



## Overview

Movidity is bringing the future of multimedia to the mobile world, today.

The dawn of multimedia mobility presents opportunities to a range of participants including broadcasters, carriers, mobile-device manufacturers, MVNO's, content creators / aggregators and individual consumers.

With 2006 global sales of cellular phones forecasted at over 800 million, the prospects are evident. Participants who offer unique value propositions by leveraging dynamic technology in the emerging market for multimedia mobility will benefit from both revenue / margin gains and subscriber penetration over their competitors.

As an example, Movidity offers the ability for content developers to build extensions to existing distribution models, in addition to those players (both new and incumbent) of all sectors in the content and wireless marketplaces to extend stand-alone or bundled service offerings.

In this paper we present a few of the opportunities to apply Movidity's products to achieve dynamic, feature rich mobile multimedia services.

### WHO CAN USE MOVIDITY?

Anyone wishing to extend multimedia content to a mobile platform can employ Movidity. With its unique, performance enhancing transmission model to the powerful interactive media control capabilities, Movidity allows both organizations and individuals to distribute live and on-demand content to a wide range of mobile devices on

wireless networks of varying capability.

#### Providers

- Content creators
- Content aggregators / brokers
- Broadcasters
- Carriers (with or without media holdings)
- MVNO's
- Private / Public Corporations & Organizations

#### Content (Live, On-Demand and Interactive)

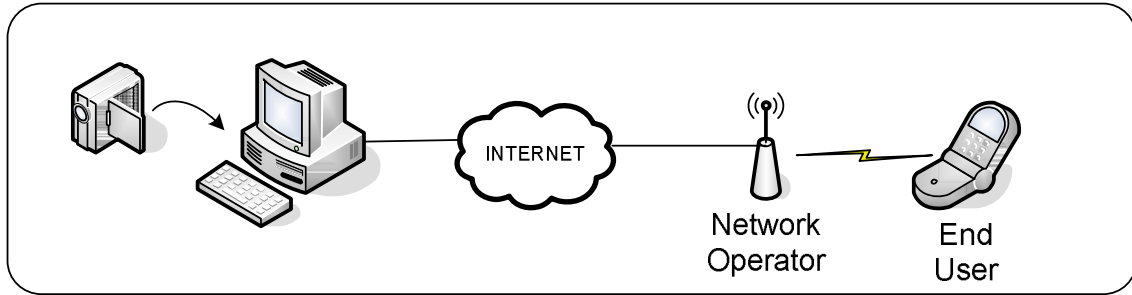
- Terrestrial / Satellite / Internet Television
- Terrestrial / Satellite / Internet Radio
- Advertising / Promotional
- Training
- Corporate distribution
- Interactive guides
- Security / Safety (surveillance, notifications)
- Two-way control (automation, inspection)
- Personal home media (music, video)

As one can see, a range of players from content creators to carriers can enable their environments with Movidity to develop new distribution models or to extend existing services thereby enhancing ARPU / AMPU.

In the case of an individual, one can relay personal media to their mobile device by either posting it on their own Movidity enabled web server, or to a service provider acting as a content aggregator (ISP, carrier, 3<sup>rd</sup> party, etc.).

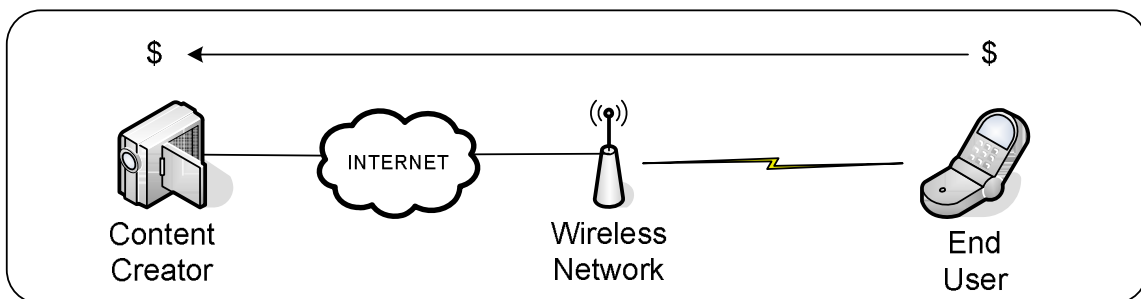
The following diagrams provide an overview of potential application models for Movidity.

**Personal Empowerment**



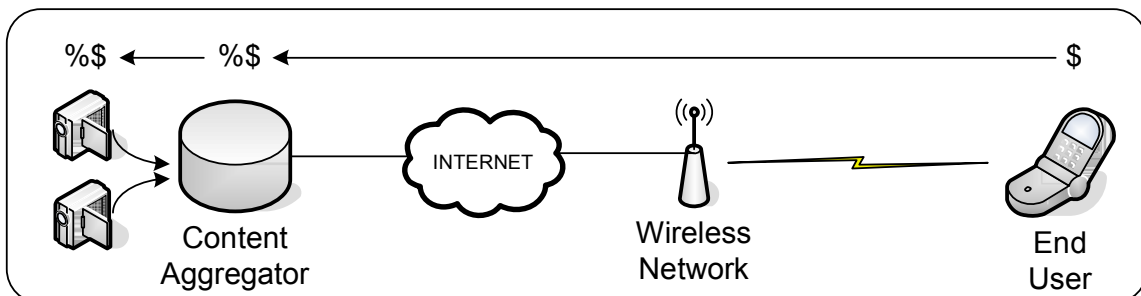
Home installation of Movidity, personal content accessed via internet through wireless network

**Content Creator / Owner**



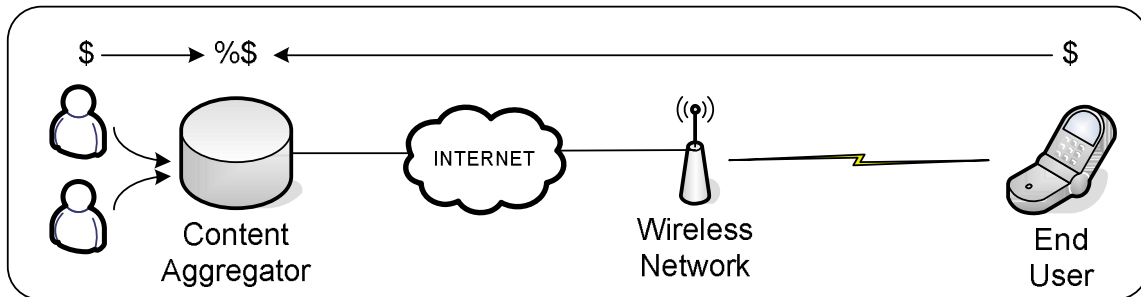
Media offered directly from content creator / owner to end-user via internet through wireless network

**Content Aggregator (mainline media)**



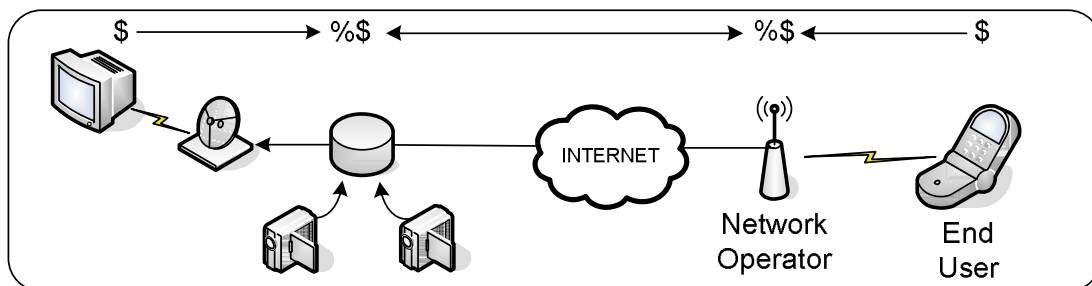
Media from content creators / owners, brokered by a content aggregator, offered to end user via internet through wireless network

**Independent Content Aggregator / MVNO (personal media)**



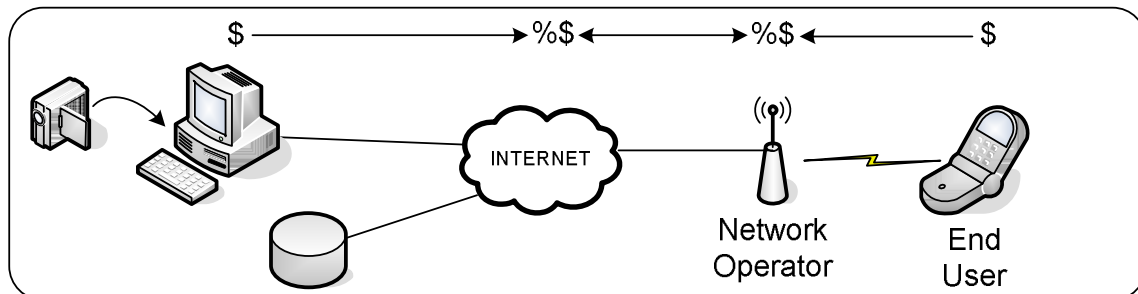
Media from personal contributors (accounts) brokered by a 3<sup>rd</sup> party content aggregator, offered to end user via internet through wireless network

**Carrier with Media Assets - Bundling**




Media holdings of Carrier (or affiliates) offered to end user via internet through wireless network – bundled with other service (i.e. satellite TV, radio, etc.)

**Carrier as Personal Media Aggregator + Internet & Mobile Bundling**



Media from personal contributors (accounts) aggregated by Carrier with multiple bundled service offerings (i.e. Internet access, wireless, etc.) offered to end user via internet through wireless network



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