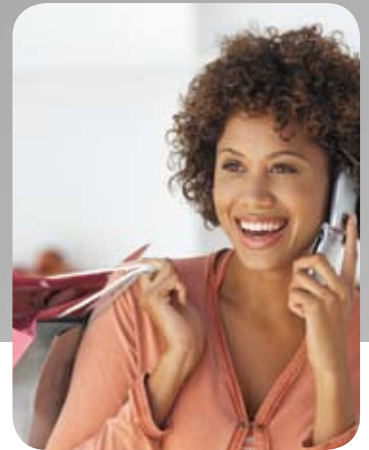


## MOBIXELL NETWORKS

Mobixell's comprehensive range of mobile media solutions enables service providers to deliver Mobile Mobile Multimedia and Web 2.0, Mobile Advertising, and Mobile TV and Video to over half a billion subscribers worldwide.



## COMPANY OVERVIEW

Mobixell Networks, a well established and dominant player in the mobile multimedia arena, provides field proven solutions that are based on its core multimedia processing and optimization platform. Mobixell's solutions enable operators and content providers to introduce multimedia - based services to subscribers, and maximize their revenue streams, while ensuring the best quality of experience. Building on their core technology, Mobixell has developed comprehensive solutions for the Mobile Multimedia and Web 2.0, Mobile Advertising and Mobile Video/TV arenas.

### Mobixell Mobile Multimedia Platform

#### Applications & Services

Mobile Advertising  
**AD-IT**

Mobile Multimedia  
**RMSC**

Mobile Video  
**Videon**

Web 2.0 Mobilization  
**Avenue**

Video Delivery

SMIL Processing

Media  
Tracking

Web  
Rendering

Profile DB

Terminal  
DB

Media  
Adaptation

Message  
Composer

Data  
Access

# MOBIXELL SOLUTIONS ARE COMMERCIALY DEPLOYED BY OVER 300 MOBILE OPERATORS AND CONTENT PROVIDERS

## GLOBAL FOOTPRINT

Mobixell's solutions have been delivered to over 300 mobile operators and content providers worldwide, including top-tier carriers such as Vodafone, Verizon, Orange, and Telefonica.

Founded in 2000, Mobixell is headquartered in San Jose, CA with marketing and sales operations in North America, Europe, APAC, and Japan, and an R&D center in Israel. Mobixell solutions are also distributed by leading global system integrators, messaging, and media platform vendors.

## MOBIXELL SOLUTION PORTFOLIO

### GROWTH BASED ON EXPERTISE

During the last eight years, Mobixell has deepened its expertise in real-time multimedia optimization and delivery technologies and has become a leader in rich media communication in mobile environments. Mobixell's technology and expertise delivers carrier grade solutions to tier 1 mobile operators with its Solution Portfolio that addresses mobile multimedia messaging, mobile advertising and mobile video/TV. All of these solutions share Mobixell's underlying rich media platform and know how.

### MOBILE MULTIMEDIA

- Mobixell Rich Media Service Center (RMSC) is a network-centric service center for all multimedia handling. Its field-proven multimedia capabilities allow mobile operators

to provide rich media services over a vast variety of mobile devices, domains, and networks, driving traffic growth and creating the ultimate experience for consuming rich media on a mobile phone.

- Mobixell Content Production Suite (CPS) automates the process of content mobilization, generating better time to market, increasing the amount of mobile content offered to end users, and ensuring high quality of content optimized to the end-user's device capabilities.

### WEB 2.0

#### Mobixell Avenue

- Mobixell Social Media Gateway is a carrier-grade operator based network-centric solution providing bi-directional communication between subscribers and their Internet social networks.
- Mobixell RSS Gateway enables mobile operators to play a role in the value chain of RSS feeds, driving direct RSS feed mobility revenues, as well as indirectly generating unlimited messaging and data/Internet package sales by capitalizing on the operators' unique assets, and strengthening the operator-subscriber relationship.

### MOBILE VIDEO/TV

- Mobixell Videon™ is an advanced video adaptation and delivery platform that enables mobile operators to provide advanced services including live TV, VOD,

Internet video, and other mobile TV and mobile Video applications. Mobile operators can deliver a rich variety of high quality content to any handset over any network while significantly improving the user experience in terms of quality and usability. Subscribers can enjoy a constant and reliable stream despite the variable network conditions. Operators can quickly introduce new contents and services to their subscribers, and increase customer satisfaction and ARPU.

### MOBILE ADVERTISING

Mobixell Ad-It™ is a multi-channel, media-rich solution, made to support the Network operator business, and to obtain new sources of revenues. Ad-It is addressing the needs of the entire Mobile Advertising value chain: brands, advertising agencies, ad networks, network operators, publishers, and consumers, by providing a market place for media and campaigns. Mobixell real-time mobile multimedia and message delivery capabilities create brand-new inventory options for the network operator, and the opportunity to offer new ad-sponsored services. Unique among other solutions in the market, Ad-It is a single integrated platform that supports both Mobile Advertising and Mobile Marketing. With our global network of media partners, Mobixell Advertising Services offer operators a turn-key managed solution, to leverage global experience and boost their ad-business.

## THE MOBIXELL ADVANTAGE:

- Over 300 installations worldwide
- Expertise in mobile multimedia, video, and advertising
- Robust carrier-grade technology with broad mobile device knowledge
- Proven track record and excellent customer references

Mobixell Networks is a privately held company, backed up by leading international venture capital funds, including Intel Capital, APAX, and SMAC Partners.

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