

mSeer, Inc.

mSeer Content Distribution Suite  
White Paper

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## The Mobile Phone UGC Dilemma

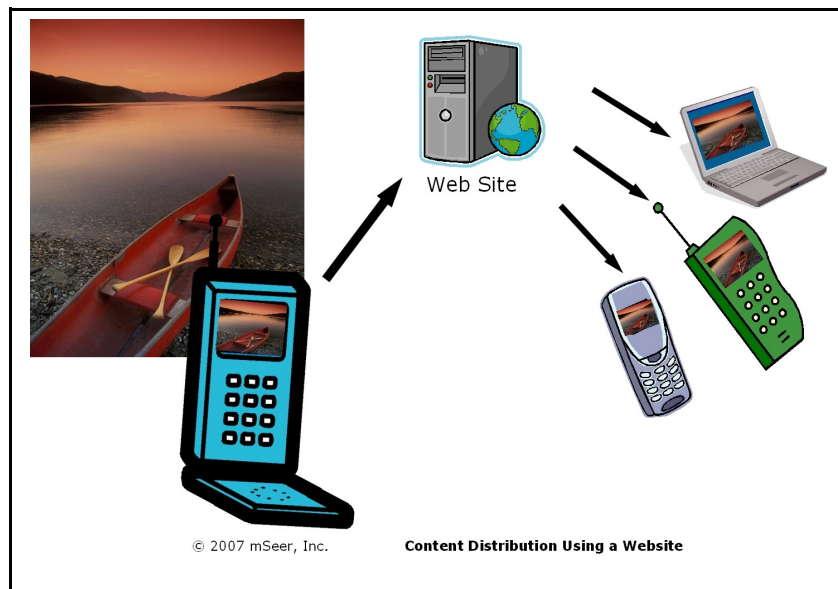
Mobile phones are quickly becoming one of the most powerful and ubiquitous producers of User-Generated Content (UGC). And yet, according to Forrester Research, even though distributing content is the primary motivation behind content creation:

76% of them never use the cameras; or use them but never transfer the photos from their phones.

Forrester Research concluded that these results are due to cumbersome and costly content distribution processes.

**Camera phones are underused and content is under-distributed because the distribution process for cell phone generated content is inconvenient and frustrating. And wireless carriers are seeing the detrimental effects in their bottom line.**

With current techniques, as shown in the figure, a user who wants to share camera phone content has to follow several steps:



- 1) Open an account on a photo sharing website or a social networking site
- 2) Upload the photo
- 3) Remember email addresses and phone numbers of all the people the user wants to send the photo to
- 4) Email them a link
- 5) Interested people then have to click on the link to view the photo

In some instances, users create a personal area network (PAN) of Bluetooth, Infrared or cable with other devices to share content.

Most users find the existing content distribution techniques too complex and time consuming to do on a habitual basis. Furthermore, using different websites for different types of content and maintaining that content consistently is simply too much work for the average user.

***Content distribution is the lifeblood of a content producer-content consumer eco-system.***

When the lifeblood flows freely, content producers are able to distribute content easily and content consumers are able to discover the content they need at the point-of-inspiration. But the current distribution techniques stagnate this flow, virtually paralyzing the entire eco-system.

### **The Future of Mobile Phones**

As mobile phones evolve, users will generate more sophisticated and richer content: restaurant reviews, short stories, vacation experiences, how-to videos, merchandise to sell and other content. But as long as content distribution techniques remain cumbersome, users will continue to be frustrated and wireless carriers will have difficulty motivating them to use other revenue generating offers.

***mSeer is changing the future of mobile phone UGC:***

- No uploads
- No logging onto websites
- No sending of emails or links
- No setting up a personal area network (PAN) with Bluetooth, Infrared, or cables
- Content producers will publish UGC immediately
- Content will be readily available whenever a content consumer needs it
- Content consumers will discover content and access it whenever they need it

***With mSeer technology, mobile phone content distribution will be convenient and efficient for every user.***

## The mSeer Solution

mSeer has developed Content Distribution Suite that enables direct phone-to-phone content publication, discovery and distribution among secure communities of mobile phones using multi-media messaging (MMS).

Using the mSeer solution, family, friends, co-workers, teams and other closed communities can share content conveniently and efficiently without relying on a website, PAN, or email links.

mSeer's revolutionary distribution technology puts the control into the hands of the users...and provides an option to monetize UGC.

- *Users select and publish any type of UGC and make it public immediately, right on their own phone. Each user creates communities or belongs to a community.*
- *The user (content provider) controls access to the content.*
- *Community members (content consumers) discover, access and transfer published content directly from the content provider's phone onto their own phone.*
- *Users don't need to worry about privacy violation. All content remains on the users' phone and only community members can access the published content.*

## The mSeer Content Distribution Suite

The mSeer Content Distribution Suite includes:

1. *mSeer Content Publishing Factory*: Content providers can instantly publish content on their phones without uploading to a server.
2. *mSeer Community Builder*: Content providers can create arbitrary communities without relying on a server.
3. *mSeer Content Discovery Engine*: A search engine based on distributed search technology allows users to discover published content on the phones within multiple communities.
4. *mSeer Privacy Manager*: Users have total control over what they want to share and with whom, without compromising their privacy.

## mSeer Communities

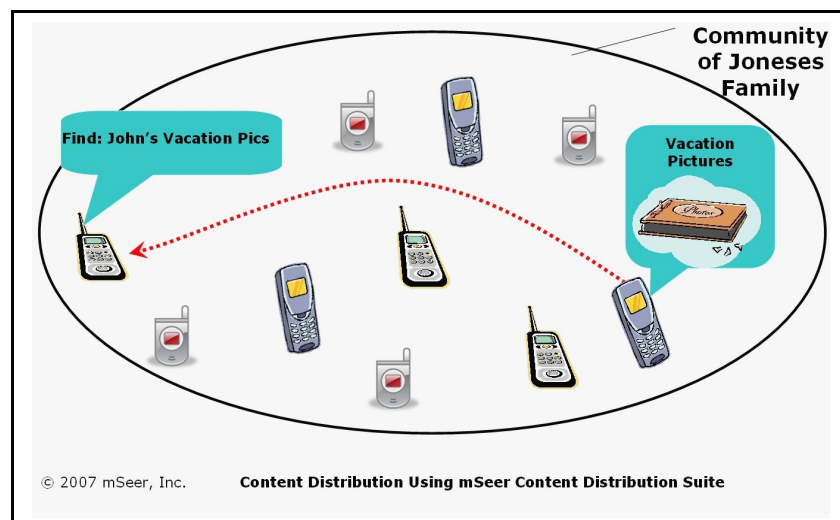
Content Distribution Suite allows for the development of a wide variety of secure communities that can share content without relying on a website or network: Families & Extended Families, Friends, Sports Teams, Co-workers, Students, Social Clubs, School Groups, Volunteers, Church Groups, Political/Professional Organizations, Alumni Groups and so on.

Families and friends can create a private community and share holiday pictures. Similarly, sports teams, social clubs, alumni groups and co-workers can create communities in order to share photos, videos, experiences, and contacts. Soccer moms can create communities to exchange ideas, opinions and photos. With mSeer technology, any smart phone user can create a secure community specifically for his or her needs.

## How It Works?

With the mSeer Content Distribution Suite the user simply:

- 1) Publishes content on the phone using *mSeer Content Publishing Factory*
- 2) Using *mSeer Content Discovery Engine*, community members (consumers) discover and transfer the content to their own phone whenever they need it

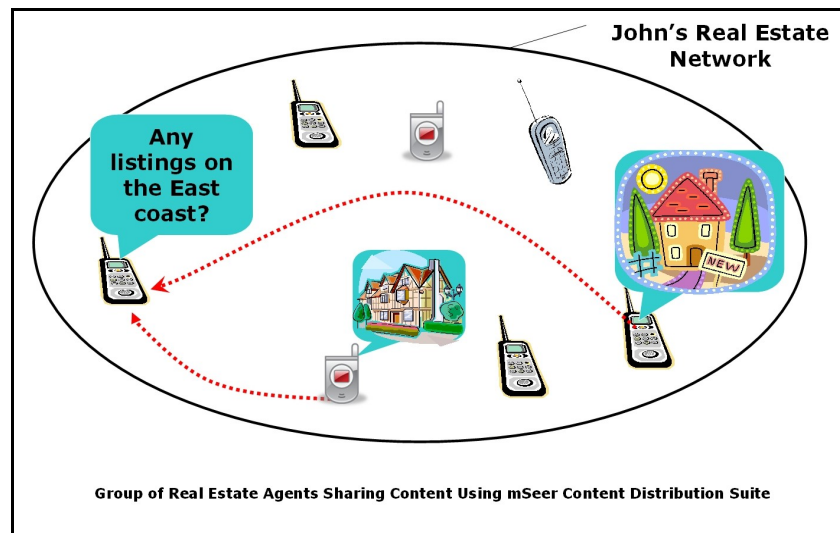


With *mSeer Community Builder*, a user creates communities and invites others to join the community. In some instances, the user is already a member of an

existing community. *Using mSeer Privacy Manager*, the user can control access to the content.

Unlike the current cumbersome and time-consuming process, the mSeer Content Distribution Suite allows all types of communities to share information conveniently and efficiently, right from their mobile phones:

- A group of real-estate users across the country can share real-estate listings without having to store content on a web site.
- Grandparents can view pictures of their grandchildren whenever they want to without having to call or remember all their children's and grandchildren's phone numbers.
- Co-workers can retrieve pictures of their colleague's vacation in Rome to ensure the accuracy of an advertisement - without having to remember who went to Rome or storing their links.



- Community members can share or sell their knowledge, expertise and advice to other community members without relying on a phone call.
- Business partners in a firm can share the contact information of an important customer without trying to call each other between meetings.
- And, the possibilities are endless...

## Value Proposition to Carriers and Handset Manufacturers

At mSeer we recognize the difficulties and challenges faced by the carriers and handset manufacturers in motivating their customers to use other revenue generating offers using MMS.

Benefits of mSeer for Carriers and Handset Manufacturers:

- **Generates Higher Revenue:** mSeer habitually engages consumers creatively, bringing instant gratification to all the players in the content producer-content consumer eco-system. These usage dynamics translate to higher ARPU.
- **Increases Shipment of Smart Phones:** mSeer will increase users' interest in smart phones. As phones with high storage capacity are launched, the need to share content at the point-of-inspiration will grow as well.
- **Uncovers Additional Revenue Channels:** mSeer exposes additional revenue channels through person-to-person marketing, person-to-person commerce, content backup services and much more. mSeer also provides Carriers and OEMs with the flexibility to offer specialized services to different segments of the market.
- **Improves Churn Rates:** Due to its viral nature, mSeer not only retains your current customers, but also encourages the acquisition of new customers at a faster rate. mSeer is built on the current trend of user-generated content by providing compelling end-to-end solutions for publishing, discovering and monetization of said content.
- **Realizes Higher ROI:** mSeer runs directly on mobile phones and fully utilizes current MMS infrastructure to generate higher revenue. No further investment in additional hardware or software resources is needed.
- **Maintains Competitive Advantage:** mSeer helps users solve the frustrating day-to-day problems they encounter when sharing content. Carriers and OEMs can maintain their competitive advantage by creating service demand and increasing market share.

## Value Proposition to Mobile Phone Users

At mSeer, we believe that content sharing using mobile phones should be as easy as making a phone call. With mSeer technology, mobile phone content distribution will be convenient and efficient for every user.

Benefits of mSeer for Mobile Phone Users:

- **Convenience, High-Impulsivity and Saved Time:** By eliminating the cumbersome steps required to publish, discover and distribute content, users can conveniently engage in content distribution at a moment's notice.
- **Trust and Peace of Mind:** The Internet, though convenient and informative, also allows untrustworthy people to access private content. mSeer creates and limits access to communities via mobile phones only, so content consumers know and trust the content source.
- **A Window into the Wisdom of the Crowd:** mSeer allows users to tap into the collective knowledge of the community. Pooling their knowledge together into their mobile phones will allow users to deliver more relevant and reliable results to community queries.
- **Fun & Excitement:** mSeer helps users share their knowledge, creativity, skills, humor and expertise with other consumers so that content distribution becomes a fun and exciting experience.
- **Unlimited Participation:** mSeer does not depend upon any online social networking or content sharing sites. Anyone with a smart phone can share content with other members of their specific community.

## mSeer Content Distribution Suite & Implementation

mSeer Content Distribution Suite is based on J2ME (Java Micro-Edition) and runs on Java™ enabled mobile phones<sup>1</sup>. Since this is not a server application, installation is quick and easy.

The technology can be customized to specific smartphones and feature phones. OEMs can then provide every customer with our software: new buyers will purchase smart phones with mSeer software already installed on them and current smart phone users can download the software from their current wireless service provider's website.

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<sup>1</sup> J2ME version 2.2 or higher, supporting specific JSRs



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