



MIYOWA WHITE PAPER
The Ultimate Mobile Social Life Solution

January 2010

The Changing Industry: This is the Mobile Decade

The world is changing. The last decade saw Internet usage boom globally. Many parts of the way we live switched over to the online world - from banking to shopping, broadcasting to advertising. Perhaps the most notable development was that online social networks became an integral part of our lives. These social communities continue to flourish - according to Nielsen Online Twitter usage rose 1,382 % year-on-year in February 2009, while Facebook currently reports 350 million active users worldwide and new social networking sites are springing up constantly. The last decade saw the explosion of social communities on the Internet. We have now entered the decade that will see us moving our social communities onto our mobile devices.

In fact, the transition has already begun. Mobile Internet usage is ubiquitous worldwide. Buzzcity revealed that, in 2009, 70% of mobile Internet usage took place in the home - meaning that users are already choosing their mobile devices over their PCs. Facebook reports that 65 million active users are currently accessing their account through their mobile phone. The Harvard business review's David Armano predicted that in 2010, as approximately 70% of organizations ban social networks on company PCs, employees will be moving their social media activity on to their mobile devices too. Meanwhile, the IDC predicted that by 2010 the number of mobile web users would have reached one billion.

Miyowa identified the opportunity presented through mobile presence back in 2003. Since then, the company has been developing and delivering innovative solutions for the mobile industry - culminating in the launch of InTouch 5™. This much-anticipated platform aggregates all of the user's key digital life services - communication (email, instant messaging, SMS, MMS), social networks (like Facebook, Twitter, LinkedIn), uploading and downloading of user generated content, and online gaming platforms - to form one simplified, unified, interactive, mobile social world at the user's fingertips.

Today, Miyowa is the leader of this market and its products are deployed worldwide with 30 carriers, supported on more than 1500 mass-market mobile device types, and on all major operating systems. Miyowa is delivering on its vision and continues to drive the future of the industry.

The Industry's Solution: Miyowa's InTouch 5™

Miyowa's InTouch 5™ is a unique platform for unifying and integrating mobile social networks. This extensible, open architecture platform combines Presence and Alerting with the user's address book to deliver Miyowa's vision of "my friends in my pocket" truly mobile, social communities. InTouch 5™ is the glue that finally enables mobile telecom operators, portal providers, and handset manufacturers to offer the ultimate social life solution to their consumers.



Miyowa has also recognized that the move to mobile means that Operators, Handset Manufacturers, Portals and social network application companies need a server based platform sufficiently powerful to facilitate the transition, while enabling new services and capturing new revenue opportunities. Miyowa's comprehensive vision for the mobile industry encompasses monetization and mobile advertising. The InTouch5™ SaaS platform is optimally positioned to take advantage of the wealth of user data and real-time context information, consolidated at the server level in order to power the most innovative advertising solutions - including peer-to-peer recommendation, and eventually contextual-based transactions.

In this paper, we will cover the industry's need and the user's demand for InTouch 5™, how Miyowa created the foundations that have enabled its vision for the InTouch 5™ platform, and how this roadmap leads to unlimited potential in the mobile space. We will also present the industry-wide business benefits brought about by InTouch 5™ and examine its global acceptance in to the mobile ecosystem.

The Demand: To Unify Social Communities on Mobiles

As the social networking culture develops and even more new social networks spring up, consumers are getting lost and frustrated trying to navigate the various scattered, disparate services. And, as the competition strengthens, networks are expanding their features, rendering many functions redundant. Statuses are published on Twitter as they are on Facebook or Live Messenger. Pictures are uploaded to Facebook as they are on Flickr. Videos are published on YouTube but then tweeted about or posted to Facebook. Staying up to date with friends on mobile communities is becoming an ever increasingly complex, uncoordinated and time-consuming business.

Miyowa believes that what users need is an easy and accessible unification of social networks to simplify the experience. It should be easy to navigate, have no learning curve and maintain a strong consistency

across networks. It should make it effortless to get quick updates from friends, easy to track conversations and hot topics and simple to publish and retrieve content. It should incorporate an easy ability to prioritize and customize incoming and outgoing share settings according to contacts (friend, colleague, favorite or family) and circumstance (at work, on holiday, asleep). And, this simple, unified, adaptable experience must work on the small real estate of mobile screens, from powerful smartphones down to the low-end feature phones that still constitute the bulk of the market landscape.



The various mobile digital life stakeholders have similar concerns and needs:

- Web based communities and social networks need a way to expand their presence on mobiles without losing the associated monetization capabilities. Most of them have a mobile counterpart, but it's difficult for them to support it on all available mobile platforms. The result is often a specialized application that is not deeply integrated into the handset, and has only one community. When the user changes or loses their mobile, they are not able to retrieve their previous user experience and settings.

- Mobile telecom operators are benefiting from the growth of communications and social network usage on mobiles. But mobile data services have become a commodity, and players like Apple with its iPhone are capturing a lot of the consumer value with their own proprietary application platform, the Apple AppStore. Mobile operators therefore want to offer a branded consumer experience of their own and keep some control of their user-base, particularly around the address book. But they cannot possibly react as rapidly as the social network ecosystem changes. One day, Facebook replaces mySpace as the consumer's darling, now, it's all about Twitter, and tomorrow, something else will emerge. Nor can operators recreate a social network experience that doesn't incorporate existing social network communities. On top of this, the social network landscape varies from country to country with some strong local favorites (Baidu in China, Orkut in South America, SkyBlog and OverBlog in France, etc).

- Mobile device manufacturers are now adopting open system platforms like Android and Windows Phone. They need to differentiate themselves and provide the richest 'out of the box' experience to their consumers. Managing the user's digital life and social networks is now a key part of the basic features list. Handset vendors integrate a set of different interfaces to access content, instant messaging and social networks. The user benefits from some integration of these features but when he buys another handset, he gets another user experience and loses all his settings.

In addition, the content, eCommerce and advertising communities are still searching for effective ways to sell content and efficient advertising on mobiles. So far, the lack of integration of the user experience restricts their ability to innovate and create effective advertising solutions across all devices, networks, and carriers. Each of these mobile stakeholders shares the common requirements of openness, network efficiency, portability and monetization. They need a go-to-market, open platform solution that consolidates the consumer's digital life and has a solid back-end server

infrastructure. Miyowa's Intouch5 delivers exactly this.

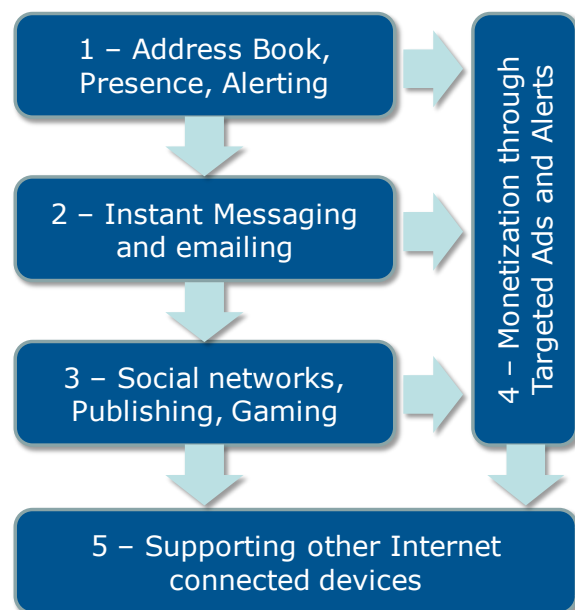
The Foundations: How Miyowa's Product Roadmap Delivers their Vision

Miyowa was quick to identify the need for a mobile social networking platform that could aggregate the various Internet communication tools and social networks, simplify the user experience and enable effective advertising and monetization.

In response they initiated their long-term strategy for the InTouch 5™ - the Ultimate Mobile Social Life Solution - and began building it block-by-block in 2006.

This entailed:

- Creating the foundation with an integrated Address Book, a Presence and an Alerting service that consolidates all the user's contacts with their social network communities. This core service ensures that all users recent activities are presented in a seamless fashion while alerting them to when people want to make contact, whatever the communication channel - be it voice or data based.



- Adding Internet based communication sockets with instant messaging and emailing built on top of the

Address Book. Miyowa's first applications were deployed just as the use of communication tools on personal computers began its ascent. The company's approach was to create bridges between its platform and the leading Internet instant messaging and emailing services like Hotmail, Google Gmail, Yahoo Mail, Live Messenger, AOL ICQ, BAIDU IM, etc.

- Integrating social networks and building a consistent mobile user experience by aggregating activities from the consumer's various social networks with his mobile Address Book. With this approach, mobile users are consistently connected to all of their friends, whatever the social network or communication tool they are using.

The Key: The Address Book at the Heart of the Unified Social Network Experience

Mobile devices are fundamentally communication tools that allow us to contact friends and colleagues and for them to contact us. Miyowa recognized early on that the traditional address book is at the heart of the mobile experience.

Thus, Miyowa integrated presence, alerting, and an aggregation of social networks into a Rich Address Book that provides the user a seamless, unified social dashboard to drive his daily interactions and connect him with his social communities.

The Presence Service built into the Rich Address Book detects the status of a user's friends from their various connected communities - their mood, their location, what they are doing, if you can reach them, and much more. Plus, a wealth of additional presence services can be built on top of this foundation, and recommendation services can be run.

An Alerting Service is also built into the Rich Address Book. It warns the user of important events from "opt-in" selected friends and types of events. It naturally extends the basic feature of a mobile phone, which is to ring when someone wants to call

you. With an alerting system dedicated to social networks, Miyowa is putting the alert back in the heart of the mobile experience. This operator feature can be made available on a large set of handsets, whatever the application - in fact, InTouch5™ can push any kind of alerts on any kind of mobile. Furthermore, Miyowa's alerting system is server based and controlled by the network service provider, thereby providing a key component for monetization through targeted advertising.

Miyowa also provides a Centralized Storage Capacity for the Address Book and the user's digital content. Available across all devices, this centralized content is simple to upload to many user-generated content and file sharing sites, in addition to the users own communities. It keeps the user information safe and secure and ensures that users never lose touch. It also enables content and user context portability from mobile to mobile, regardless of its operating system - an enormous benefit for both the user and the various mobile ecosystem stakeholders (telecom operator, advertising companies, social networks).



The User Experience: Consistency Across Services and an Easy-to-Navigate Interface

InTouch5™ gives the user a consistent and easy-to-navigate view of his entire social community.

The InTouch5™'s IM/email service is thin Java client software and compatible with existing IMPS - which means users have access to the full array of mobile instant messaging services (SMS and MMS, Live Messenger, Yahoo, AOL, Baidu IM, Google Talk) and the comprehensive spectrum of emailing services (Hotmail, Gmail, Yahoo Mail, etc). What is more, because IM conversations can be managed in dedicated thumbnails (one per conversation), it is easy for the user to have, and navigate between multiple, simultaneous conversations.

The architecture built into InTouch 5™ is based on the same multi-providers approach as with Instant Messaging and email. It embeds "tabs" that are connected to the major social networks, and launched from the user's unified Address Book. Third party players can use the open APIs from Miyowa's InTouch 5™ platform to build tabs for their own social networks. This easy modularity means that a vast array of social networks and services are currently supported by InTouch 5™ - Facebook, Twitter and LinkedIn, UGC centric services like YouTube, Flickr and PhotoBucket - and it has the potential to support online gaming platforms like XBOX Live, PLAYSTATION(R) Network and SecondLife.

InTouch 5™ brings all of these services to the mobile in a simple, consistent manner because the user interface is the same on InTouch 5™ as the IM/email counterparts found on PC. What is more, all of these services are fully integrated, unified with voice mail, and found in one single place.

For the user, this means an easy to adopt interface with no learning curve. For the service providers this means user satisfaction and service loyalty.



The Next Step: InTouch 5™ Enables Monetization Through Targeted Advertising and Alerts

The monetization potential embedded in the mobile advertising industry is something that the whole industry has been eagerly searching for a way to tap in to. Miyowa's InTouch5™ platform provides the solution.

The powerful infrastructure built into the InTouch 5™ platform provides the ability to collect and correlate user data from multiple archived and real-time sources and the capacity to execute both implicit and explicit campaigns over the mobile medium.

In essence, InTouch5 empowers advertisers with profound insight into customer preferences and susceptibility while also providing a platform to exploit the opportunities this generates.

Among the exploitable resources are:

A. profiling data:

- * access to the users communication log (frequency of voice-calls, SMS, IM sessions and MMS) allowing advertisers

The Future: Running InTouch5™ on Any Device

- to identify and exploit optimal times for customer receptiveness
- * access to users acquisition log (records of previous purchases including ring tones, music and games) providing insight in to each customers individual purchase patterns
- * access to qualitative data - including identity, age, buddy list and network growth - defining a customer profile for product targeting

B. real-time social presence data:

- * user's mood
- * user's location
- * what they are doing
- * whether they are talking, texting, instant messaging, playing games or surfing sites
- * the music they're listening to

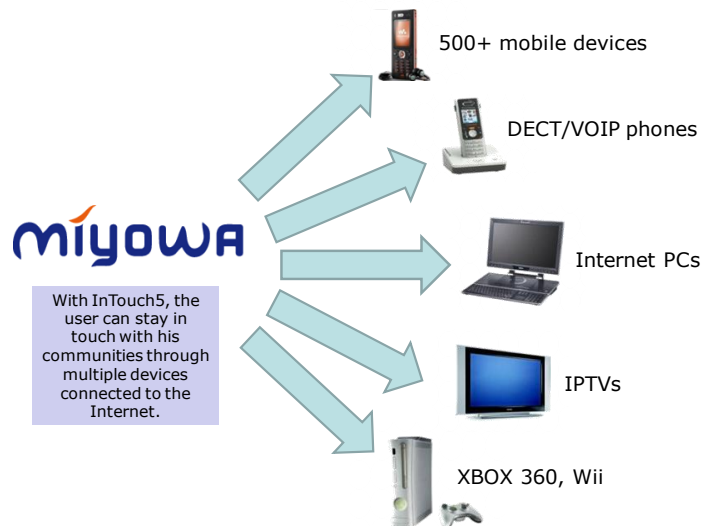
This data, combined with the interactive nature of the mobile social experience, creates a wealth of advertising opportunities. Among them is the very powerful concept of "peer to peer recommendation" between users. This practice can mix real-time context (what users are doing), user profiling (their habits and tastes) and trust (between them). For example, through real-time status updates users can show their friends what music they are playing. When one of their friends clicks on this status (listening to "Katy Perry"), he or she can be sent offers for the artists paid music downloads and promotional items. Ad formats can be based on Alerts, and show up as coupons, time-limited offers, and even location-based in-store promotions.

Since the InTouch5™ platform is open, e-retailers can also increase their recommendation based sales over mobile phones. A company like Amazon could for example embed an InTouch5™ widget in its mobile site, enabling the user to broadcast his recent sales to his friends.

In short, the InTouch 5™ platform empowers advertisers with an ultra efficient, highly pertinent promotional platform, viral advertising network and sales engine.

Extending the reach of its InTouch5™ platform has always been part of Miyowa's vision. As users become accustomed to the benefits of an integrated view of their social life on their mobile devices, users will also demand a similar and consistent view on their other connected devices.

Miyowa firmly envisages the extension of the platform beyond the mobile space and on to a wealth of Internet connected devices such as PC/Macs, tablets, netbooks, IPTVs, game consoles and others - thus delivering the benefits of the platform anytime, anywhere and on any device.



The complex part of the job is done with the server platform up and running, in a scalable way with millions of users, and hundreds of supported mobile devices.

Miyowa is thus in the process of implementing its vision beyond mobile handsets and creating two new presentation layers for InTouch5™: one for traditional PCs (used with a mouse and a keyboard) and another for a remote interface (of about 10 feet). Both will be web standards based. These new versions will bring the users the same unified social experience that they have been getting on their mobiles using InTouch5™. It will also add some specific contextual information on what they are

doing on their devices (viewed TV channel on IPTV, music played, etc).

Like its mobile counterpart, the Internet based InTouch5™ will be extensible through open APIs and enable a wealth of cross-social networks and monetization scenarios.

The Business Advantages: Modularity, Network Efficiency and Fast Deployments

InTouch5™ is provided as a SaaS software platform coupled with mobile client software that is either downloaded over the air or bundled in mobile devices.

The Miyowa platform provides three key business benefits to the whole mobile ecosystem:

- **Modularity and Openness:** thanks to InTouch5™'s modularity and customizable functions, connected services can be selected from a vast array of choices. While Miyowa natively supports the leading instant communication and social network services, the InTouch5™ platform is also open to other service providers who want to create tabs for their own social networks or other services. The open APIs of InTouch 5™ enable it to continuously benefit from additional applications created by developers who can develop their own plug-ins and application services for both the server and client side of the InTouch5™ platform. The platform is therefore very easy to upgrade with another social network or carrier's feature. The InTouch5™ client address book is also open for developers to create location based solutions or multiple-users gaming platforms. The platform is also available for monetization and analytics as well as allowing full customization.

- **Scalability and network efficiency:** InTouch5™'s back-end software infrastructure is built on carrier-grade industry standards and hardware agnostic Java middleware and Linux servers. Software has been carefully designed so that servers can be deployed as users add up, providing total linear scalability. Built around a session manager, the platform has the

ability to run millions of live sessions. On top of that, the platform is highly network efficient, owing to the use of optimized protocols, which reduce the data traffic (from and to mobiles) to the minimum needed, without jeopardizing the consumer experience.

- **Fast deployments:** The InTouch 5™ platform enables fast integration in to any mobile operators infrastructure. Therefore carriers enjoy the benefit of rapid delivery to market and easy deployment of emerging apps and features.

The Result: Miyowa's platform is Universally Embraced

Miyowa has delivered on its long-term vision as evidenced by the total acceptance within the industry. To date, Miyowa has built a unique address book, combining presence and alerting. The company has also delivered a powerful product that aggregates all forms of mobile communications and unifies the social mobile experience.

InTouch 5™ has proved to be a flexible software platform that matches the needs of, and provides added value to, a wide range of companies in the mobile ecosystem:

- **Mobile operators can increase ARPU and loyalty while increasing strategic differentiation, optimizing network traffic, and addressing the device fragmentation.** As of late 2009, Miyowa's customer base includes a broad range of mobile operators across most continents.



- Mobile handset manufacturers can provide devices with the optimum digital life experience. Being connected to social networks is now a requirement, and Miyowa provides the solution. Its client platform is embedded in mobile devices from the leading worldwide handsets manufacturers such as Samsung, LG Electronics, Nokia, NEC, Mitsubishi, Sony Ericsson and HTC.



- Social network services can access their moving customer base with appropriate versions of their services for mobile users. Miyowa is a partner of all of the major Internet communications and social network companies, ensuring mobile access, connectivity, and a unified social experience.



Social networks



Content sharing



Communication

- Media and consumer brand companies can create and manage their own branded wireless media channel, integrating social network and wireless content with advanced wireless merchandising capabilities.

The Ultimate Mobile Social Life Solution: Realized.

Miyowa's vision, to provide the Ultimate Mobile Social Life Solution, has become a reality. InTouch 5™ is now well recognized and actively welcomed throughout the industry. The company's innovative technology is deployed worldwide with millions of users, on hundreds of handsets and with virtually all major carriers. In addition, blue chip portals and social network application providers are now active business partners. And at the same time, the company's open architecture and platform approach is providing new opportunities for peer-to-peer recommendations, targeted advertising, and expansion to any device. Miyowa's greatest vision to date has been realized and the company's innovation continues to lead the market.