

**ShoZu™**

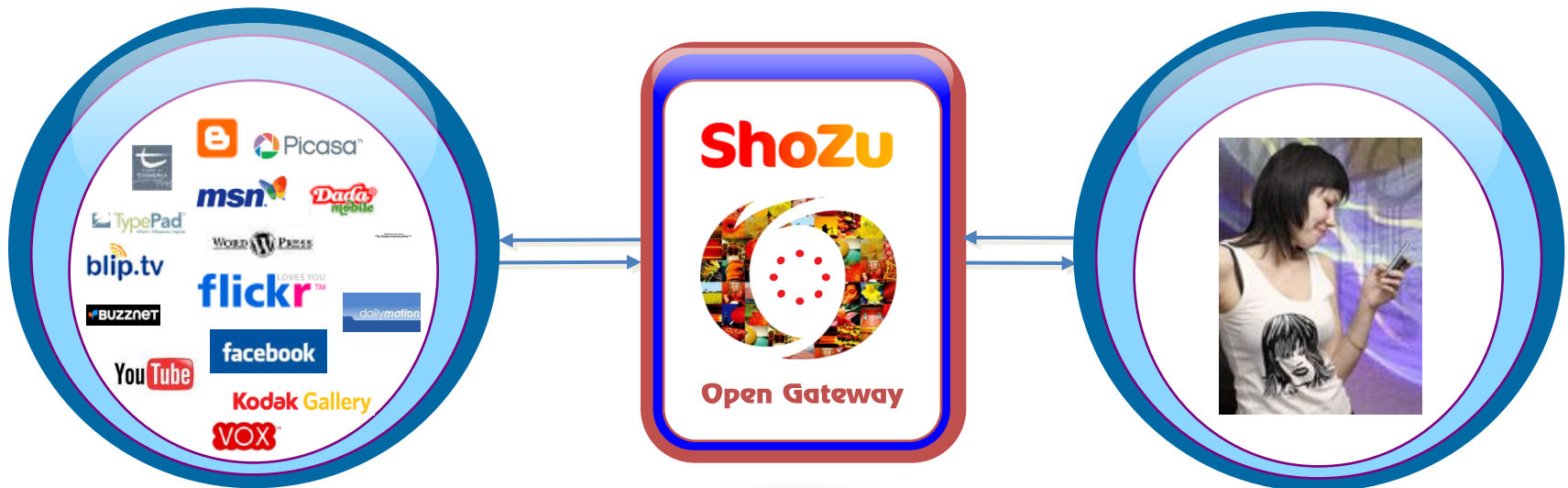


## **Client Pre-Installs and Embeds For Motorola**

January 2008



# ShoZu: Connected Mobile Social Media



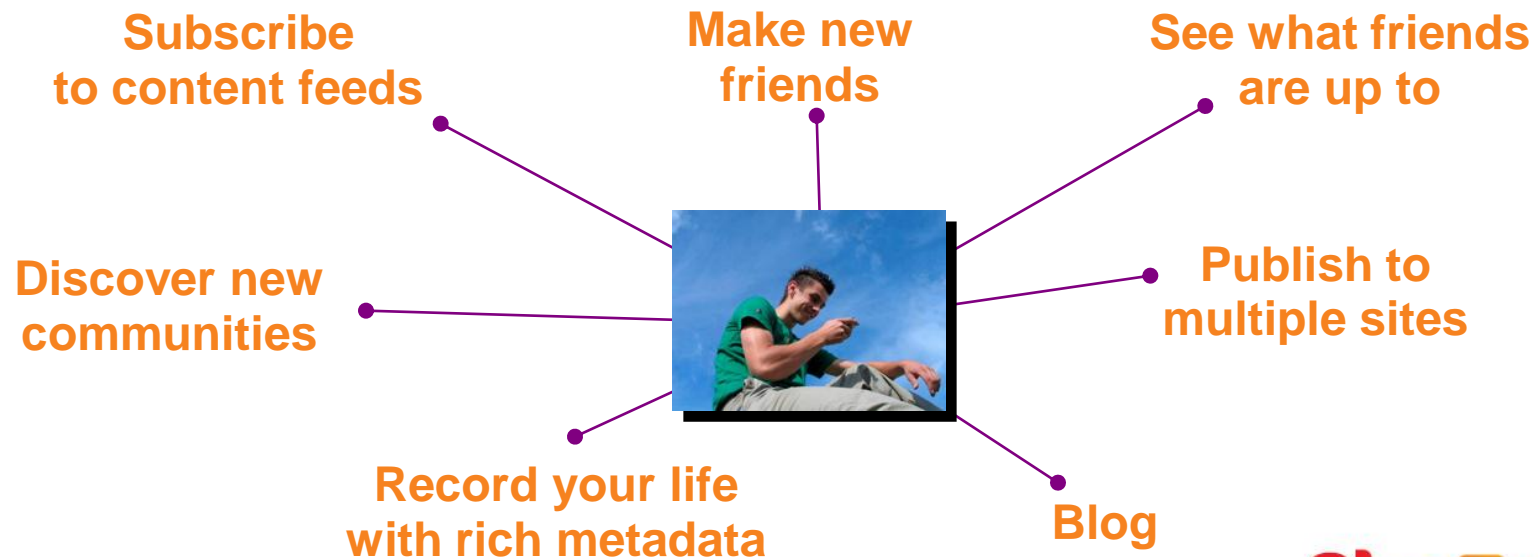
**Engage with Social Media from Your Mobile Phone**



# Your Online Social Life...In Your Pocket

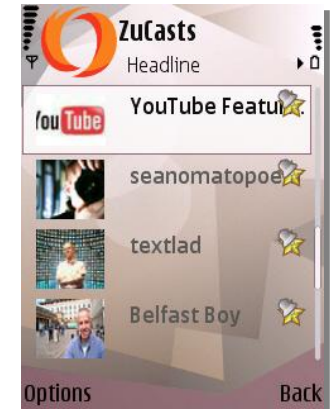
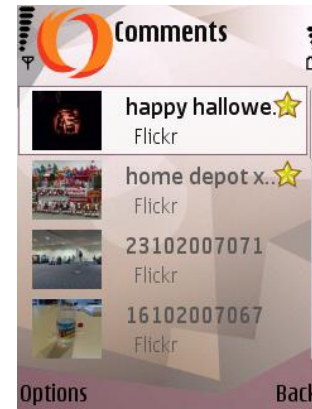
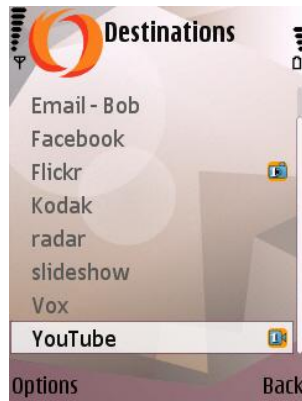
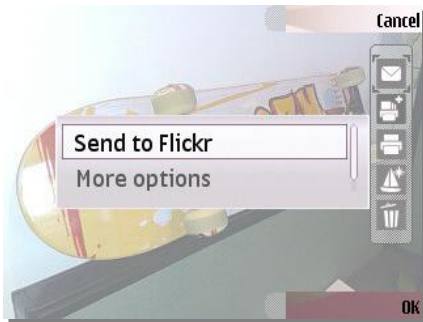
ShoZu is a social media service making it easy and fun to:

- Publish photos, videos, comments, status updates, blog postings and more to favorite services ...in one click or less
- Keep in constant contact with preferred social networking services from the phone





# Key ShoZu Functionality



## Publish

- Upload photos, videos & blog posts with push of a button
- Add tags, titles and descriptions before or after upload
- Geo-tagging: location info auto-posted with uploads

## Engage

- Participate in over 30 social media sites
- Interactive commenting – receive and respond
- Update profiles, albums, widgets... on all major social sites

## Consume

- View content feeds – automatically delivered to phone
- Examples include personalized Flickr photo feeds and YouTube video streams



## Java Client



# ShoZu 1.7 for JavaME

- **Available now for high volume Motorola handsets**  
RAZR2 V8, RAZR2 V9, RAZR V3x, Maxx V6, V3xx all available for download from [www.shozu.com](http://www.shozu.com)
- **Motorola signing and pre-install progress**  
Have Motorola signed versions of the V3x, RAZR2 V8, and RAZR2 V9. We have heard that the V9 is shipping but have yet to see significant activation numbers. Unclear if V8 is shipping.
- **Moving all partners to 3.x or higher**  
No new porting or development on 1.7 code base
- **Most builds use ShoZu's binary protocol**  
May encounter some operator connectivity issues in some geographies as it doesn't use HTTP as transport over port 80, however more recent builds have HTTP enabled
- **Key feature**  
Image and video upload to all 30+ ShoZu destinations

# ShoZu 3.1 for JavaME

- **Shipping now on numerous handsets including Sony Ericsson**

- **Porting throughout Q1**

RAZR2 V9 port of 1.7 Motorola specific changes in progress, performance is good. U9 “Pico” LJ port for pre-installation also in progress. Elba and Marco are also candidates. A1208 “DYD” for China is also possible, but requires new development for touchscreen support. Other target phones welcomed.

- **Highly optimized and reliable HTTP transport**

Uses WAP or Internet APN and communicates over port 80 for better operator support

- **Reduced memory requirements**

1MB heap, 400K JAR

- **Key feature**

Add destinations from phone with much improved sign-up





# ShoZu 4.0 “Premium” for JavaME

- **Available Q1 ‘08**

Announced at 3GSM in February. Will port to all supported high-end Java handsets in response to operator demand and as allowed by JSR 75, memory, and performance requirements. Targets include Sony Ericsson W880i and K850i. JAR will be just under 512K and requires 1.5MB of heap. Unlimited RMS size preferred for better performance.

- **Primary focus on online social media and networking**

Subscribe and comment/reply to feeds from your favorite ‘social media’ destinations such as your Flickr Friends’ photos. View and update your status on popular services like Facebook and MySpace. Get and reply to comments on your profile, blog, pictures, videos, and other content.

- **In-application promotions**

Non-intrusive banners with cool ‘calls to action’ including click-to-call, click-to-WAP, etc...

- **Extremely polished, high-end UI**

Destination-centric UI with a more elegant sign-up process with a cutting edge, animated user interface





# ShoZu 4.0 “Standard” for JavaME

- **Available Q2 ‘08**

Reduced heap usage and with performance enhancements to reach lower-end phones. JAR will be under 512K but will only require 1.0 MB of heap.

- **Primary focus on online social media**

Same functionality as in “Premium” but with limits on number of feeds and items in feeds

- **In-application promotions**

Same functionality as in “Premium” release

- **Improved ease of use**

Includes all usability improvements in “Premium” version, but with far simpler user interface to enable faster performance on lower end phones



# ShoZu 4.0 “Social Feeds” for JavaME

- **Available Q2 '08**

A dramatically stripped down version for OTA distribution for restrictive operators such as AT&T, phones with difficult Java permissions UI, and extremely low end pre-install opportunities. JAR will be under 512K and require less than 1.0MB of heap.

- **No file access**

Users will be able to activate and set up/manage their destinations, but upload will only be through the native MMS client. App will be entirely unsigned to avoid Java signing and permissions issues and only require network access.

- **Complete focus on online social media**

Same functionality as with other 4.0 releases including subscribing to feeds, viewing and replying to comments, and viewing and updating status.

- **In-application promotions**

Non-intrusive banners as with other 4.0 releases



# ShoZu for Java options

## ShoZu 3.1

Current version:  
RAZR2 V9,  
U9 "Pico"

No ads, no feeds,  
comments /replies  
on your content

Small:  
400K JAR,  
1MB heap

Fast

## ShoZu 4.0 "Premium"

Shipping Q1

Ads, feeds,  
comments, status

Higher specs:  
512K JAR,  
Min. 1.5MB heap

Targeting fast  
handsets, prefer  
unlimited RMS

## ShoZu 4.0 "Standard"

Shipping Q2

Ads, feeds,  
comments, status

512K JAR  
with simpler UI,  
1MB heap

Similar  
performance to 3.1

## ShoZu 4.0 "Feeds"

Shipping Q2

Ads, feeds,  
comments, status,  
BUT no upload

512K JAR  
with simpler UI,  
1MB heap

Similar  
performance to 3.1



## C++ Client: UIQ

# ShoZu 3.1 for UIQ

- **Shipping now on Z8**  
Available OTA for many UIQ devices
- **Highly optimized binary transport**  
May encounter some operator connectivity issues as it doesn't use HTTP as transport over port 80
- **Small and fast**  
Just over 1MB application footprint with minimum 1MB of heap requirement.
- **Key features**  
Image and video upload to all 30+ ShoZu destinations  
Limited set of feeds from popular destinations  
Comments and replies on your own uploaded content (e.g. Flickr)  
One aggregate feed for "Friends" (e.g. Flickr friends)
- **No mobile ads/sponsorships**





# ShoZu 3.2 for UIQ

- **Shipping now on Z10**  
Available OTA for Sony Ericsson P990i
- **Highly optimized and reliable HTTP transport**  
Can use WAP or Internet APN, communicates over port 80 for better operator support
- **Small and fast**  
Just over 1MB footprint with minimum 1MB of heap.
- **Key features**  
Comments and replies on your own content (e.g. Flickr comments and replies on your own pictures)  
More feeds  
One feed per destination of “Friends” (e.g. one aggregated feed of all of your Flickr friends)  
API to enable easy camera and gallery integration
- **In-application promotions**  
Non-intrusive banners with cool ‘calls to action’ including click-to-call, click-to-WAP, etc...





# ShoZu 3.3 for UIQ

- **Target release for Z12 and TEXEL**
- **Porting now**  
Z12 software nearing Motorola acceptance
- **Key features**  
Improved feeds UI on Z12, TEXEL  
Integrated into “Send As” menu using API  
Full per-individual feeds (e.g. feeds for each of your Flickr friends)  
Automatic geo-tagging (although we have not had a UIQ device with GPS/geo-location to test against)



# ShoZu 4.0 for UIQ

- **Shipping Q1 '08**

Will be announced at 3GSM World in February

- **Primary focus on online social media and networking**

Get and reply to comments on numerous feeds including friend's feeds for pictures, profiles, and other content.

View and update your status on popular services like Facebook and MySpace.

- **Site-centric, easy-to-use UI**

Numerous improvements in response to user testing including UI focus on destinations and improved sign-up process.





# ShoZu for UIQ options

## ShoZu 3.1

Shipping on Z8

No ads,  
aggregate feeds,  
comments only  
on own content

1MB footprint,  
1MB heap,  
binary protocol

## ShoZu 3.2

Shipping on Z10

Ads/sponsorships  
with calls to  
action

1MB footprint,  
1MB heap  
HTTP transport

## ShoZu 3.3

Available now:  
Targeted at Z12

Individual friend  
feeds

Same as 3.2

## ShoZu 4.0

Shipping Q1:  
Kodak (?)

Comments on all  
feeds, profile  
status updates,  
new UI

Same as 3.2



## **C++ Client: Windows Mobile**



# ShoZu 3.3 for Windows Mobile

- **Shares same code as ShoZu for UIQ, BREW, and S60**
- **Shipping today on 3.3 code base**  
Available OTA today for devices like Moto Q8 and Q9h
- **Highly optimized and reliable HTTP transport**  
Can use WAP or Internet APN, communicates over port 80 for better operator support
- **Key features**  
Comments and replies on your own content (e.g. Flickr comments and replies on your own pictures)  
Feeds from popular destinations  
Full per-individual feeds (e.g. feeds for each of your Flickr friends)  
Automatic geo-tagging (currently disabled for Smartphone devices because the location APIs require signing)  
Could leverage API to enable easy camera and gallery integration
- **In-application promotions**  
Non-intrusive banners with cool 'calls to action' including click-to-call, click-to-WAP, etc...



# ShoZu 4.0 for Windows Mobile

- **Shares same code as ShoZu for UIQ, BREW, and S60**
- **Shipping in Q1**  
Currently lower priority for release testing than UIQ and Series 60. Significant and deeply embedded pre-install opportunities would influence testing priority.
- **Key features same as 4.0 for UIQ**  
Get and reply to comments on numerous feeds including friend's feeds for pictures, profiles, and other content.  
View and update your status on popular services like Facebook and MySpace.
- **Site-centric, easy-to-use UI**  
Numerous improvements in response to user testing including UI focus on destinations and improved sign-up process.



## C++ Client: BREW



# ShoZu 3.2 for BREW

- **Shares same code as ShoZu for UIQ, Windows Mobile, and S60**
- **Alpha today on 3.2 code base**  
Running on devices like V3m, V3 Maxx, RAZR2 V9 and awaiting sufficiently interesting operator opportunity
- **Highly optimized and reliable HTTP transport**  
Can use WAP or Internet APN, communicates over port 80 for better operator support
- **Key features**  
Comments and replies on your own content (e.g. Flickr comments and replies on your own pictures)  
Feeds from popular destinations  
One feed per destination of “Friends” (e.g. one aggregated feed of all of your Flickr friends)  
Could leverage API to enable easy camera and gallery integration
- **In-application promotions**  
Non-intrusive banners with cool ‘calls to action’ including click-to-WAP, embedded audio, etc...



## Target Handset Planning



# Key Questions

- **Java Performance**

Java phones similar to RAZR2 V9 will run 3.1 and 4.0 “Standard” and 4.0 “Feeds Only” but may not run 4.0 “Premium”. Compare to SE W880i-class handsets. Unlimited RMS size may also help with performance.

- **Java Memory**

Phones with less than 1.5 MB of heap should consider 3.1 and 4.0 “Standard”. Phones with less than 1.0 MB of heap and aggressive JAR requirements should consider 4.0 “Feeds Only”. Fast phones with unlimited RMS sizes and/or more heap can consider 4.0 “Premium”

- **Private APIs?**

Proprietary API extensions for image encoding/decoding and scaling are useful, as with the P2K API “com.motorola.extensions.ScalableJPGImage”

- **Java vs. native Linux on LJ**

LJ pre-install opportunities should consider a native C++ Linux integration. Leveraging the existing C++ API from the Z10 may make for simpler deep integrations into the camera and gallery versus JSR 211 or other Java integration options.





# ShoZu recommends

## Current deployments

P2K:

1.7 for Java pre-install  
1.7 for Java OTA

LJ:

1.7 for Java pre-install  
1.7 for Java OTA

UIQ:

3.1 (Z8) for UIQ pre-install

Windows Mobile:

3.3 for WM OTA or pre-install

BREW:

3.2 for BREW in alpha

## Near term shipments

P2K:

3.1 for Java pre-install  
3.1 for Java OTA

LJ:

3.1 for Java pre-install  
3.1 for Java OTA

UIQ

3.2 for Z10 and  
3.3 for Z12, TEXEL pre-installs

Windows Mobile:

3.3 for WM OTA or pre-install

BREW:

3.2 for BREW OTA or pre-install

## Q2 and beyond

P2K:

4.0 Standard or Feeds OTA or pre-install

LJ:

Same as P2K OR pre-install 4.0 C++ client on native Linux

UIQ

4.0 OTA or pre-install

Windows Mobile:

4.0 for WM OTA or pre-install

BREW:

4.0 for BREW OTA or pre-install



# Thank you

David Amato

Director of Business Development

[david.amato@shozu.com](mailto:david.amato@shozu.com)

415.533.5201