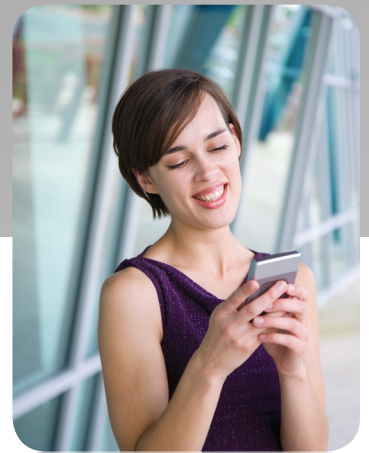


THE MOBIXELL PROMISE

Mobixell brings the industry a unique fusion between Rich Media Expertise, Data Management, and Superior Optimization Techniques, creating a Synergy unlike any available today on the market



MOBIXELL BRINGS THE INDUSTRY A UNIQUE FUSION BETWEEN RICH MEDIA EXPERTISE, DATA MANAGEMENT, AND SUPERIOR OPTIMIZATION TECHNIQUES, CREATING A SYNERGY UNLIKE ANY AVAILABLE TODAY ON THE MARKET

OVER A DECADE OF INNOVATION

Mobixell brings the industry a unique fusion between rich media handling, data traffic management and optimization – creating a synergy which best utilizes network resources while enhancing quality of experience. In addition to its 350 rigorously proven and field-tested deployments, Mobixell is committed to deliver and support mobile operators with innovative tools and technology that maximize network utilization and management efficiency, balanced with the optimum Rich Media User Experience.

Mobixell, founded in December 2000, is a well established and dominant player in the mobile data management, network optimization, and rich media delivery solutions. For over a decade, Mobixell has provided a wide range of industry-leading solutions for mobile operators, and for their over 1 billion

subscribers. With Mobixell solutions, mobile operators are able to offer their subscribers next generation, enriched, and personalized services, while reducing their Total Cost of Ownership (TCO).

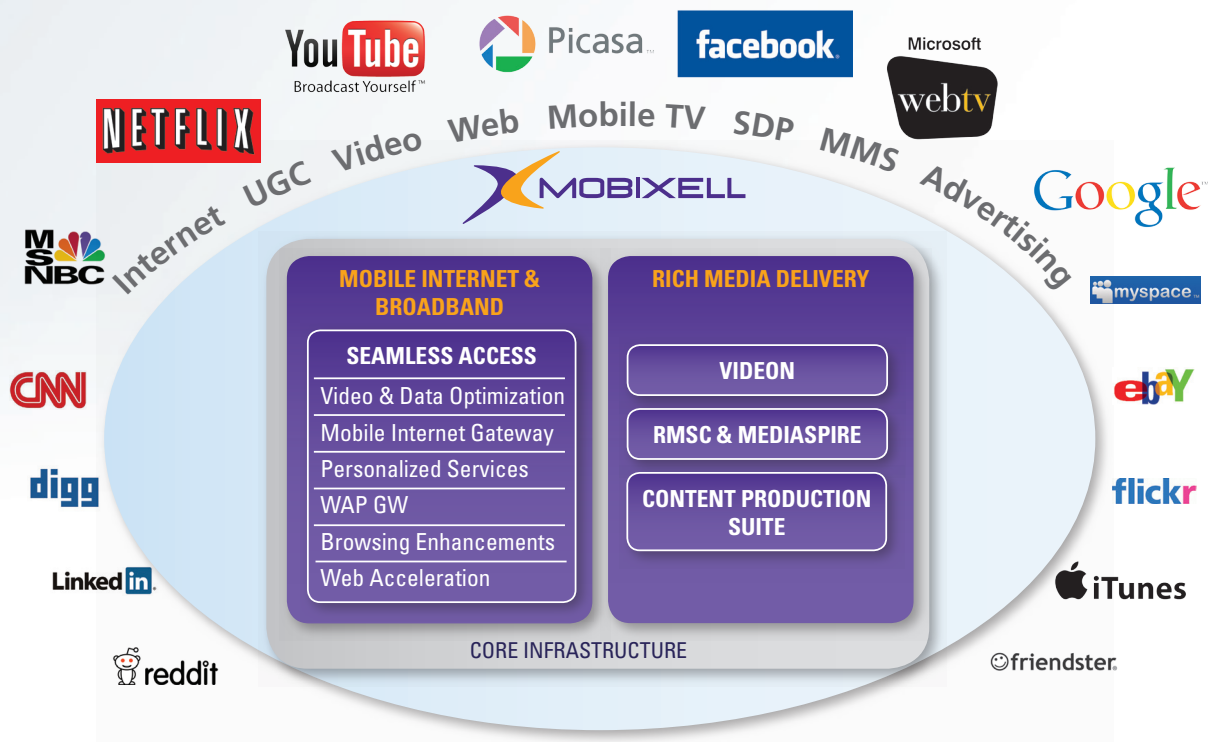
FINANCIAL STRENGTH DRIVEN BY GLOBAL PRESENCE

Mobixell's rapid growth and financial strength is primarily due to its large install base. Mobixell's customers have developed a long standing relationship with the company, viewing Mobixell as their trusted innovative partner in the areas of Rich Media Delivery, Network Optimization, and Traffic Management. Mobixell has over ten years of proven field experience in successfully delivering complex projects to mobile operators serving over 1 billion subscribers worldwide. The company's global presence includes the U.S., UK, China,

Switzerland, Germany, Italy, Finland, Ireland, Singapore, Malaysia, Philippines, India, Japan, and Israel.

MOBIXELL'S PRODUCT PORTFOLIO

As wireless Internet devices such as smartphones, netbooks, and dongles become a dominant part of the mobile Internet traffic, over-the-top Internet services become a leading source of interest amongst users, as Operators continue to struggle to find innovative ways to monetize this new world of data dominating their networks. Mobixell's product portfolio includes a unique proposition to take full advantage of this new world by providing a fully integrated Mobile Internet Platform to harness operators' assets, as well as Rich Media delivery solutions to enhance their own services.



Mobixell Product Portfolio

MOBIXELL PRODUCT OFFERING

MOBILE INTERNET AND BROADBAND SOLUTIONS

MOBIXELL'S SEAMLESS ACCESS SOLUTION

Mobixell Seamless Access is a converged mobile data traffic solution designed to support existing and future generations of mobile Internet and mobile broadband services. The platform sits at the core of the mobile data network, allowing robust, centralized, and intelligent decision-making to be applied to all types of mobile data traffic. The platform assists mobile operators in achieving overall network efficiency, Web and video consumption, as well as data services monetization, while simultaneously improving end user experience and reducing operators' total cost of ownership (TCO). Seamless Access provides intelligent optimization techniques for media and video, including behavioral based optimization, caching, device-aware optimization, content aware transcoding, and network aware optimization (dynamic bit rate adaptation and automatic cell congestion detection).

BROWSING OPTIMIZATION AND ACCELERATION MODULE

Mobixell's Seamless Access Browsing Optimization module is an intelligent intermediary between the wireless network and Internet content and services. It enhances the subscribers' Internet browsing experience, while saving mobile network resources by accelerating browsing response time and optimizing the presentation of Web pages on mobile handsets.

VIDEO OPTIMIZATION MODULE

Mobixell's Seamless Access Video Optimization module is an Intelligent Content-Aware, Device-Aware, and Network-Aware Video Optimization platform. It includes behavioral based optimization, caching, content aware transcoding, device aware adaptation, and network aware optimization (dynamic bit rate adaptation and automatic cell congestion detection). Mobixell implements innovative Deep Video Inspection (DVI) techniques which analyze each video's building blocks to enable superior and cost effective video manipulation. These techniques are combined to offer the optimal user experience while achieving best network data savings.

CONTENT ADAPTATION MODULE

Mobixell's Seamless Access Content Adaptation module brings the ultimate Internet browsing experience to any mobile device by real-time reformatting of Web pages to be suitable for the mobile domain. The patented technology analyzes each object in the page, and prioritizes them according to their importance.

CONTENT FILTERING MODULE

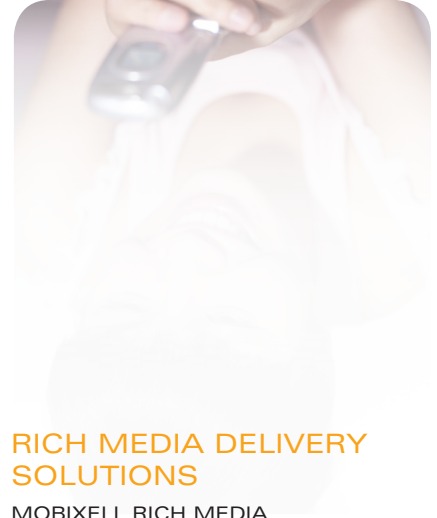
Mobixell's Seamless Access Content Filtering module allows mobile operators to manage premium content policies by dynamically controlling which content is being requested by or pushed to subscribers. The Content Filtering module includes dynamic content filtering, age verification, parental control, real-time rating and verification of content. This module can be extended with anti-virus support, based on the renowned third party antivirus solution provider, Kaspersky.

MOBILE ADVERTISING MANAGEMENT

Mobixell's Seamless Access Advertising module allows mobile operators to maximize advertising revenue, drive response rates, and maintain the reputation of their brands. It allows mobile operators to offer advertisers insight into individual subscriber behavior, allowing them to tailor and promote advertising that is relevant and of value to the subscriber.

LOAD DISTRIBUTION MANAGEMENT (LDM)

Mobixell's Seamless Access Load Distribution module provides a cost effective alternative to standard 3rd party Load Balancing solutions for handling large volumes of traffic. The module lowers the Total Cost of Ownership (TCO) of network upgrades by as much as 65%-75% while providing increased flexibility in network planning and implementation alone, through incremental, de-facto unlimited expansion of network capacity and total bandwidth.



RICH MEDIA DELIVERY SOLUTIONS

MOBIXELL RICH MEDIA SERVICE CENTER

Mobixell's 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 array 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

Mobixell's 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.

MOBIXELL VIDEON™

Mobixell's 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.

THE MOBIXELL ADVANTAGE

- Global presence with over 350 installations at Mobile Operators, worldwide
- Global leader in mobile Internet and multimedia Service Delivery Platforms
- Unique rich media and video optimization expertise
- Robust carrier-grade technology with broad mobile device knowledge
- Proven track record and excellent customer delivery

Mobixell Networks is a privately held company, backed by leading international venture capital funds, including Azini Capital, Escalate Capital, Intel Capital, and smac partners.

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