

“Quick Start” Mobile TV/Video Solution

A Complete and Fast-to-Market Solution

As a proven leader in the mobile video industry, QuickPlay provides the fastest and most flexible way for mobile service providers to deliver high quality mobile entertainment experiences.

Our innovative solutions have been recognized around the globe with a number of prestigious awards including the 2008 Red Herring North America 100 (which recognizes the 100 “most promising” companies driving the future of technology) and two awards for excellence in providing mobile TV/video services from Mobile Entertainment Magazine and Mobile Monday Global.

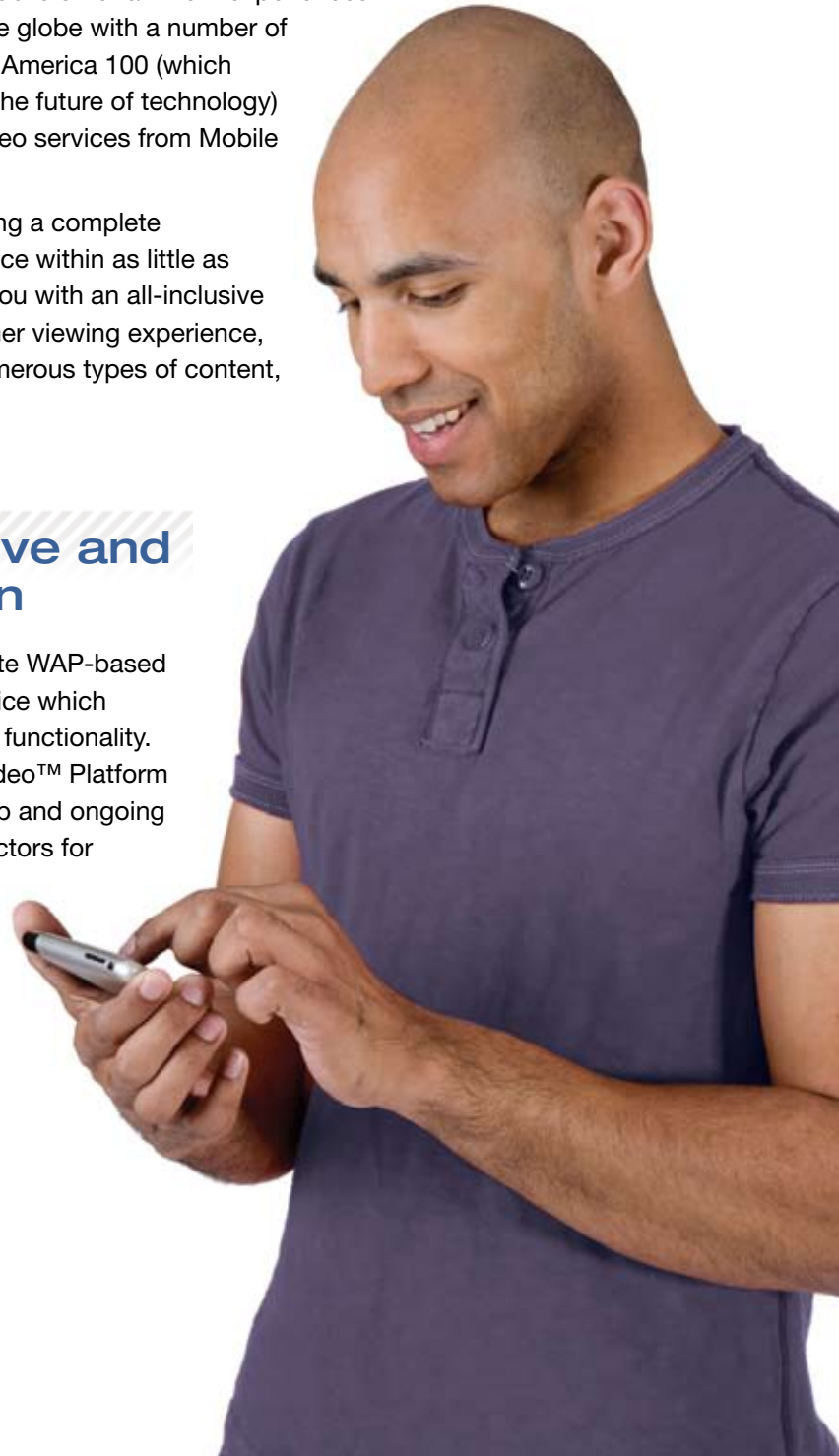
We put our extensive experience to work for you, delivering a complete Video/Audio on Demand solution that launches your service within as little as 60 days. QuickPlay takes care of everything – providing you with an all-inclusive mobile TV/video solution that offers a high quality customer viewing experience, while addressing all of the complexities of supporting numerous types of content, formats, devices and business models.

Benefit from a Cost-Effective and Easy-to-Implement Solution

The fully hosted and managed solution delivers a complete WAP-based Video on Demand (VOD) or Audio on Demand (AOD) service which includes streaming, download and progressive download functionality. It provides all of the capabilities of the QuickPlay OpenVideo™ Platform including content ingestion, transformation, catalog set up and ongoing merchandising, plus billing system integration and connectors for complementary functionality such as search engine and advertising server integration. In addition, we provide counsel on marketing best practices to drive adoption and usage.

The “Quick Start” Solution provides full operational support including:

- ▶ complete service testing
- ▶ monthly operational and availability monitoring (24/7/365)
- ▶ content programming and distribution
- ▶ device support
- ▶ reporting on all key performance metrics



“Quick Start” Key Solution Components

Transformation: Deliver a high-quality viewing experience.

- ▶ Guaranteed high quality end customer viewing experience with transcoding of content based on device and network specific profiles. Support includes all network types and all devices with standard WAP and RTSP streaming capabilities.
- ▶ Flexible options for pre-encoding of popular content, or encoding on demand.
- ▶ Capability to quickly and easily onboard large volumes and types of content and add contextual meta tags to that content. Also includes the added flexibility to extend content onboarding capabilities to content providers.

Management: Easily and efficiently maintain fresh and relevant content.

- ▶ Complete management of all critical components of content merchandising and retailing including management of programming services such as deck placement, pricing management, automatic enforcement of publication rules and content policies.
- ▶ Extensive content lifecycle management functionality from content ingestion through to archival, providing you with visibility to your content and enabling you to make catalog modifications based on distribution outlets or content performance.
- ▶ Flexibility to utilize QuickPlay’s secure web-based administration portal to refine catalog programming based on performance results or QuickPlay will manage content programming for you.

Distribution: Extend your service to the largest possible audience.

- ▶ Robust device registry is frequently updated with the newest and most popular devices to ensure audience reach.
- ▶ Ability to automatically authenticate customers and then distribute content in any format via streaming or download protocols. Provides the ability to preserve content copyright rules with the latest DRM standards.
- ▶ Multiple options for customization and branding of key interfaces and category names.
- ▶ Fast and easy consumer access to mobile content via a WAP-based interface.

Monetization & Measurement: Maximize revenue and adoption and minimize internal resource requirements.

- ▶ Multiple billing options including pay-per-use, prepaid, and subscription-based.
- ▶ Extensive channel selection includes over 200 channels of content from QuickPlay’s diverse catalog of content providers that you can use to create the base of your content line up or to supplement your direct relationships.
- ▶ Comprehensive reporting and analytics provide detailed performance and consumption information to support intelligent decision making regarding content selection, and marketing program effectiveness and to support billing reconciliation.
- ▶ Expert advice from a QuickPlay team experienced in best practices for catalog management, marketing and technical enhancements to help you to prioritize your resources and maximize return on investment.

Expansion: Build customer adoption and usage.

- ▶ Customer friendly features for personalization and discovery including the ability for customers to rate clips and bookmark their favorite content, search and advanced recommendation capabilities.
- ▶ A future proof solution with a platform that easily scales to meet increased usage and next generation broadband networks.

Scale: Meet ongoing market demands with add-on extensions.

- ▶ Availability of popular add-on extensions to meet high demand end consumer services such as:
 - *Linear TV*
 - *Satellite Radio*
- ▶ Complete ad server integration for contextual and location specific ad placement.
- ▶ Enhanced personalization and discovery features including complete search engine integration.
- ▶ Addition of DVR/PVR features
- ▶ Capability to extend your service with an interactive mobile client application. Available device platforms include Java™, Brew®, Symbian and smartphones such as iPhone and BlackBerry®.
- ▶ Ability to expand your entertainment offering to multiple distribution outlets, such as PCs.

For more information about QuickPlay’s solutions for your business visit www.quickplay.com or email salesinquiries@quickplay.com