



The mobile software for the next wave of connected consumer devices

We're introducing a flexible software framework for mobile applications that enables you to provide your customers with a truly integrated content experience.

Mobility is about offering consumers flexibility, with its anywhere/anytime promise. But, ironically, providers of mobile content and services have been restricted in the kinds of applications and delivery models available to them. We're changing that.

A New Approach

We've developed an open, ecosystem approach that helps our industry partners to create best-of-breed devices and services like personal media players and mobile phones. Codenamed "SmartScreens", our dynamic and highly configurable software application framework runs on top of a consumer electronics manufacturer's or mobile device's operating system. Using this framework, we're partnering with OEMs and ODMs, traditional cellular and WLAN network operators, and back-end content providers to develop and deliver content and services to a new breed of compelling mobile devices that don't require the PC to give the full experience and richness. It's the promise of mobility and flexibility delivered both to you and your customers.

SmartScreens opens up unprecedented possibilities that make sense for today's marketplace, even as it paves the way for tomorrow's new uses. One of its fundamental benefits is that users do not have to interface with a PC. This is vital in a world where mobile devices such as cell phones vastly outnumber PCs. It means that video clips, social networking content, music services and rich media types can be directly accessed by SmartScreens-powered devices. In addition, high-speed mobile connectivity has the potential to drive increased views to existing web content and services, thereby increasing advertising and subscriptions revenues. Furthermore, newer multimedia mobile phones will drive usage and revenues for high-speed wireless networks.

In short, SmartScreens drives new value into existing content and applications, even as it makes new experiences possible.



The SmartScreens application framework enables OEMs to bring about powerful and compelling mobile devices for targeted applications in record time and at lower prices.

The benefits of the SmartScreens framework are clear for both you and your customers:

- It enables consumer electronics manufacturers to bring new classes of experience-focused, wireless devices to market rapidly.
- It supports both traditional cellular and wireless LAN connectivity solutions and Bluetooth®.
- It is highly configurable, allowing you to create a variety of devices to suit your target market/s and business needs.
- It contains SIP Client/VoIP support in addition to traditional cellular voice.
- It supports both the Freescale® and Intel® Xscale® microprocessors.
- Its user interface has a rich theme-generating capability, providing for a high degree of flexibility and customization and enabling you to connect with consumers through a truly customized media experience.
- The SmartScreens open software application framework can run on most OSes designed for mobile phones or connected devices, including Linux (the first version available).

SmartScreens marks the departure from the vertically integrated, restrictive frameworks that have dominated the market to-date. It provides you with the high degree of flexibility and customization that will open up new experiences for your customers, and new business opportunities for you.

For more information...

For more information about SmartScreens please visit <http://www.SmartScreensMobile.com> or send an email to info@SmartScreensMobile.com