



MOBIXELL AD-IT™ MONETISE MOBILE ADVERTISING

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NETWORK OPERATORS TAKE CONTROL OF MOBILE ADVERTISING

COMPETITIVE MARKET TRIGGERS AD-SPONSORED SERVICES

The effects of the global economical downturn are everywhere: in the telecom market, consumers are looking closely at their expenses, actively seeking ways to cut communication costs, while operators look to leverage existing assets to maintain ARPU levels and generate new revenue streams. In the advertising world, expenses are carefully considered, forcing advertisers and agencies to seek innovative ways to accurately target and engage consumers effectively. Beneficial to subscribers, the innovative ad-funded business model lets consumers cut expenses,

operators generate revenue and brands engage with the right customers. When relevancy creates value, users opt-in to take part in mobile marketing programs. Permission based marketing is already proven to be an effective marketing tool for advertisers and brand.

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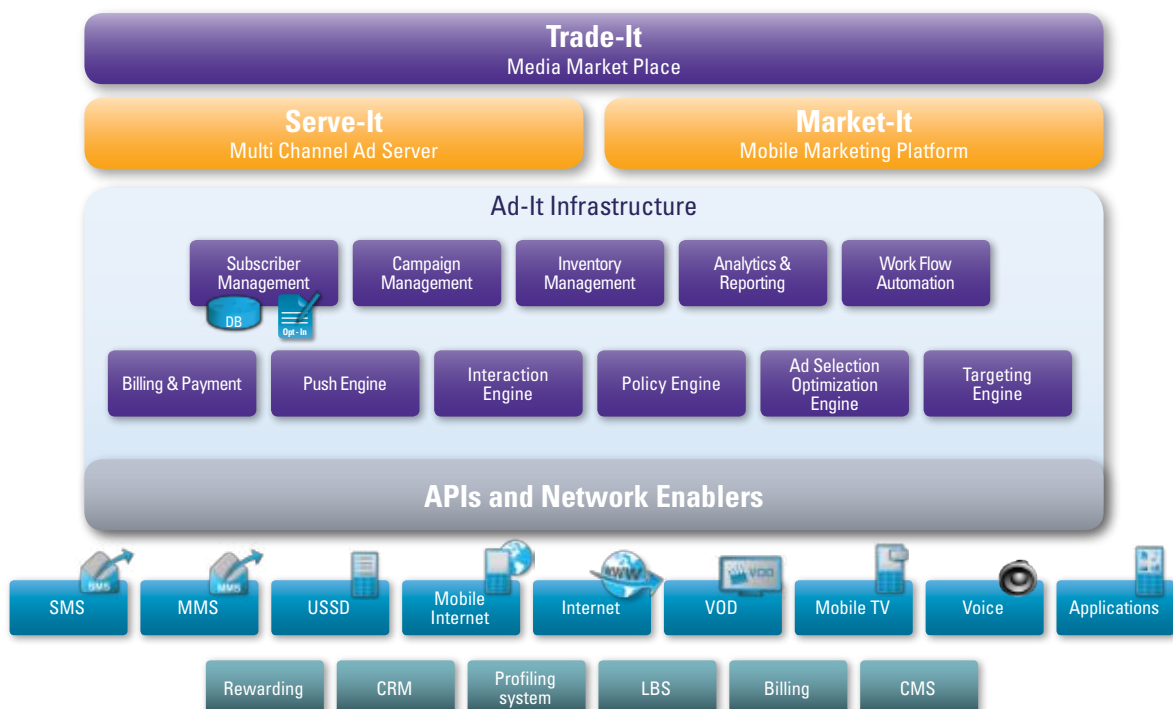
On the other hand, brands and media agencies are increasingly allocating budgets to mobile, and looking to vendors for essential mobile expertise and guidance.

Mobixell, a renowned world leader in mobile VAS technologies, understands this fragmented market and its complex value chain. Mobixell Ad-It™ is state-of-the-art platform, that provides an end-to-end solution for the entire advertising ecosystem.

HOLISTIC CHANNEL APPROACH FOR QUAD-PLAY OPERATORS

AN END-TO-END SOLUTION FOR THE MOBILE ADVERTISING ECOSYSTEM

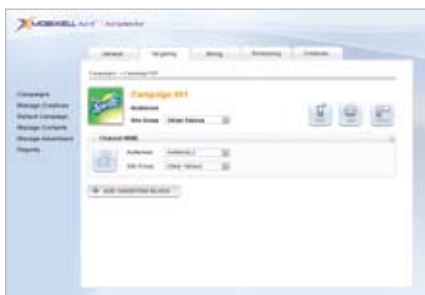
Mobixell Ad-It™ is a multi-channel, media-rich solution addressing the needs of the entire Mobile Advertising value chain: brands, advertising agencies, content providers, ad networks, network operators, publishers, and consumers. It creates brand-new inventory options for network operators and advertisers, based on its real-time mobile multimedia and message delivery capabilities. The unified Ad-It platform provides three main functional modules: Trade-It, Serve-It and Market-It.



MOBIXELL PARTNER NETWORK BRINGS HANDS-ON EXPERIENCE IN AD SALES AND SERVICE MANAGEMENT



TRADE-IT – A dedicated marketplace platform, handling the full lifecycle of media trading process, for Mobile, Internet, and TV. To ensure optimal inventory utilization, Trade-It provides comprehensive inventory management capabilities – including inventory forecasting, packaging, pricing, and allocation to media sales channels. Sales dash-board and an automated workflow streamline the planning and buying process. A Self-Care interface is built as part of this module, and allows the operator to access the long-tail of small advertisers, that are putting their own campaigns into the system.



SERVE-IT – A multi-channel ad server, for managing and serving rich media campaigns over Mobile Internet, Video, Voice, MMS, and

variety of additional channels. A next generation solution, Serve-It selects the best ad to serve for each user – and for each opportunity – based on the network operator data environment.

MARKET-IT – A direct marketing tool, for permission based campaigns. Market-It creates multiple inventory options by leveraging messaging to a bi-directional interactivity channel. The opt-in database is continuously enriched with user preferences, thus creating even more opportunities for communication between brands and willing consumers. Unique among Mobile Marketing solutions, Market-It is part of the Ad-It infrastructure, and thus extends the inventory options owned by the operator into new compelling domains.

The underlying Ad-It Infrastructure provides common capabilities that include:

- **Campaign Manager** – A cross-channel campaign manager, responsible for scheduling, targeting, pricing, and monitoring campaigns, with integrated ad-push abilities. The Ad-It Campaign Manager has a secure, friendly, external interface, allowing advertisers, ad agencies, or ad-networks to directly manage their campaigns.
- **Targeting Engine** – An advanced behavioral targeting engine that gathers, quantifies, and analyzes subscriber behavioral information.

Consumer segmentation information is used in every ad-serving decision made by Ad-It on ad-serving or mobile marketing. With targeting info also used for media planning and optimization, Mobixell Ad-It leads to improved CPM and higher inventory utilization.

Mobixell's ground-breaking viral marketing module (based on its patent pending Content Tracking Mechanism), provides additional targeting capabilities beyond any standard behavioural targeting mechanisms.

- **Rich-Media delivery channels** – With Mobile Internet, Web, SMS, MMS, Video, Ringback Tones, In-call IVR, content download, Gaming, IPTV, and more – Mobixell leverages its expertise in real-time multimedia processing and adaptation to deliver user and device-tailored ads via multiple advertising channels.

TURNKEY SOLUTION FOR IMMEDIATE IMPACT

Mobixell Advertising Services provide a turnkey managed solution for mobile operators. Partnering with the world's leading media houses and ad agencies, Mobixell Advertising Services provide the required boost to the operator's ad business. Operators can go on with premium ad sales, or add internal campaigns to the media mix. The service is hosted in a secure environment, and is managed by Mobixell's expert trafficking and operations team.

ABOUT MOBIXELL ADVERTISING

Mobixell Ad-It™ and Mobixell Advertising Services are provided by Mobixell Networks, a leading global provider of carrier grade multimedia, video, and advertising solutions. Mobixell Solutions are deployed at over 300 mobile operators and content players worldwide, including top tier carriers in five continents. Mobixell's solutions focus on enhancing the user experience to increase adoption, encourage customer loyalty, and build on the operators' assets to introduce new revenue streams. Founded in late 2000, Mobixell is a US based company with additional offices in the UK, Germany, China, and Israel.

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