company's stockholders as a result of the approval of the Proposals.

PROPOSAL 1
CHANGE THE NAME OF THE COMPANY TO
SORELL INC.

GENERAL

On October 4, 2005 the Board of Directors approved, subject to stockholder approval, an Amendment to the Company's Certificate of Incorporation to change the name of the Company to Sorell Inc. On October 4, 2005, the Proposal was approved by written consent of holders of a majority of the Company's Common Stock.

CHANGE IN CORPORATE NAME

The Board of Directors of the Company approved, declared it advisable and in the Company's best interests and directed that there be submitted to the holders of a majority of the Company's Common Stock for action by written consent the proposed amendment to Article 1 of the Company's Certificate of Incorporation to change the name of the corporation to Sorell Inc. The Board of Directors has fixed the close of business on October 4, 2005 as the record date for the determination of shareholders who are entitled to give consent and receive this information statement. As of the Record Date, the Company had outstanding approximately 29,500,000 shares of Common Stock. A copy of the Company's proposed Articles of Amendment effectuating the name change is attached hereto as Appendix A.

The Board of Directors believes that it is advisable and in the Company's best interests to change the name of the corporation to better reflect the ongoing business of the Company which will be predominantly the prior business of S-Cam Co., Ltd. (which has undertaken its electronics business under the trade name "Sorell"), which was acquired by the Company. The Board believes this will assist in avoiding confusion among shareholders and will assist the Company in obtaining financing.

The Company will seek to have its symbol changed on the Nasdaq over-the-counter market to an appropriate symbol reflecting the new corporate name immediately after approval and filing of the name change.

CERTAIN MATTERS RELATED TO THE PROPOSAL

The Amendment will become effective upon filing the Amendment to the Company's Certificate of Incorporation, anticipated to be approximately 20 days after this Information Statement has been distributed to the Company's stockholders.

PROPOSAL 2
ELECTION OF DIRECTORS

Currently, the Board of Directors of the Company consists of three persons, each having a term of office of one year. At each annual meeting of shareholders, directors will be elected for a full term of one year.

The Board has nominated Bon Kwan Ku, Seung Nam Yang and Ho Yu as directors, each to serve a one year term until the 2006 annual meeting of shareholders or until the director's earlier resignation or removal. Each of the nominees has consented, if elected as a director of the Company, to serve until his term expires. The Board of Directors has no reason to believe that any of the nominees will not serve.

The three nominees received a plurality of the votes cast in connection with the written consent of holders of a majority of the Company's Common Stock dated October 4, 2005.

Certain information about the director nominees, is furnished below.

BON KWAN KU is Chief Executive Officer and President of the Company. Mr. Ku has been Chief Executive Officer of S-Cam Co., Ltd., the new business acquired by the Company, since 1998. Mr. Ku was a Chief Officer in the Multi-Media department with Samsung Electronics from 1976 until 1998, when Samsung divested its camcorder division and S-Cam Co., Ltd. was formed. Mr. Ku has a BS in Precision Mechanics from Hanyang University and has completed the Top Executive Program in the business school at Sokang University.

SEUNG NAM YANG is the Company's Chief Financial Officer and Secretary. Mr. Yang has been Chief Financial Officer of S-Cam Co., Ltd., the new business acquired by the Company, since 1998. Mr. Yang was a Manager in the Administrative department with Samsung Electronics from 1978 until 1998, when Samsung divested its camcorder division and S-Cam Co., Ltd. was formed. Mr. Yang has a degree in Chemical Engineering from Samil College.

HO YU is the Chief Technical Officer for the Company. Mr. Yu has been Chief Technical Officer of S-Cam Co., Ltd., the new business acquired by the Company, since 1998. Mr. Yu was a Manager in the research and development and quality control department of Samsung Electronics from 1984 until 1998. Mr. Yu has a BS in Electronics from Incheon University.

DIRECTORS AND EXECUTIVE OFFICERS

The Officers of the Company are as follows:

Name ----	Age ---	Positions and Offices Held -----
Bon Kwan Ku	53	President, Chief Executive Officer And Director
Seung Nam Yang	43	Chief Financial Officer, Secretary And Director
Ho Yu	45	Chief Technical Officer and Director

There is no family relationship between any Director or Executive Officer of Netmeasure Technology, Inc.. Disclosure with respect to the backgrounds of each of the officers is set forth under Proposal 3, above.

SECTION 16(A) BENEFICIAL REPORTING COMPLIANCE

Based solely on a review of Forms 3 and 4 and amendments thereto furnished to the Company during its most recent fiscal year, and Form 5 and amendments thereto furnished to the Company with respect to its most recent fiscal year and certain written representations, no persons who were either a Director, Officer or beneficial owner of more than 10% of the Company's Common Stock, failed to file on a timely basis reports required by Section 16(a) of the Exchange Act during the most recent fiscal year.

SECURITY OWNERSHIP OF
CERTAIN BENEFICIAL OWNERS AND MANAGEMENT

The following table sets forth certain information known to the Company regarding the beneficial ownership of each class of the Company's voting securities as of October 4, 2005, by (a) each beneficial owner of more than 5% of the Company's Common Stock, (b) the executive officers of the Company; (c) each director of the Company and (d) all directors and executive officers of the Company as a group. Except as otherwise indicated, each person has sole voting and investment power with respect to all shares shown as beneficially owned, subject to community property laws where applicable.

Title of Percent of Class Class2	Name and Address of Beneficial Owner	Amount and Nature of Beneficial Ownership
Common Stock 22.0%	Bon Kwan Ku Buk-ri 35, Nama-Myun Yongin City, South Korea	6,491,060
Common Stock 3.5%	Seung Nam Yang Buk-ri 35, Nama-Myun Yongin City, South Korea	1,046,945
Common Stock 2.3%	Ho Yu Buk-ri 35, Nama-Myun Yongin City, South Korea	676,327
Common Stock 6.8%	Peter Laipnieks 118 Howe St. Victoria, BC V8V 4K4 Canada	1,995,355
Common Stock 27.8%	All Directors and Officers as a group (three persons)	8,214,332

BY ORDER OF THE BOARD OF DIRECTORS

/s/ Bon Kwan Ku
Bon Kwan Ku

Executive Director
October 27, 2005
Seoul, Korea

APPENDIX - A

ARTICLES OF AMENDMENT OF CERTIFICATE OF INCORPORATION
OF
NETMEASURE TECHNOLOGY, INC.