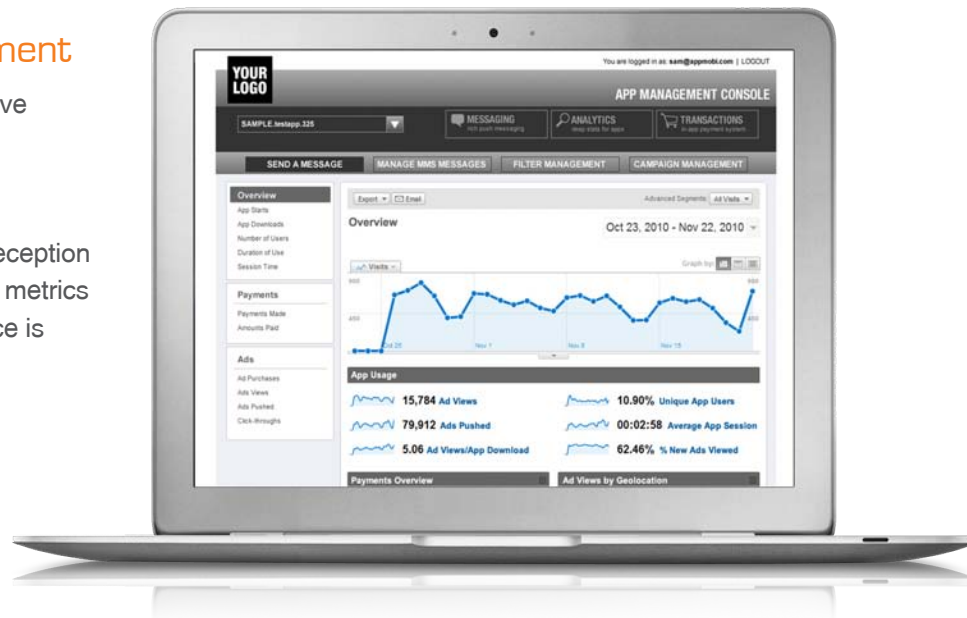


Analytics Drive App Improvement

The appMobi platform offers comprehensive app usage analytics on all components (not just the ads).

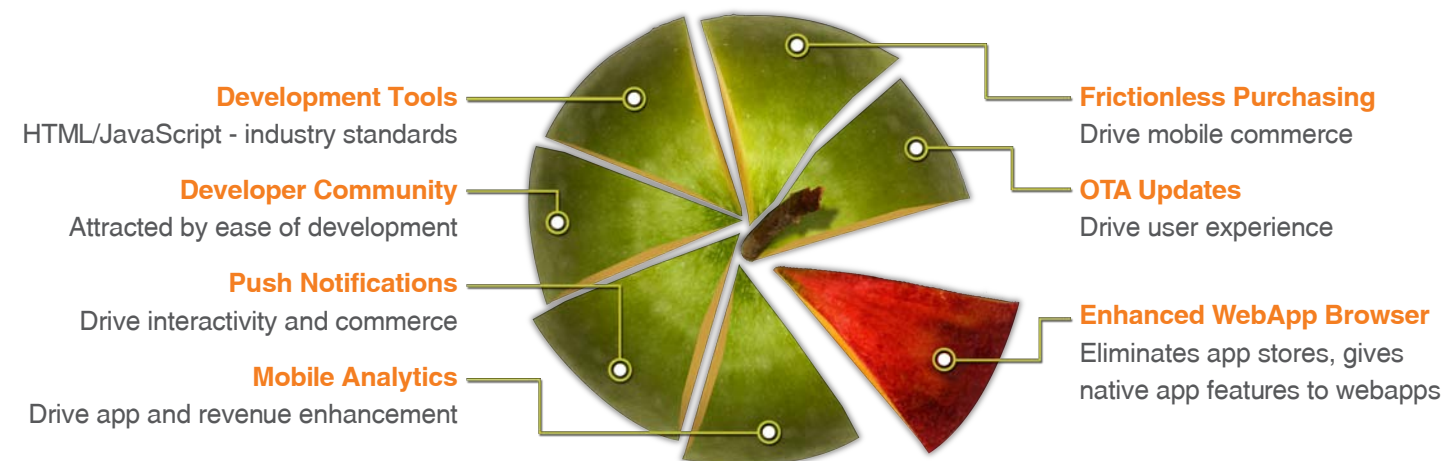
App starts, clickstreams, push message reception and response, payments made, and other metrics are captured and stored whether the device is online or not.

appMobi is the only provider to offer this comprehensive, “always-on” approach to mobile analytics.



appMobi : The Complete Mobile Technology Platform

The appMobi platform provides enterprises with an integrated superset of mobile tools and services designed to exploit the power and scalability of cloud infrastructures. By offering the enterprise a winning developer and user experience that exceeds the those of today’s market leaders, appMobi represents a competitive game changer in today’s mobile market.



Interested in licensing the appMobi platform? Contact our business development team at bizdev@appmobi.com.

appMobi{!}

The Complete Mobile Technology Platform



appMobi offers a complete mobile platform to carriers, device manufacturers, content owners, service providers, and others who wish to “get into the mobile game” in a big way.

Because the explosive mobile expansion is powered by apps, it follows that the companies with the most developers will be the winners in the long run.

appMobi has created a licensable technology platform that offers a complete mobile ecosystem, including everything from a standards-based cross platform development environment, to post-deployment cloud services such as app updates, in-app payments, targeted push notifications, detailed app analytics and interactive rich media ad creation.

- **Enhanced WebApp Browser**
Eliminates app stores, gives native app features to webapps.
- **Development Environment**
Industry standard HTML4/5, CSS, JavaScript, tools open your platform to 5 million web developers.
- **Push Notifications**
Deliver content to users when and where it is most useful to them.
- **Mobile Analytics**
Track and improve mobile app engagement regardless of connectivity.
- **Frictionless Purchasing**
Eliminates major friction point for mobile commerce.
- **OTA Updates**
Ensures that apps always have the latest and best content.

With MobiUs, the Web is Your App Store.



The Enhanced Mobile WebApp Browser

The MobiUs mobile web browser completes the appMobi platform by putting control over content and distribution back in the hands of those who create apps. With MobiUs, smartphone users will be able to install and purchase apps directly from the websites of their publishers, eliminating the need to go to the Apple App Store or Android Market. More importantly, this means that app publishers will no longer need to tolerate complicated submission processes, arbitrary rejection of their submissions and the mandatory profit sharing that comes with third-party app stores.

Just as the appMobi XDK revolutionized app development for the web developer community, MobiUs aims well beyond loosening the stranglehold on distribution by revolutionizing mobile website performance with app-level capabilities. MobiUs also enables pushMobi, the first push messaging service for mobile web and a bundled, frictionless payment system for checkout transactions.



HTML/JavaScript standards-based app development opens your platform to 100 times more developers

Desktop Web Developers
5 Million



43,185 iOS Developers



10,199 Android Developers

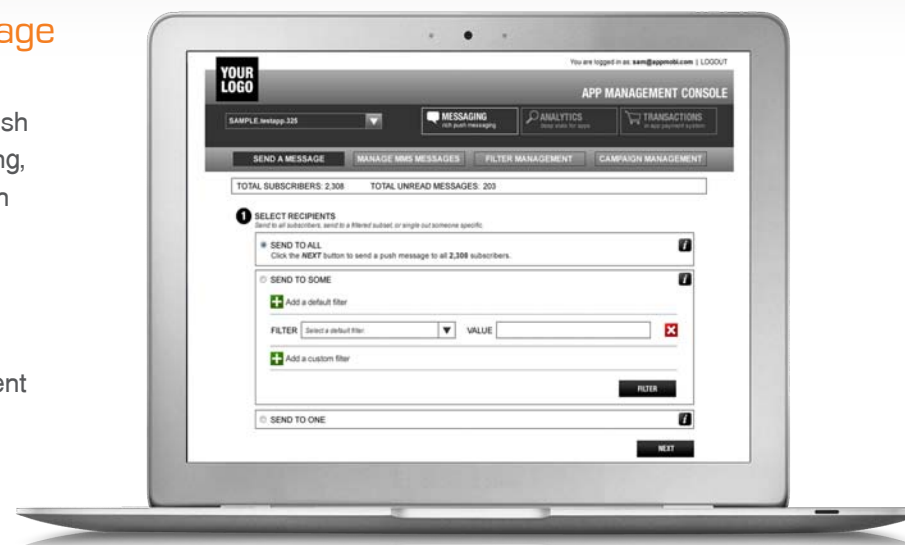
53,000 Native App Developers
Worldwide (iOS and Android)

(source : AppStoreHQ.com as of 7/1/2010)

Push Notifications Drive App Usage

appMobi's technology also includes pushMobi, the industry's first cross-platform rich media push messaging system. It enables creation, targeting, and display of rich media messages, which can be pushed to iOS and Android devices. Rich media messages can include video, audio, and HTML 4/5 content.

The pushMobi dashboard provides management of targeting down to the device, user, group, geographic, demographic or free-form level. This dashboard integrates with existing ad campaign management software.



The appMobi platform allows development of native apps and hybrid webapps using the appMobi XDK. The XDK uses HTML (and HTML5), CSS, and JavaScript to create apps for iOS and Android smartphones and tablets (with more OSs coming soon).

Uniquely, developers can use the tools they already know and love to create apps with the XDK - it's completely up to them. Macintosh, PC, DreamWeaver, Visual Studio - whatever they want.

The XDK offers a comprehensive simulation and debugging capability far beyond any other mobile development system. Apps can be tested easily during major development using the XDK's built-in emulator, or the developer can test on the actual device using WiFi. With appMobi's unique "test container" app, test versions of the app can even be emailed to colleagues or clients anywhere in the world to test on their devices.

Once the apps are complete and have been published on websites or app stores, a variety of additional services are provided by the appMobi platform. These services enable mobile payments, push messaging, location-based notifications, content management, and app updating.