



Platform Benefits

- > Grow mobile channel revenue by attracting and retaining consumers with rich, interactive, Mobile 2.0 services
- > Create differentiated services that reflect your unique brand
- > Unleash creativity and innovation with mobile widgets
- > Deliver your rich mobile services to the broadest audience
- > Extend your brand across multiple platforms
- > Monetize media assets through subscriptions, transactions and advertising
- > Focus on your business, let Nellymoser deal with the complexity of mobile channel formats, networks, and devices
- > More easily integrate your services with the existing infrastructure of media companies, network operators, and other mobile industry providers
- > Invest in an extensible, scalable platform that can support your mobile services as they evolve to meet ever changing consumer demands

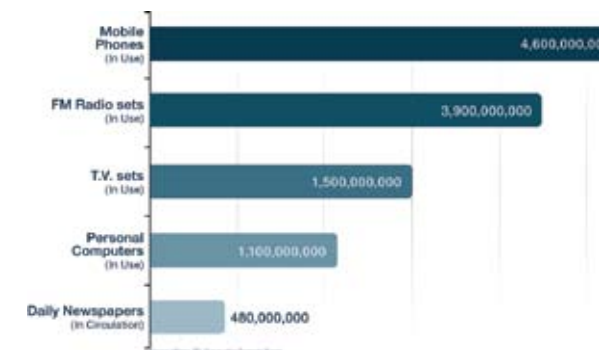


Platform Features

- > End-to-end platform – From content ingestion, transcoding, and adaptation to user and mobile services management the Nellymoser platform handles it all
- > Manages mobile channel complexities – One-time integration with content management system(s) enables delivery of rich mobile services across widest array of formats, networks and devices
- > Connectivity and cross-platform integration – Easily integrate with network operator infrastructure, billing systems and advertising platforms, including support for multiple revenue generation models
- > High-quality delivery of extensible Mobile 2.0 services to the broadest audience – Deliver the highest quality, rich mobile experience possible for each handset
- > Extensible Service Framework - Allows content and functionality, using widgets and microsites, to be added to one or more services
- > Subscriber and Content Access API - Supports creation and delivery of cross platform services, widgets, and mashups
- > Small, optimized client engine – As required, a small, optimized client engine enables rich mobile media services on lower-end handsets
- > Robust and flexible media adaptation and optimization – Mobile-specific transcoding integrated with an extensive database of handset capabilities ensures the highest quality experience is delivered to each device
- > Multiple client platforms supported in the same service - Support for platforms such as Java, BREW, WAP, and Flash Lite matches the unique requirements of each audience and service, and extends the reach to lower-end handsets
- > Interactive features – Engage consumers with interactive and community features such as user-generated content, voting, rating, polling, trivia, quizzes, blogs, message boards, and send-to-friend
- > Two-way platform – Single platform manages and publishes content enabling dynamic incorporation of user feedback and user generated content
- > Integrated content and services – Enable consumers to quickly and easily access, share and interact with relevant content from multiple sources
- > Branded, personalized user experiences – Create personalized consumer experiences with differentiated branding, enabling consumers to find, try, buy, share, create and enjoy rich media and content

Driven by a society that wants untethered, immediate access to information, communication and entertainment, networked consumers have forever changed the mobile landscape. As the term mass media threatens to become obsolete, the time has come to engage in a one-on-one dialogue through the only medium that is always on, and never leaves consumers' side – the mobile phone.

The audience for mobile exceeds televisions, personal computers, and FM radio sets in sheer numbers and functionality. There are 4.6 billion mobile phone users. On top of that, smartphones with fast data connections offer the most personalized user experience yet, with rich media, personalization and interactive capabilities available anytime, anywhere.



But it's complicated - dozens of mobile operators and network configurations; hundreds of devices with a variety of media formats; and numerous channels of distribution with different business models.

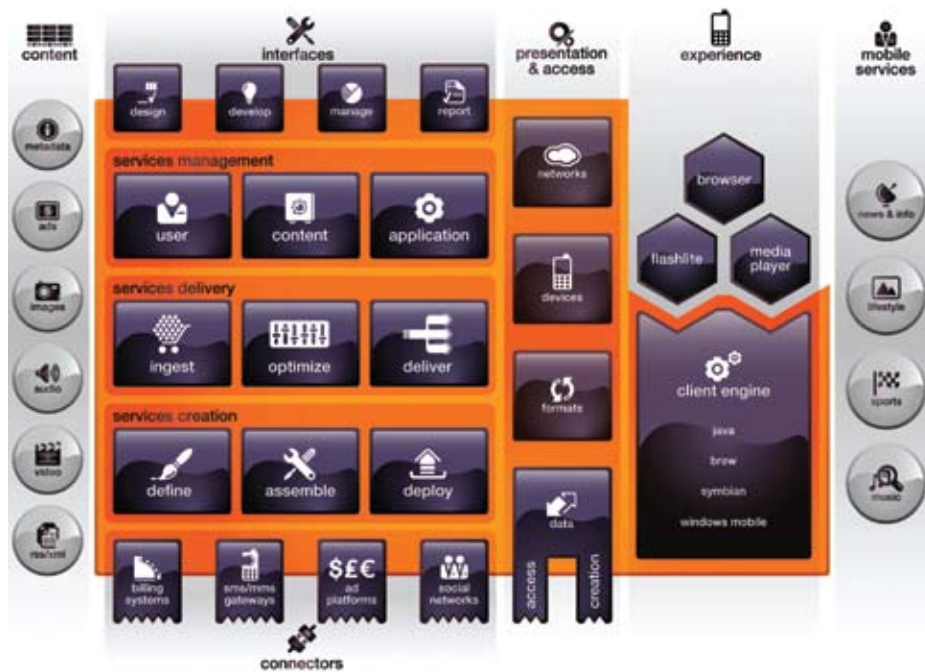
Media companies and network operators recognize the immense value and advantages of a solution that enables cutting-edge, rich, interactive, extensible mobile applications and services that provide on-demand video & music, games, communities, and user generated content across the largest number of mobile devices, networks, and media formats.

Nellymoser's service delivery platform for mobile rich Internet applications makes it easy and intuitive for consumers to discover, preview, purchase, create, share and enjoy rich content directly from their mobile phones.

Our innovative, award-winning platform also provides a rapid, efficient path to mobile revenues while setting new standards for user experience, interactivity, scalability, and operational efficiencies.

From streaming video & audio, user generated content and communities, to integrated billing, content adaptation and mobile advertising, the Nellymoser Platform has everything required - now and in the future – for successful mobile services.





Nellymoser's service delivery platform for mobile rich Internet applications includes everything marketers and content owners need to deliver dynamic and extensible mobile applications that engage broad audiences with rich, interactive experiences.

Mobile services created and deployed using the Nellymoser Platform enable consumers to quickly access, share and interact with relevant content in a branded, personalized user experience.

Easily integrated into existing content management systems, network operator infrastructure, billing systems and advertising networks, the Nellymoser Platform provides a scalable, end-to-end solution for delivering engaging mobile experiences.

Content

The platform ingests a comprehensive range of content types in a variety of formats via different protocols.

Metadata can be used as a vehicle to correlate and drive discovery and context for other media.

The range of media types that can be used as advertising or promotional content includes interstitials, banners, full WAP/xHTML pages, tickers, videos/pre-rolls, widgets and microsities.

The Nellymoser Platform supports image formats from JPEG to PNG to WBMP.

Audio formats supported by the platform range from WMA to MP3 to AAC.

Video formats supported by the platform range from AVI to MP4 to WMV.

RSS / XML is used to deliver a variety of information and data.

Services Management

Services management includes the authentication and access control for handling users, content and applications. This aspect of the platform controls workflow, application logic, access control, user provisioning, authentication, business logic, Digital Rights Management (DRM) and client upgrades.

User profile management, authentication and access control

Content management, programming and rights management

Application management, OTA upgrades and business logic

Services Delivery

Services Delivery includes capturing and ingesting content, classifying and correlating it with metadata, followed by encoding, adopting, optimizing and transcoding the content and delivering or streaming it as required by a given service.

Ingests and correlates content external to the platform

Transcodes, adapts and optimizes the ingested content

Presents and renders optimized content

Services Creation Engine

Services Creation includes the service definition, assembly and deployment of the mobile service.

Service depiction, representation & layout

Service construction & configuration

Service runtime & product environment

Connectors

APIs or other documented interfaces that connect into leading 3rd party systems, databases and subsystems including billing systems, SMS and MMS gateways, advertising platforms and social networks.

The Nellymoser Platform supports both prepaid and postpaid billing capabilities with rapid integration to 3rd party billing providers or network operators.

The gateway connectors provide full integration into third-party messaging solutions.

The Ad Platform connectors enable quick, reliable and easy plug-in access to major third party advertising servers and networks.

The Social Network connectors provide a range of integration capabilities for both online and mobile-specific social networks.

Interfaces

The Nellymoser Platform also includes a full set of interfaces for the design, development, management and monitoring of mobile services.

Enables designers to specify the user interface "look and feel" for a given mobile service.

Enables developers to specify the functionality for a given mobile service.

Provides access to service management capabilities including the modification and updates of user profile information and content.

The platform supports web-based access for scheduling and viewing reports. Custom reports and integration with in-house reporting tools are also available.

Presentation & Access

A combination of software and databases

enables the platform to transform and optimize both media and services based on the ever changing, dynamic conditions of the mobile environment. This section of the platform also includes data access and creation.

The mobile phone is only as powerful as the network to which it connects. This is especially obvious when delivering network intensive services such as mobile video and music. The platform adapts content to ensure optimal delivery across networks.

Most phone models feature different screen sizes, computing power, features and capabilities. To offer an engaging, intuitive user experience the Nellymoser Platform detects the handset make and model, and adapts the mobile service accordingly.

There are a myriad of image, audio, video and data formats supported by the Nellymoser Platform.

The Access and Creation APIs provide third-party access to data resulting from users' profiles and service utilization as well as data resulting from combinations of content and service logic in real-time for any given Nellymoser mobile service.

Experience

Success in mobile is delivering an exciting, rich mobile experience that keeps users engaged and provides them with easy access to relevant, fresh content. If users feel good during an experience they are more likely to remain in that service. Providing the best user experience necessitates Nellymoser's mobile services platform as it supports & adapts to multiple mobile application environments such as Java, BREW, Windows Mobile and Symbian as well as flashlite, on-device media players and browser based services.

Most WAP browsers provide the basic capabilities of web browsers but are limited in order to perform adequately in the constrained mobile environment - particularly on older devices. They struggle to seamlessly display content from disparate sources, offering wide reach but mediocre user experiences. Nellymoser's WAP-based services leverage flexible and unique user interface designs along with a quick to market solution.

Although the number of operators and mobile devices that support Flashlite are limited, the Nellymoser Platform supports the presentation of mobile services via Flashlite-based applications to provide a limited, promotional version of any given service and drive service discovery on operators that provide Flashlite-based home screen replacements.

On-device media players offer resident audio and video playback in a non branded environment. However not all media players are created equal. The Nellymoser Platform ensures optimal, high quality audio and video delivery to all supported media players.

Nellymoser's client engine is known for its rich, engaging user interfaces. Services based on Nellymoser's client engine run in environments such as Java and BREW, enabling intuitive and responsive navigation while listening to music, watching videos, voting, sending comments to friends, uploading & downloading a piece of content, or completing a purchase from a storefront. Services that employ the client engine also offer increased responsiveness due to smart caching strategies, client-server communication optimization, and an ability to synchronize content from disparate sources that significantly improves the user experience - which in turn drives customer acquisition, loyalty and retention.

Mobile Services

Across numerous service categories, ranging from news to sports to music, common attributes of successful mobile services - services that have been able to attract and retain consumers over time - have emerged:

Successful mobile services include:

- > An intuitive user experience with continually refreshed content
- > Fast access to content through cross correlation and personalization
- > Interactivity & community, enabling user participation and sharing
- > Unique branding
- > High quality delivery

Focus On Extensible Services

Using Nellymoser's Mobile Works, consumers & web developers can build rich, interactive widgets & microsities that incorporate video, audio and a predefined set of interactive features.

Widgets and microsities can extend the functionality of mobile services built on the Nellymoser Platform or run in stand alone mobile application or WAP environments.

Mobile Works will include an intuitive, template-based web interface, development tools, and sample widgets including streaming audio and video from popular RSS feeds and access to consumer generated slide shows, news feeds, and sports scores will be available on the Nellymoser Mobile Works Network.

Using Nellymoser's Mobile Works,

advertisers and their agencies can easily build rich, interactive mobile advertisements that improve brand recall, recognition, and response rates. New 'click to in-app destination' keeps consumers in the mobile service while they interact with advertisements eliminating any disruption in their entertainment experience.

Extensible services are not only defined by widgets and microsities. The powerful Subscriber and Content Access API allows mobile service owners and trusted third-party developers to create new or companion services that run across multiple platforms - online, mobile, and set top boxes.

The API supports creation of widgets, microsities, new services and mashups that access mobile content streams and take advantage of consumers' stated preferences for personalization and content filtering.

Using this API, service owners can extend their brand presence with web-based versions of their mobile service, allow consumers to manage preferences online, filter external news or content feeds based on consumers' preferences, or create mobile or online mashups to deliver new services.

