



Ceedo Mobile *Advantages*

Ceedo Mobile transforms the mobile handset into a self-contained device, offering distinct advantages both to mobile phone customers and to phone vendors, mobile operators and service providers.

Phone Customer Advantages

- **The connection between the phone and the PC becomes accessible** to the average consumer, making advanced features available to the majority of handset customers.
- No need to install PC software from CD or from the Internet in order to interact with the mobile phone on a PC, allowing for **the ultimate out of the box experience**.
- The ability to connect the mobile phone to any PC (not just the user's own PC), and **enjoy the rich interaction and connectivity features enabled by the PC software**. These become instantly available when connecting the mobile phone to the PCs of friends and family, home and office, and also Internet café and campus PC.
- The ability to **instantly upload high-resolution images and high-quality video clips captured on the phone to the Web**, using any PC as a high-speed media gateway with zero data costs.
- **Eliminating the need to carry a laptop everywhere**, by placing the customer's personal PC environment on the mobile phone's flash memory. This turns the phone into the user's center of life.

Phone Vendor and Service Provider Advantages

- The **revolutionary handset-to-PC convergence** opens a new area of values and differentiation.
- **No need to provide a software installation CD** together with the mobile phone to the customer. In addition, the mobile phone's PC software can be automatically updated over the Internet.
- **Ease of use** for the customers in using their mobile phones with a PC, resulting in fewer calls to the customer support center and reduced costs.
- The ability to create a truly mobile self-contained device that can use not just its internal embedded software, but also the more sophisticated PC software for **interacting with and manipulating the mobile phone content anywhere**.
- Bringing the added value of personalized PC applications that are available to users on their phones wherever they go, **increasing the phone's usability and the vendor's brand value**.
- Creating a **unique opportunity to market device content, device services and new devices** to end-users through the vendor's or service provider's web portal, which is automatically launched in the Ceedo Viewport window when the handset is connected to a PC.
- **Creating additional revenue sharing opportunities** by bundling PC software that uploads pictures and video clips to media hosting websites, or sends the pictures from the phone to online printing services.