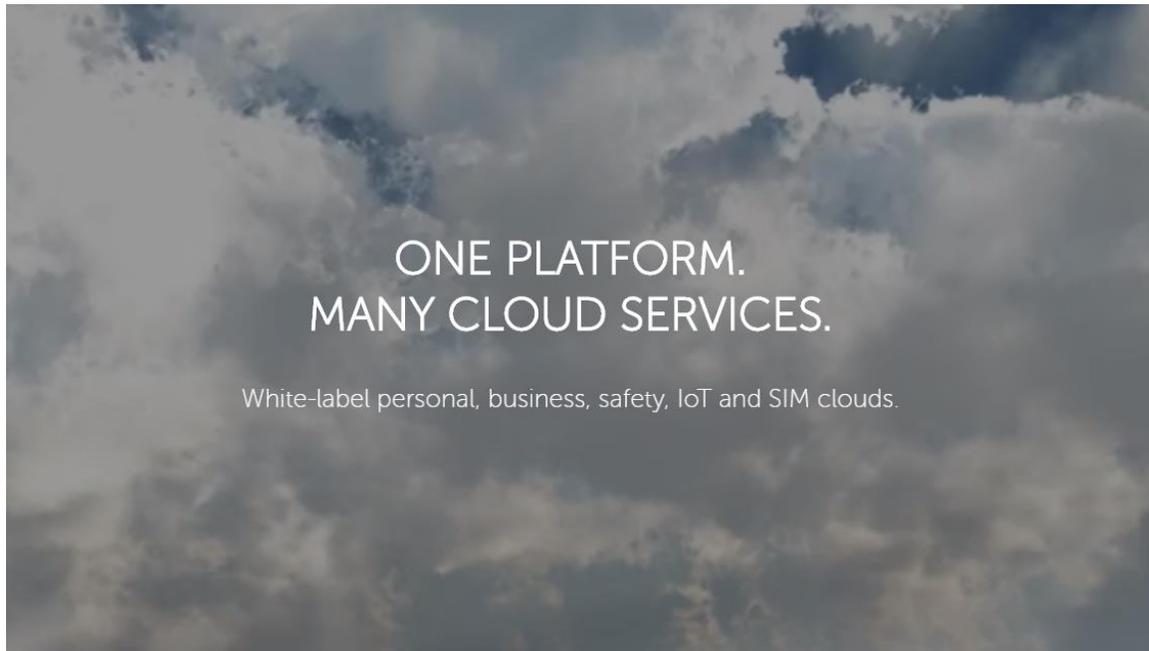


OneMediaHub v17.5 Personal Cloud



People increasingly use smartphones and other mobile devices (e.g. laptops, tablets) to store and access important personal content such as photos, videos, music, travel info and more. This increased use creates a host of issues such as: what happens if I lose my phone? How do I access something that's on another device? How can I easily track and manage my personal content without sacrificing privacy? People need a better way to simplify their 'mobile life'.

OneMediaHub is the number one white-label personal cloud solution, due to three key factors. First, its **user experience** is designed to be mobile-first. OneMediaHub is based on the premise that mobile consumers care most about personal content - photos, videos, music, contacts and selected documents. OneMediaHub's apps are optimized to access the content that users care most about on their phones. Second, OneMediaHub's **capabilities** go way beyond backup and cloud drives, to help people simplify and enjoy their digital lives. It's not just about files, it makes it easy to view, find and share personal content. Third, OneMediaHub's **performance** is based on a decade of real-world experience of syncing diverse data with heterogeneous devices. It is extremely difficult to sync mobile data well, and no other solution does it better. This combination of mobile-first design, digital life focus and proven performance makes OneMediaHub better than mobile backup and cloud drives - it simplifies peoples' mobile lives.

OneMediaHub is part of a suite of Funambol cloud services that run on a common platform. The platform contains all of the components used by consumer and business cloud services, such as data sync, user authentication, security and analytics. It has been refined over time to be highly scalable, available and efficient. Once one Funambol cloud service is deployed, it is quick and seamless to add others.

OneMediaHub Modus Operandi

OneMediaHub automatically collects and organizes a user's digital life, and makes it easy to access and share across multiple devices. For mobile operators, it enables them to offer a highly valuable service that reduces churn and increases revenue. Two recent studies by Funambol customers showed that OneMediaHub reduced mobile subscriber churn by 4x-6x among high and medium value customers, for significant additional revenue.

How does OneMediaHub work? Users typically start by downloading it on their smartphone and are prompted to create a cloud account. Once they do, their recent phone content such as photos and videos is automatically uploaded to the cloud, with the ability to upload more. Users can then perform additional steps over time such as:

- connect additional devices and computers by downloading apps on them and logging in
- on computers, using 'magic' and 'watch' folders to put items in the cloud and access them
- use a web portal to access content as well as edit and manage it, and add more content
- include contacts and calendar in their digital life
- augment automatic timelines with albums (photos+videos), playlists (music) & sets (files)
- add content to their cloud from external sources such as Facebook, Dropbox and Gmail
- view photos and videos on TV via Google Chromecast
- share items via email or social networks such as Facebook, Twitter & others
- set up a family for sharing, and post photos, videos and documents to the family space

How does OneMediaHub differ from other personal clouds? In addition to the aforementioned ways (mobile-first user design, digital life capabilities and proven performance), it is:

- **White-label** - to enable mobile providers to go to market with their own branded personal cloud. A key aspect is that user data resides in the provider's cloud, positioning the provider as the trusted steward of the user's digital life. This confers loyalty benefits to the provider, which is a primary way that OneMediaHub reduces churn.
- **Cross-brand** - unlike device clouds, OneMediaHub is not tied too deeply to any brand, while still taking advantage of native device capabilities. This is important for mobile providers as they need to support diverse devices on their network. OneMediaHub ensures that users have the flexibility to use multiple brands of devices, now and in the future.
- **Highly flexible** - OneMediaHub can be hosted in the cloud by Funambol or a 3rd party such as a systems integrator, or deployed on-premises e.g. behind an operator's firewall. OneMediaHub can also be adapted for a provider's unique needs. For example, it can integrate with the provider's infrastructure and billing systems, as well as with social networks and devices that are popular in their market. This enables providers to differentiate their service versus over-the-top (OTT) 'one-size-fits-all' personal clouds.

OneMediaHub Major Features

- One central place for a person's digital life, secured in the cloud
- Support for diverse content: rich media (photos, videos, music), files, contacts & calendars
- Auto-collection of user digital life from mobile devices, computers and external sources
- Auto-organization of content into timelines, augmented by user folders, playlists and sets
- Apps for mobile devices (Android, iOS & Windows Phone) and computers (Windows, Macs)
- Web browser to access and manage content
- Automatic sync between cloud and devices in an intelligent and efficient manner
- View photos and videos, play music, view & edit files using native apps
- Edit contacts and calendar via web portal or on devices and PCs with changes auto-synced
- Supports Microsoft Outlook contacts and calendar
- Manage content e.g. delete (& undelete), rename and more
- Share content and groups of content e.g. folders or albums via email links, socnets & more
- Search for content
- Include content from Facebook, Dropbox and Gmail
- Invite family members to join family to instantly share photos, videos and documents
- Cloud on TV: view photos and videos on TV via Google Chromecast
- Space saver: automatically free up storage by removing phone items already in the cloud
- Gamification: on-screen tips and rewards to encourage exploration and regular app use
- 'This device' screen: informs users about securing device content and freeing up space
- Users can customize various app aspects such as sync using wifi only or sync certain content
- CSR admin: for operators, a web page allows service reps to help users with admin tasks
- Storage quotas, billing integration and other operator capabilities
- Mobile analytics and push notifications: optional service to increase cloud adoption

In sum, OneMediaHub is the number one white-label personal cloud solution due to its mobile-first design, digital life capabilities and proven performance. It helps users enjoy their digital lives and enables mobile providers to reduce churn and increase revenue. If you would like to try it, you can download the OneMediaHub app on your phone. This is a free trial version where you can experience all of its capabilities, its only limitation is a basic amount of cloud storage.

About Funambol

Funambol is the leading provider of platforms that power many white-label cloud services. The company enables mobile providers to rapidly go-to-market with diverse cloud services. Funambol solutions have been deployed by top companies in the mobile industry for more than two billion people. For more information, visit www.funambol.com.