



NewNet Communication
Technologies

FOUNDATIONS FOR NETWORK INNOVATION

MERCURY
The Complete and Integrated
Mobile Multimedia Delivery Platform



Mobile Multimedia

Making Mobile Multimedia Work



Mercury – The Complete Mobile Multimedia Platform

The Mobile Multimedia Platform is the GSMA Innovation Award-winning platform that provides mobile multimedia delivery technology for content and service providers (CSPs).

The suite of solutions offers lateral enablement of mobile multimedia.

The Platform empowers CSPs to capitalize on the immense opportunity that exists as networks and devices evolve from being voice & text centric into fully fledged and ubiquitous personalized multimedia environments.

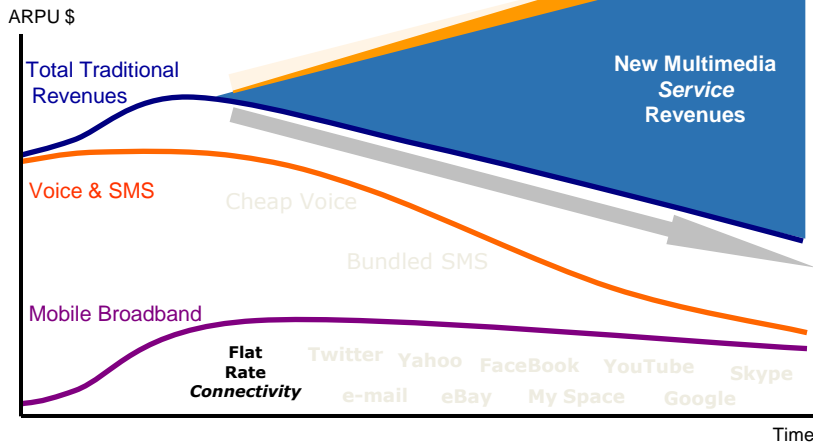
Operators have increased multimedia usage from 1% to over 30%+ of all subscribers within months of launch.

Mobile Multimedia Services : The Opportunity

Challenges :

P2P Voice & SMS ARPU is peaking

Mobile broadband moves to flat rate pricing very quickly, commoditizing data connectivity



Opportunity :

Mobile Operator catalyzes the mobile multimedia marketplace

Creates new multimedia service revenues and new value in the ecosystem



The complete Mobile Multimedia Platform

NewNet's Mercury Mobile Multimedia Delivery Platform enables Operators to establish and galvanize a central position at the very heart of this new mobile multimedia value chain.

The highly scalable, integrated Platform enables:

- Operators & trusted 3rd parties to rapidly innovate, create, launch and promote new multimedia services for subscribers
- Broadcast of personalized multimedia to hundreds of thousands of subscribers in minutes "as live"
- Tracking and immediate display of statistics and graphs on subscriber preferences and behavior – including P2P distribution
- Real-time billing for all business models: advertising, subscription, pay-per-view, P2P etc - all supported
- Fast and easy upgrades: The Platform is modular and designed to integrate seamlessly with legacy infrastructure – and upgrades easily

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Functional Overview

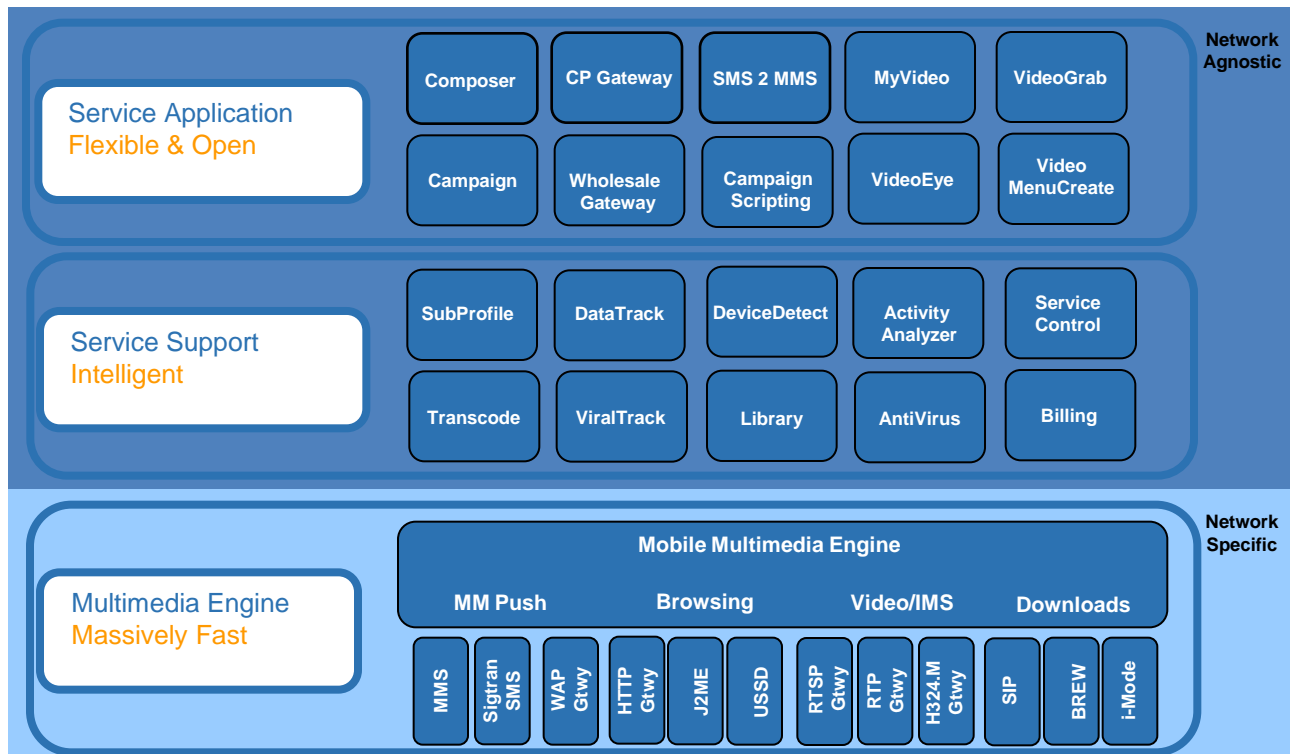
Mercury offers a holistic, powerful and flexible suite of modules providing a range of capabilities. It is structured in 3 distinct layers:

- **Service Application:** A comprehensive suite of flexible and open applications to enable users to create, compile, distribute, track and monetize multimedia content without specialized Telco knowledge - easily and efficiently
- **Service Support:** Modular elements enable an intelligent end-to-end delivery of services at optimal quality along with deep real-time data and intelligence on user preferences and behaviors
- **Multimedia Engine:** A massively fast multimedia transaction engine far faster than any other multimedia platform available on the market:
 - The platform has all services required to provide both *access to* and *delivery of* multimedia. This removes the capacity limitations of traditional infrastructure (SMS, MMS, WAP, Transcode, Video).
 - Sample performances on single mid-range server (end to end)
 - ❑ MMS: 300MMS/Second
 - ❑ WAP: 700 TPS
 - ❑ RTP/RTSP : 100 sessions/Sec
 - ❑ SMS: 1,500 TPS

The platform extends to evolutionary environments such as WiMax & LTE.

This architecture leverages the strengths of GSM standards, separating out bearers from service creation; this enables the ecosystem to focus efforts on the rapid and iterative innovation and deployment of new services.

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Disruptive, *catalytic*, pricing models

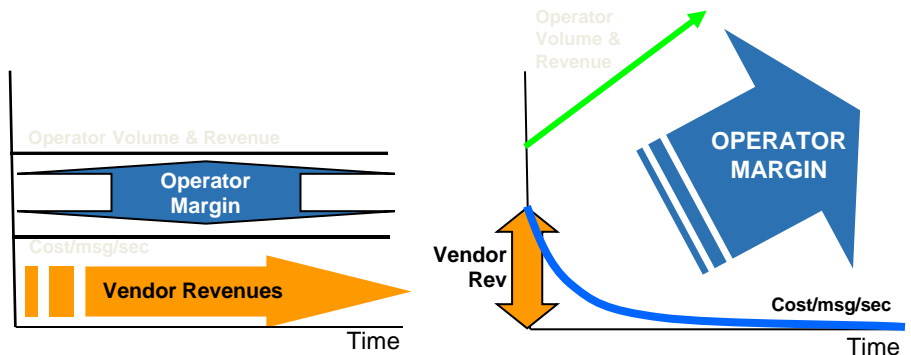
Traditional transaction based pricing models are no longer valid.

The business of delivering mass, mobile, multimedia is very different to P2P communications. Business models need to change and evolve accordingly.

- Services need to be delivered fast and in huge volumes
- The urgent objective is to get as many subscribers multimedia active as possible while reducing delivery and transport costs

Traditional TPS pricing stifles volume and margins

Unlimited TPS capacity to drive up volume, slash transport costs & create revenues



Case Studies

SMART



- World's largest deployed MMSC: 1000 MMS/sec
- 3 site Geo-redundant WAP Gtwy: 15,000 TPS
- All traditional P2P plus all A2P VAS traffic
- Multimedia advertising, profiling, personalized content
- World-first services: Newsbytes, SMS2MMS, MLM
- Broadcast of live video sport alerts alongside stream
- Viral tracking of all content on network in real time
- In-house promotion of all new services (UZZAP, DVB)
- Deployed alongside then replaced legacy infrastructure
- **The worlds leading SMS Operator drives multimedia**

Vodafone



- Broadcast MMS and SMS
- Multimedia Advertising
- Composer app lication extended as a PC & mobile client Web2messaging (SMS/MMS), PC2messaging (SMS/MMS), Newsbytes
- In-house promotion of new services
- CP Gateway used to manage, bill and control wider content community
- **Innovating new services for corporate and consumer customers**

CURE/ Red Mobile



- New 3G Operator – running a “blyk” model
- Installed as central service platform
- Manage all P2P traffic and A2P traffic
- Multimedia Advertising & Wholesale Advertising Gtwy
- Campaigns - personalized & targeted content
- Newsbytes
- Broadcast of live video clips (sport alerts)
- In-house promotion of new services
- **A complete 3G services platform**

Maxis



- Driving up multimedia usage very rapidly
- Personalized Advertising campaigns
- Newsbytes
- In-house promotion of new services
- Now has higher non-SMS mobile data revenues than any operator in S.Asia or Europe.
- Broadcasting 1million + messages a day
- **Multimedia use increased 3% to 30% in 9 months**
- **12% revenue from non-SMS Data;**