



TURN

Mobile Media Factory

Video Streaming Services in 3G Networks



Video Over IP - The Future Starts

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Direct

In the consumers hands







Long Term

Hold Onto your Consumers

Beneficial

For Portal Owner and Consumer

About U-Turn Media Group

-  First outside of Asia to offer streaming video to mobile phones
 -  Approximately 55 employees world-wide including 40 employees in the Czech Republic
 -  Regional offices in UK, USA, Australia and Asia
 -  Currently providing services across the globe
 -  We are locally based to ensure fast and efficient support
 -  We provides a complete end to end solution

VIZGO

Media in Motion Because You Are

U-Turn Media Group has created a **complete mobile media delivery platform** called **VIZGO**.

The Vizgo application is an end-to-end solution that **manages, encodes** and **delivers** content to handset users.



- ❖ WISC-TV is the CBS affiliate in Madison, Wisconsin, USA
- ❖ Portal branded "Wisconsin Mobile"
- ❖ Launched: 22 September, 2005
- ❖ TV broadcast currently reaching 360,000 households



U The first local broadcasters in USA to offer video to mobile handsets

U Currently offering service for free to consumers



U Portal provides access to 1.5 min local news and weather video content produced especially for mobile phones.

U Content is filmed and edited in-house with existing equipment

U Available across the country over multiple carriers, including the 3G (CDMA) network

Long-Term Strategy:

Replicate TV advertising revenue through the mobile

T-Mobile Czech Republic



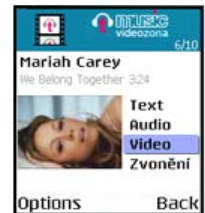
- ◆ Number 1 mobile operator in Czech Republic (calculated on the number of active SIM cards)
- ◆ Currently providing services for 4.46 million customers
- ◆ Portal branded "t-music videozona"
- ◆ Launched: 15 November, 2005
- ◆ 100 constantly updated high-quality streamed and on demand audio and video clips from popular Czech and international music acts
- ◆ Text descriptions of the bands and their music
- ◆ Consumers can purchase polyphonic ring-tones of their favourite songs



- ◆ Portal is access with just 'one click'
- ◆ Consumers receive portal via SMS after signing up at www.t-music.cz or by sending an SMS short code to a dedicated phone number
- ◆ Customers using EDGE-enabled phone (Nokia 6630, 6681, 9300) can view the high-quality videos.
- ◆ Customers using GPRS phones (Sony Ericsson P800, Siemens SX1 or Nokia 7650) can play audio recordings

Long-Term Strategy:

To encourage consumption of multi-media over the network to drive data revenue



VIZGO Mobile Marketing Services

Providing marketers with the ability to deliver their branded 'fit-for-mobile' marketing messages within the main menu of the consumer's mobile phone.





 Benefits of Mobile Marketing:

 In the hands of the consumer all day, every day, every where

 Fastest growing personal marketing tool

 2 billion mobile phone owners worldwide in 2005

 Wireless advertising is at the same level as online advertising was in the late 1990s - get on board now!

 Combine text, images, video and streaming to deliver your marketing message



Direct

Connect with consumers any where & any time
100% branded with your logo and marketing message
Accessed with just once 'click' from the user
Portal delivered via SMS message and then easily installed

Long Term

Portal is installed into the menu structure of the phone
Updates are easy and fast to keep your consumers hooked
Ongoing statistical collection

Beneficial

Push consumers to points of sale with vouchers and redemption codes
Consumers want fun, competitions, free offers and voting
Reach precisely targeted demographics
Prompt the consumers to behave the way you want instantly
Use a combination of images, text and video to get your message across

The “FIT-FOR-MOBILE” Concept

The main rules are:

1. **Be short**

Five minutes or less

2. **Be clear**

There is no time and space for sophisticated double meanings and psychology. Your message must be simple.

3. **Be funny**

Give more than currently used boring SMS marketing

4. **Be personal**

Because you know exactly the target group and can monitor of their reactions, create a real personal relationship with your customers.

5. **Be cost effective**





You don't need to use 35 mm film and other sophisticated film technology, which is very expensive. The cost of audiovisual production and postproduction is relatively cheap.

6. **Be innovative and unique**

About our Technology – VIZGO

U-Turn's Vizgo mobile media delivery platform is a robust end-to-end solution that manages, encodes and delivers rich media content to mobile devices.

Combining four main components:

-  A powerful content management interface
-  An automated content aggregator
-  A delivery and streaming server solution
-  An easy to use handset portal application

The Vizgo Solution



VIZGO is for...

Broadcasters

Network Operators

Content Providers

Media Owners

Aggregators

WEB Based Content Owners & Distributors

Advertising & Marketing Firms

Consumer Goods Manufactures



Vizgo is compatible with...

streaming video
video on demand
static images
short textual summaries
full-length text articles
streaming audio
voting
games
ring tones
wallpapers



The VIZGO Advantage

- Application icon is accessed with 1 'click by the end user
- All handset operating systems supported i.e. Symbian, Windows & Java
- Creates additional revenue streams from banner advertising
- Portal automatically self updates over the air
- Flexible billing models i.e. subscription, pay-per-view, free to consumer
- End user does not have the ability to delete, rearrange or hide content items or menus

The VIZGO Advantage

Interactivity with consumers via voting and 'watch me now alerts'

Content owner branded interface

A complete end to end solution

Incorporates a powerful content management system

Carrier Agnostic (network operator independent)

No proprietary handset player required

Graphic User Interface easily navigatable

Statistical reporting – demographic and user behavior stats

Compatible with all currently used media file formats
i.e. Real, Microsoft, MPEG, 3GPP

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