



Ceedo

Flexible Computing

The New Ceedo Personal

A New Frontier in Mobile Personal Computing

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- **Value**
 - Run cross-platform and fully customizable windows applications and entire workspaces with zero-install and easy to use interface.
- **Reliability and Security**
 - Runs any windows-based application from any stationary or mobile storage device with additional internal encryption and zero-footprint.
- **Proven Technology from Consumers to Enterprises**
 - With millions of users world-wide both in the consumer and enterprise market, Ceedo's proven technology has earned international praise and high-profile partners.

Solving the toughest issues confronting modern IT from consumers to enterprises.

About Ceedo

- ④ We are a privately held company, established in 2005.
- ④ We specialize in developing innovative IT solutions that solve the toughest issues confronting modern IT for consumers and enterprises alike.
- ④ Our products are based on our proprietary application and run-time virtualization technology.
- ④ Our products shipped to over 4,000,000 users worldwide.
- ④ Our easily branded and integrative approach has made us a choice solution by leading market providers.





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The New and Improved Ceedo Personal

Over 4,000,000 users can't be wrong!

Ceedo Personal Overview

Take your entire customized workspace with you on-the-go. From your home PC, to an Internet Café and even to work... on any storage device.



- ④ Enables end-users to create portable workspaces comprised of any windows applications.
- ④ Easily suited on any storage device such as USB thumb-drives, cellular phones, SD cards, iPods and more...
- ④ Requires no installation or administrator rights at all, and leaves zero-footprint once un-plugged.
- ④ Cross Windows platform support regardless of version, configuration and language.

Ceedo Personal for Service Providers

Simply better for you and your customers...

Desktop as a Service

Portable Virtual Machines
and Web-based Desktop

- Complicated to deploy and manage.
- Requires heavy-duty servers and/or large storage infrastructure.
- Costly OS licensing.
- Must have admin rights (cannot run on public machines).
- Diminished experience.

Apps as a Service

Virtual application packages
and web applications

- Must pre-package each application or create web-apps from scratch.
- Usually dependent on OS version (app-virt) or browser version (web app).
- Can't be easily branded.
- Limited interconnectivity with host OS and apps.

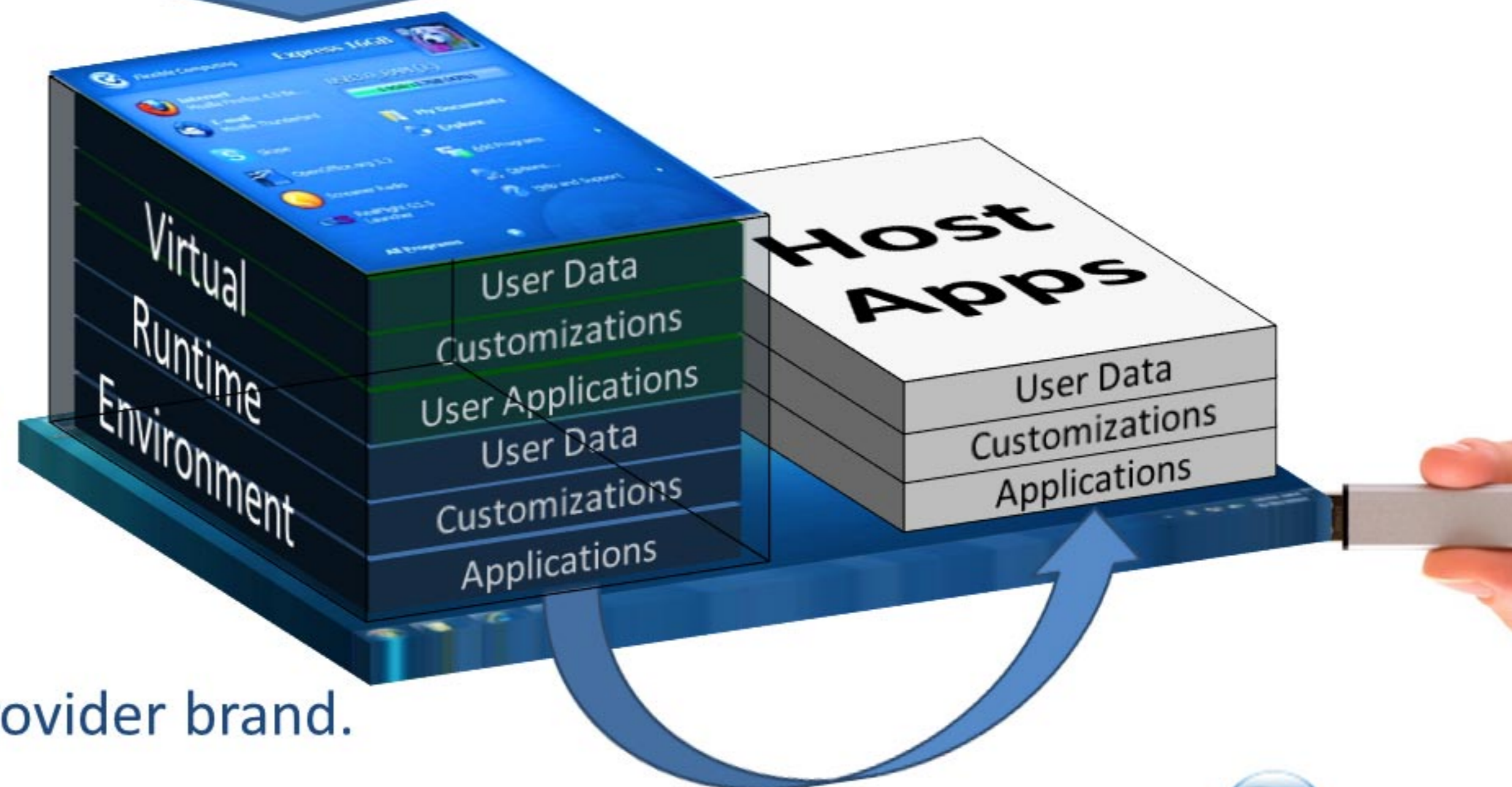
Ceedo's Portable Workspace

- **Completely flexible, customizable and self-contained.**
- **Easily branded interface and app-store with dozens of pre-packaged apps.**
- **Users can naturally install their own applications.**
- **Cross-windows platform with zero installation and footprint.**

Technology

- Does not require any form of installation (including agents)
- Creates a sandboxed independent runtime environment
- Provides applications with all the resources they require internally
- Sandboxed but interconnected.
- Allows users to install their own applications.
- Can work on any windows version regardless of user privileges, language, etc.
- Easily branded to match service provider brand.

Provides a user-friendly console to run, manage and install new applications.



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Zero-footprint: No traces are left behind once plugged out...



End-user Value Proposition

- ④ Can be Installed on any personal storage device, including cellular phones, SD cards, etc.
- ④ Once connected to the USB port of **any** Windows PC, Ceedo Personal automatically starts, giving access to programs and data.
- ④ Runs directly from the portable drive, based on personal preferences.
- ④ The host PC provides only the physical resources (screen, CPU, internet, printers, etc.).
- ④ Does not require any admin privileges, allowing users to work on their own personal applications from public PCs such as in internet cafés, and locked-down PCs at work.
- ④ Ceedo's pre-packaged app-store allows immediate download of dozens of applications as well as allowing end-users to install their own applications and customize them.
- ④ Data and applications stored with Ceedo are completely sandboxed and internally encrypted and do not leave any footprint on the host PC once unplugged.
- ④ Reliable technology and support with over 5 years in the market and over 4,000,000 users worldwide.

Provider Value Proposition

- ④ Easily branded to match brand and requirements of the provider (both the app-store and the end-user interface).
- ④ Can be easily embedded on any non-volatile storage device such as SD cards, USB thumb-drives and more.
- ④ License for both Ceedo Personal and stored applications can be managed to provide access for limited time (subscription base model).
- ④ Sing profitable agreements with software providers for deploying Ceedo with pre-packaged 3rd party software.
- ④ Enjoy a vast compilation of technical information, media kits, and VIP support.
- ④ Gain access to enterprises deployments with the consumerization of IT (Ceedo Enterprise).



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Thank You

For more information visit our website at

www.ceedo.com