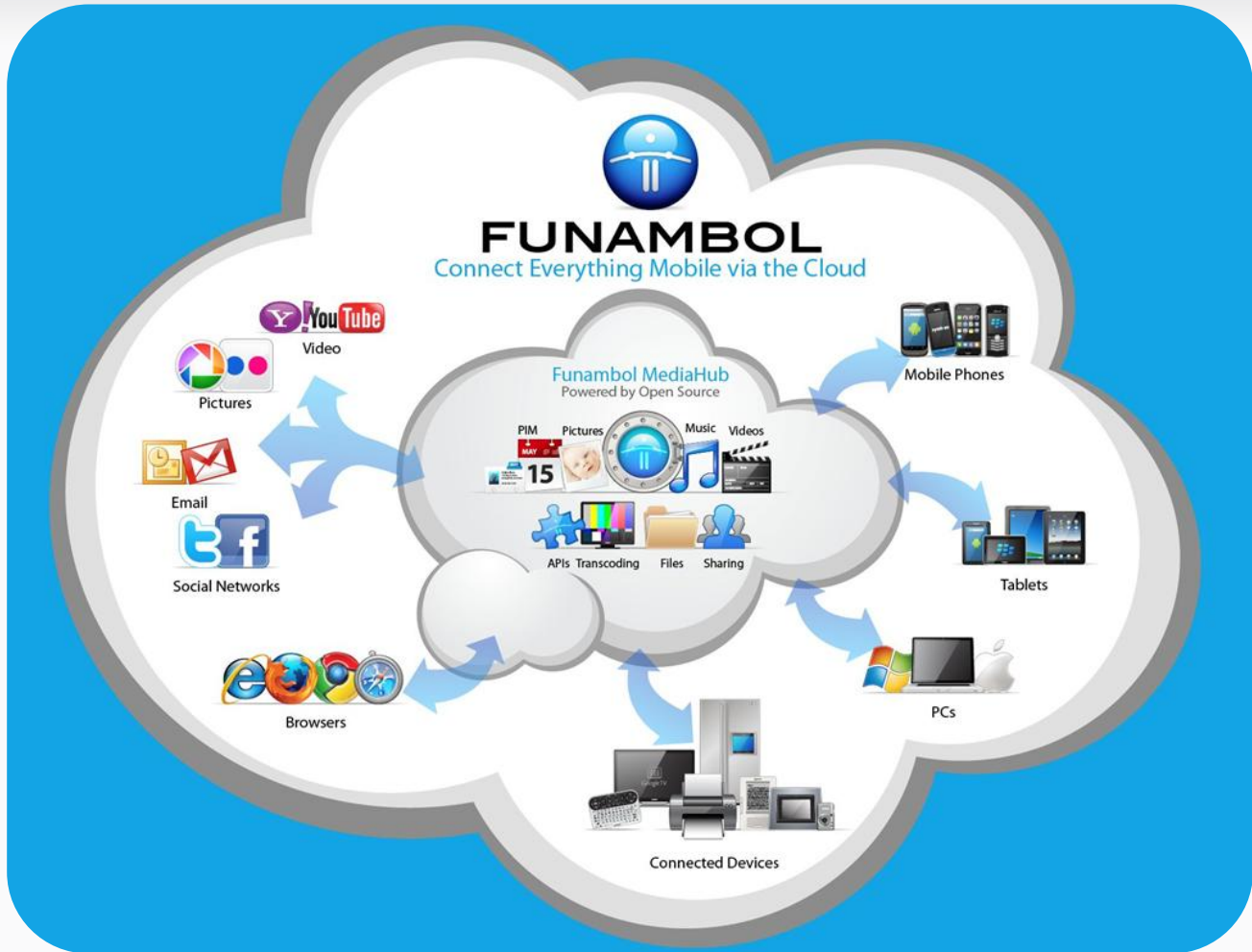




FUNAMBOL



## Funambol MediaHub™

'Like iCloud for all Mobile Phones and Connected Devices'

### iCloud: the next Big Thing in Mobile

Apple iCloud raises the bar with a digital locker that wirelessly syncs user and commercial content. Apple promises that iCloud will 'just work' to make users' lives better by allowing them to transparently access their data and media across any Apple device.

iCloud has created a major market opportunity for mobile service providers to offer their own cloud digital locker that stores and syncs user data and content. The opportunity is to support not only Apple devices but **MULTIPLE** brands of devices.

### Introducing Funambol MediaHub

Funambol MediaHub is a cloud digital locker that wirelessly syncs rich media (pictures, video and music), files and PIM data (e.g. contacts and calendar) across smartphones, tablets, PCs and connected devices. Unlike iCloud, it works with multiple vendor devices.

MediaHub secures user data and media in the cloud where everything can be backed up. It enables data and media to be easily shared with a wide range of systems, including social networks, email systems and media sites.



For example, MediaHub allows photos and video on smartphones, such as an iPhone or BlackBerry, to be viewed on an Android tablet. It lets music on a PC or Mac to be stored in the cloud and played on a smartphone, tablet or laptop. MediaHub allows data in the cloud to be shared with systems such as Outlook and Gmail, and media to be shared with cloud services such as Facebook, Flickr, Picasa and YouTube. The possibilities are endless. The best part is that data and content are secure on the cloud, which makes it easy to access via any internet-connected device.

## Trusted Digital Locker

MediaHub is a white-label solution for service providers that helps them immediately become the trusted digital locker for their customers' mobile assets. Unlike clouds from Facebook and Google, MediaHub assets do not need to be mined for marketing purposes. Who better to become the trusted source for a customer's mobile assets than the organization providing their wireless service?

Cloud companies such as Google and Apple are focused mainly on their own devices. Cloud file syncers such as Dropbox are limited by content types i.e. file-centric. Funambol MediaHub is the dominant cross-device and cross-content solution that changes the game for service providers.

In addition to syncing more data, media and devices than anything else, MediaHub is uniquely based on open source. This allows it to support many more devices, more quickly, than proprietary solutions, due to the crowdsourcing benefit of Funambol's global open source developer community and cloud APIs. Open source also provides the flexibility to adapt and customize Mediahub for specific needs and infrastructure.

## Rapid Deployment and Go-to-Market

MediaHub consists of mobile apps, a content sync server and an AJAX web portal to view, edit and share data and media via the cloud. The software can be licensed for on-premises deployment or hosted by Funambol for rapid delivery to a customer base.

The MediaHub mobile apps and portal can be quickly branded with the service provider's look-and-feel and logo, and integrated into their authentication, billing and customer care systems.

Funambol accelerates user adoption and sell-through by offering instant-on hosting (SaaS), freemium-based business models and revenue sharing that mitigate upfront investment and commercial risk.

In summary, the opportunity to provide a cloud digital locker that syncs, secures and shares data and rich media across myriad mobile and connected devices is booming. Funambol MediaHub uniquely wirelessly syncs the most data and media across the most diverse mobile and connected devices. It enables service providers to transform themselves into the trusted digital locker for their customers' mobile assets. For more information, please contact a Funambol Sales Representative.

## About Funambol, Inc.

Funambol is the leading provider of personal cloud sync solutions for mobile phones and connected devices, powered by open source. The commercial version of Funambol has been deployed by top mobile operators, device manufacturers and telco system integrators worldwide. The company is headquartered in Foster City, CA (Silicon Valley) with an R&D center in Italy. For more information, visit [www.funambol.com](http://www.funambol.com).

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