Mobile Content Server: The Agere BluOnyx™

Nik Bahram

VP, Strategic Marketing & BluOnyx Product Line
Storage Business Unit

Solutions Focused On Perfecting The Connected Lifestyle

- Focused on our vision of "Perfecting The connected Lifestyle"
- Developing innovative products that tie all of Agere products together
- The first product integrating Storage, Connectivity and Processing: the Agere BluOnyx Mobile Content Server

- Integrating IC & Systems Knowledge to deliver innovative system solutions
  - Processing, storage & communications ICs from Agere with best of breed 3rd party ICs
  - Driver, middleware, seed app software
  - Storage components such as HDD or Flash

- Managing IC, subsystem and when needed system manufacturing logistics to deliver ICs, PCB subsystems and when needed the entire system

- Partnering with leading consumer and enterprise brand owners to target and deliver solutions to various market segments

- Addressing the consumer, enterprise, service provider markets

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Handset is the interface
to the BluOnyx

Main Menu

- File Browser
- Backup & Restore
- Friends
- Media Player
- Settings

EXIT

SAMSUNG

Connects wirelessly
through Bluetooth®

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Agere BluOnyx : What are we talking about?

Fits in Pocket

Agere BluOnyx
1GB – 40GB

Wired/
Wireless
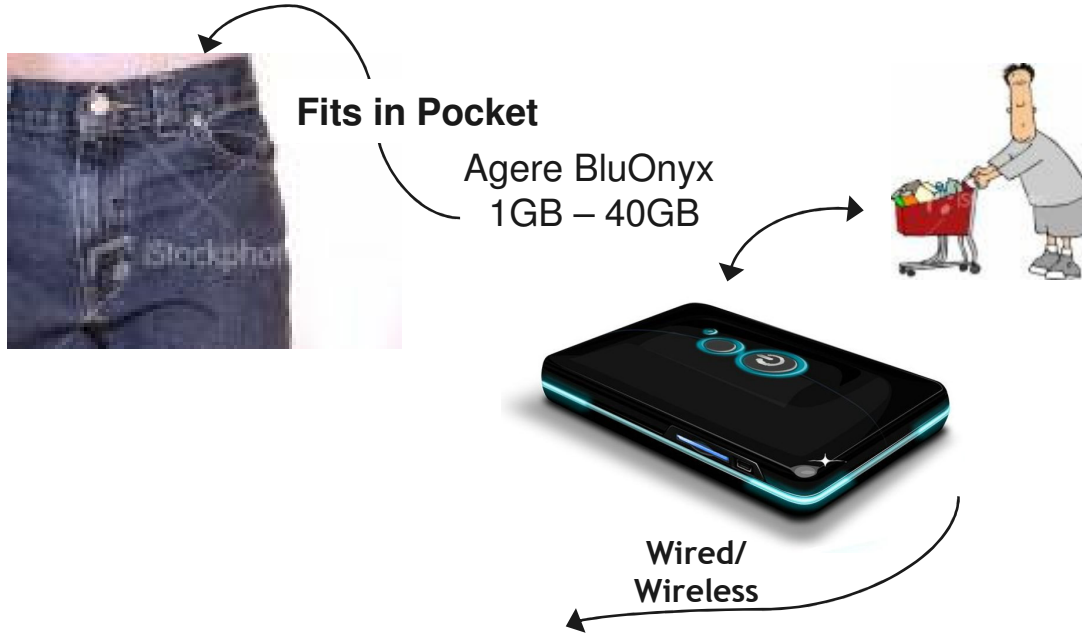
Purchase Points*

Retail Outlets

Fry's Outpost.com

BEST BUY   circuit city

Carrier Outlets

Telefónica   vodafone

··T··Mobile

Corporate Portals

NOKIA CONNECTING PEOPLE   Seagate   LINKSYS A Division of Cisco Systems, Inc.   BELKIN
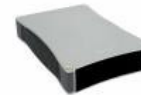
PHILIPS   SAMSUNG   ARCHOS Think smaller

User can transfer, display and store/backup content using Agere BluOnyx

V1

V2

**Set Top Box
Game Boxes**

Router

Bluetooth®, SD, USB

Bluetooth®, SD, USB, WiFi

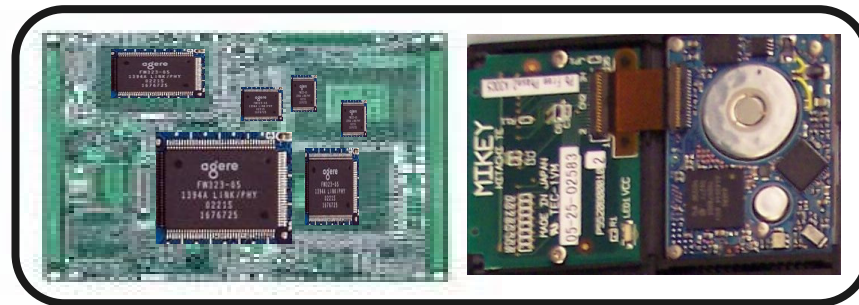*: potential purchase points. All trademarks and logos are owned by their respective companies*

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Agere BluOnyx : What's Under The Hood? What is Form Factor?

**Integrated chipsets, Software
& Storage Elements in Agere BluOnyx System:**

**Application S/W + Processing + Connectivity +
Operating System + HDD &/or Flash**

Approximate dimensions of "Agere BluOnyx "
(1.8"HDD). Indicated in **red** relative to credit card

85mm

54mm

Dimensions

+ 74-92 x 56-62 x 6-15mm
+ Independent of Drive size – 1" & 1.8" HDDs
+ From 1-40GB
+ Can use HDD or Flash as storage medium

A Compact Wireless Portable Storage Device

Wireless Connectivity

Bluetooth ®*

Wired Connectivity

HI-SPEED CERTIFIED USB* High Speed 480Mbps

Storage Capacity: 1GB – 40GB

Device Thickness: 6mm (for 1, 2, 4GB) to 15mm (for 40GB)

Device Dimensions: 85mm x 54mm   **Credit card size with 1" drive**

Flash cartridge: Has an SD slot (supports miniSD, microSD)

What can it do?

Independent of the PC – Not required to enable the value proposition

Is a cell phone accessory – Store in Agere BluOnyx , Display on cell phone

Is a backup device – Backup phone, camera, PC

Is an entertainment device – streams movies, music to phone, PC

Is a social networking device – broadcasts same content to friends Sitting near each other...... And many more

*: products expected to obtain requisite certification

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How the Agere BluOnyx V1 Features Work?

**Backup Content,
phonebook, emails regularly
& when changing phones**

**Move content from/to
and backup PC**

**Bluetooth®
USB, SD**

**Bluetooth®
USB, SD**

**Share content with
multiple friends
simultaneously in
broadcast mode**

**Stream video/audio
content to any
handset**

**Bluetooth®
USB, SD**

**Stream NOT
copy**

Configuration: Initial Owner Setup

Main Menu
- File Browser
- Backup & Restore
- Friends
- Media Player
- Settings

EXIT

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- Initial Bluetooth® Device Pairing
- Username and Password Established
- Main Menu

Move _personal_, non copyright, content to Agere IOnyx for ring

I have something I want to show you

Cool, me too... Can I download to your Agere Blu

**Bluetooth®
USB, SD**

File Browser

♪ **song1**
♪ **song2**
♪ **song3**
♪ **song4**
♪ **song5**
♪ **song6**
♪ **song7**

EXIT   **MENU**

SAMSUNG
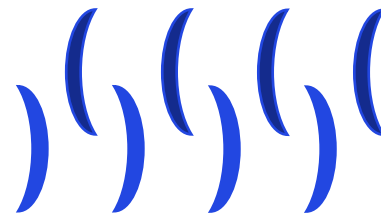
Browsing Features

- Browse Folders and Files
- Copy, Move, Rename, Delete
- Create Folders
- Search
- Select for Viewing/Playing
- Owner May Limit Friend Access

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Content Backup: Backup & Restore

Backup Content, phonebook, emails regularly & when changing phones

**Bluetooth®
USB, SD**

Backup Group

- **Contacts**
- **Music**
- **Photos**
- **Videos**
- **Ringtones**

EXIT

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- Backup Phone Content to Agere BluOnyx
  - Group or All

- Restore Phone Content from Agere BluOnyx
  - Group or All
  - Same Phone or Different Phone

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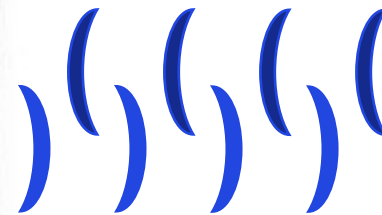
Content Sharing: Adding Friends

Share content with multiple friends simultaneously

Bluetooth® USB, SD

Add Friend

Available Connections
- **Bob** (00:16:38:C1:53:BF)
- **Mike** (00:16:38:C1:BE)
- **Jeff** (00:16:38:C1:BA)
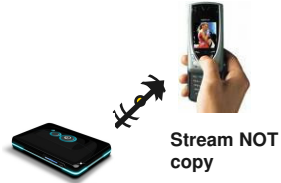- **Randy** (00:16:38:BB)

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- Find Available Bluetooth® Devices
- Select Friend from List
- Friend Added to "Friend List"
- Friend Can Access Menus and Content (Limited by Owner)
- Friend Recognized Next Time

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Content Viewing: Media Player Capability
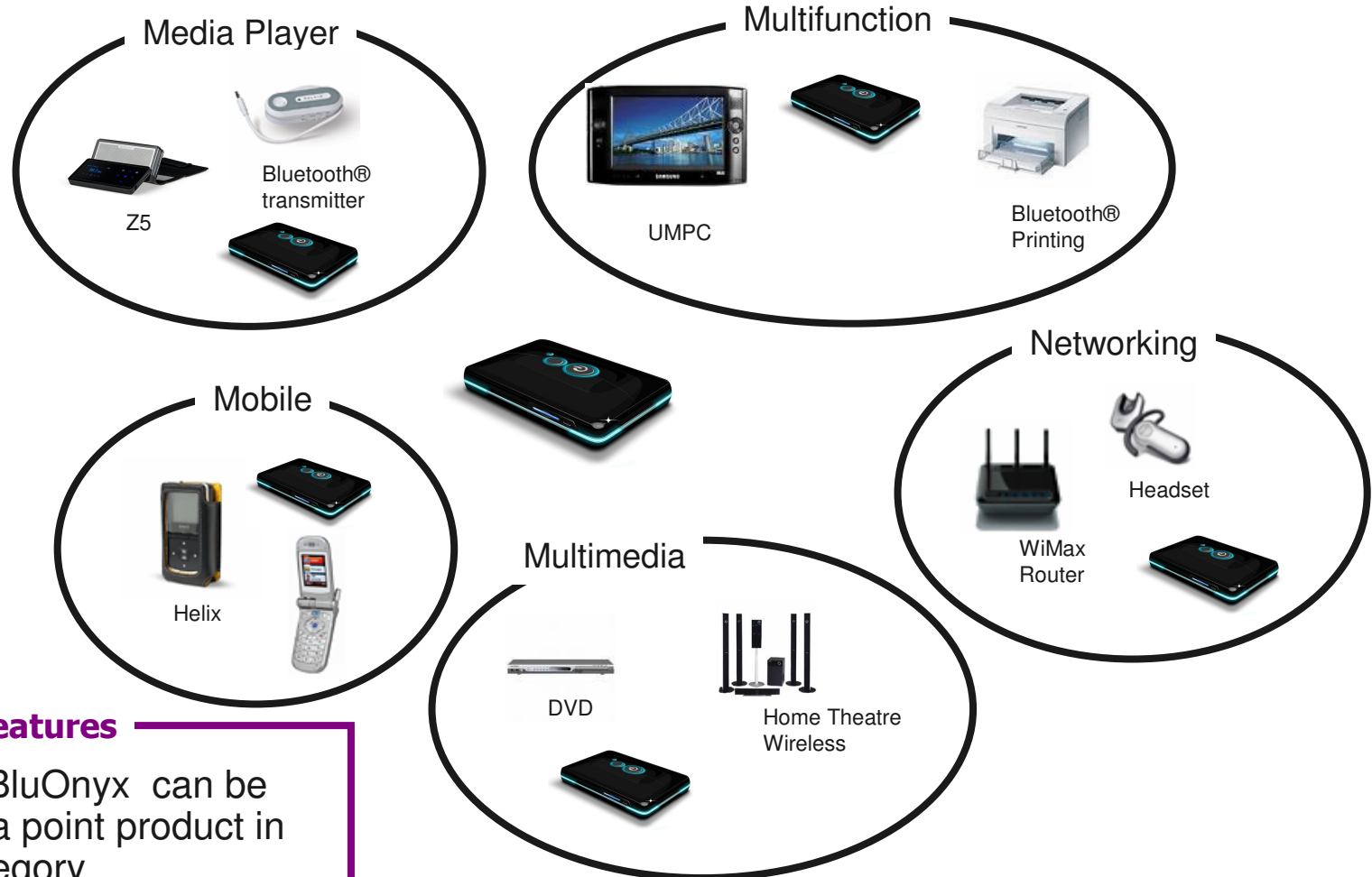
Stream video/audio content to any handset

Stream NOT copy

Media Player

| ◀◀ | ▶ | ▶▶ | Full |

EXIT   MENU

SAMSUNG

Photos, Music, Video

- Stream from Agere BluOnyx
- View Photos
- Thumbnail Browser
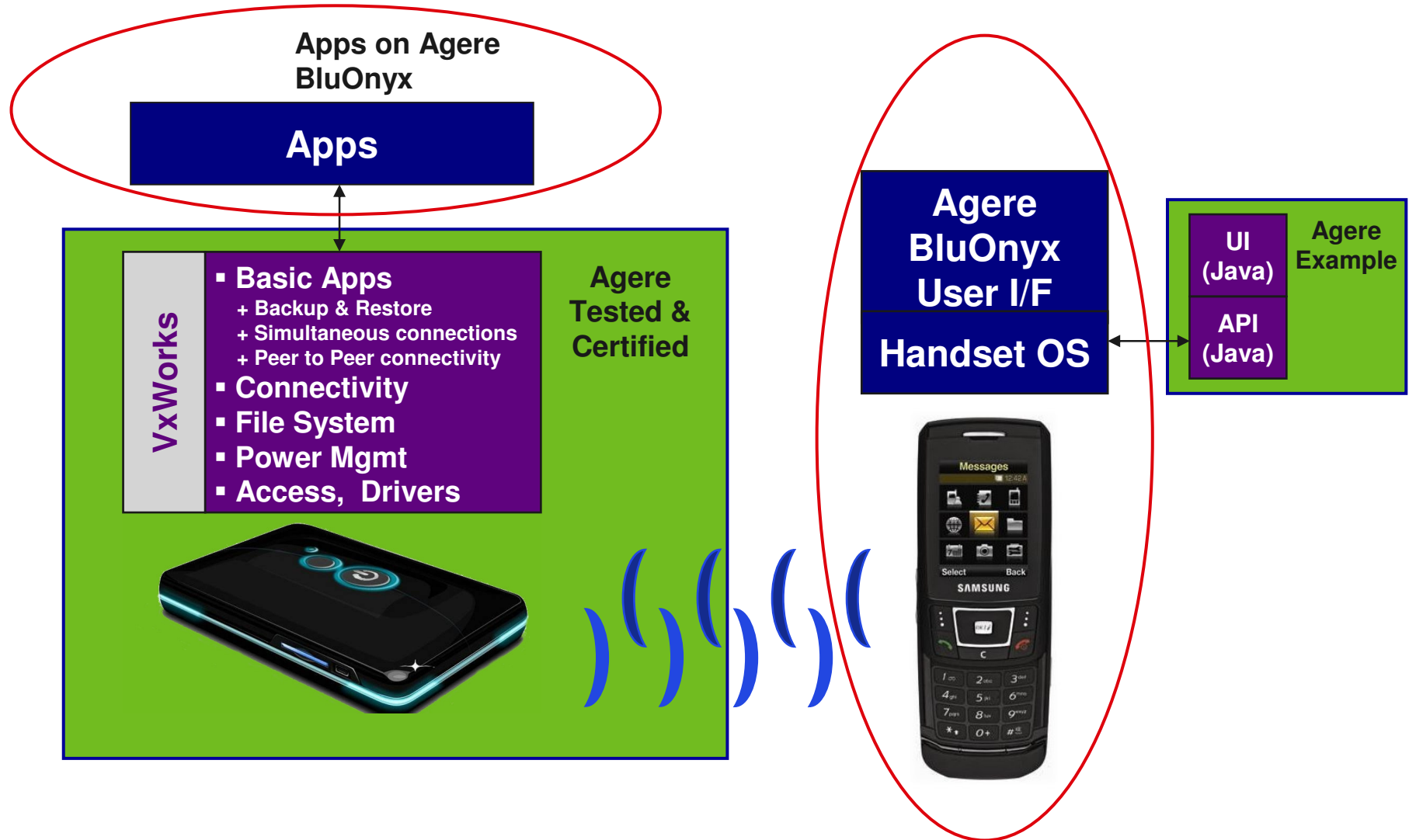- Play-list Support

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Product Positioning

BluOnyx Brings Storage & Processing Capability to: Cell/Phones, Personal & Home Entertainment and LANs

Media Player

Z5

Bluetooth® transmitter

Multifunction

UMPC

Bluetooth® Printing

Mobile

Helix

Networking

Headset
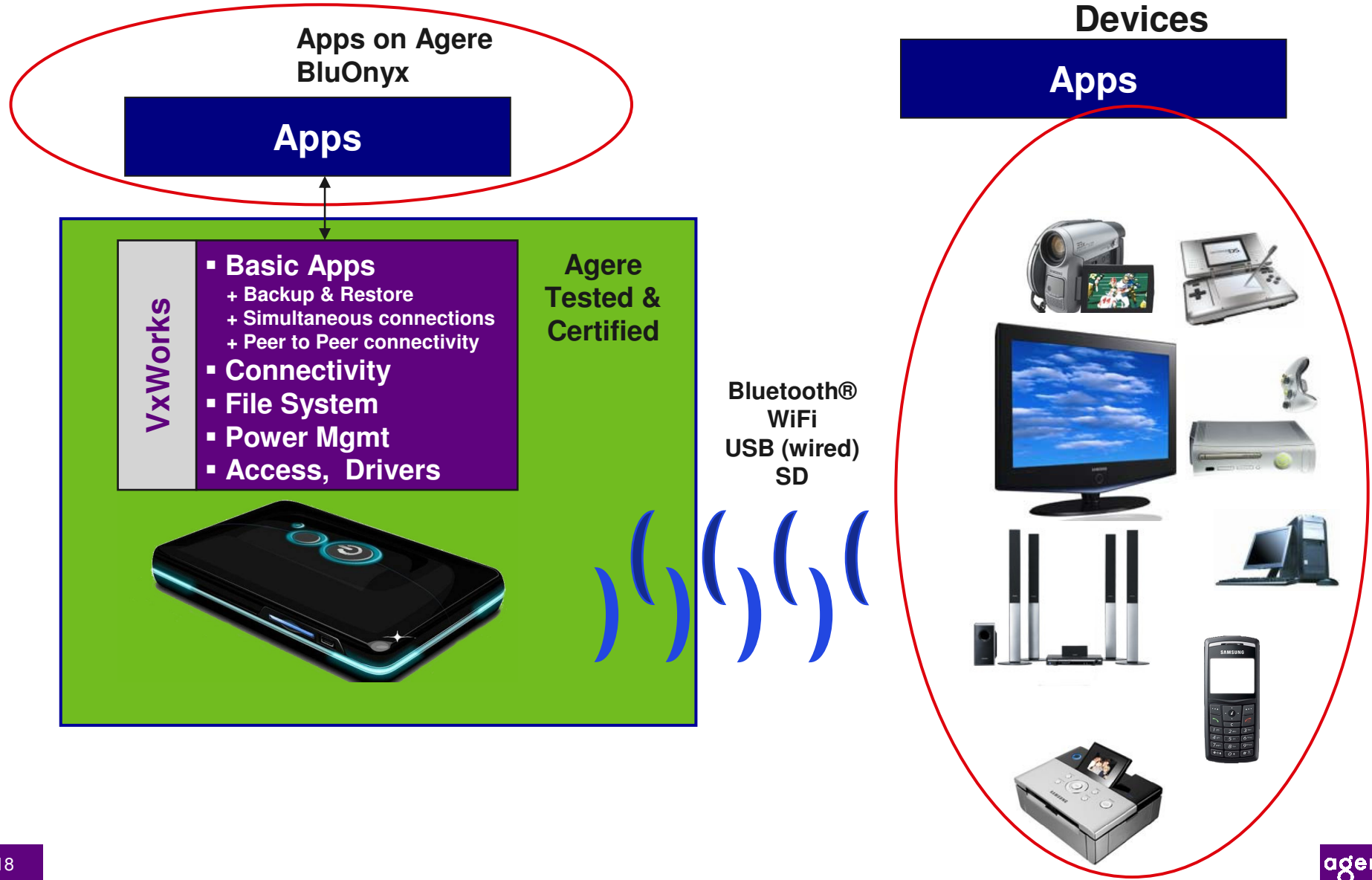
WiMax Router

Multimedia

DVD

Home Theatre Wireless

Features

- Agere's BluOnyx can be used as a point product in each category

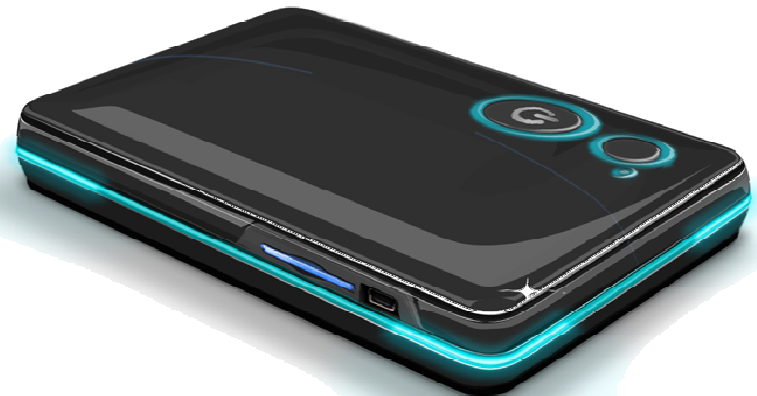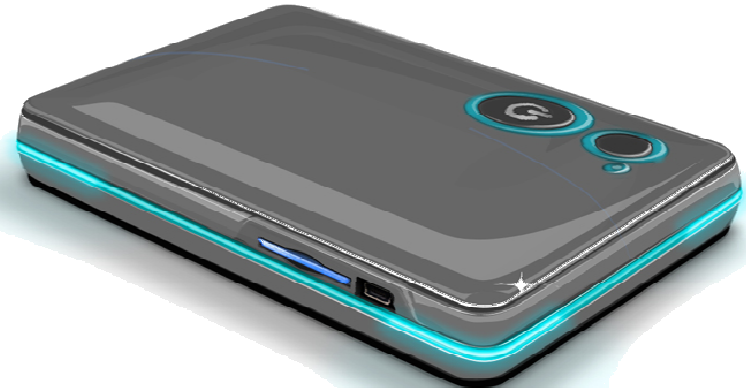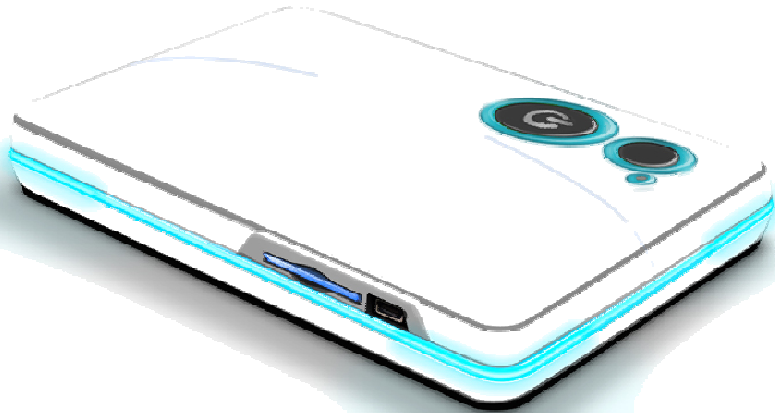- Agere's BluOnyx can be Integrated to bring together multiple CE devices

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OEM/3rd party can develop apps on Agere BluOnyx using API or User Interfaces for the handsets

Apps on Agere BluOnyx

Apps

VxWorks

- **Basic Apps**
  + Backup & Restore
  + Simultaneous connections
  + Peer to Peer connectivity
- **Connectivity**
- **File System**
- **Power Mgmt**
- **Access, Drivers**

Agere Tested & Certified

Agere BluOnyx User I/F

Handset OS

UI (Java)

API (Java)

Agere Example

OEM/3rd party can also develop applications for the CE devices

Apps on CE Devices

Apps on Agere BluOnyx
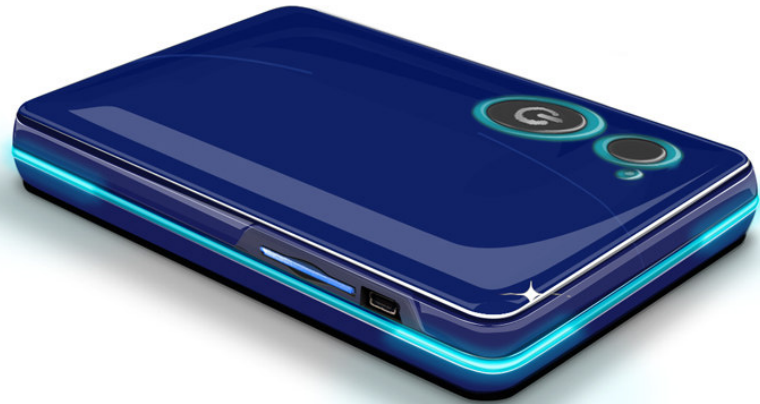
Apps

Apps

VxWorks

- **Basic Apps**
  - + Backup & Restore
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Agere Tested & Certified

**Bluetooth®
WiFi
USB (wired)
SD**

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White variations…

Grey Variations…

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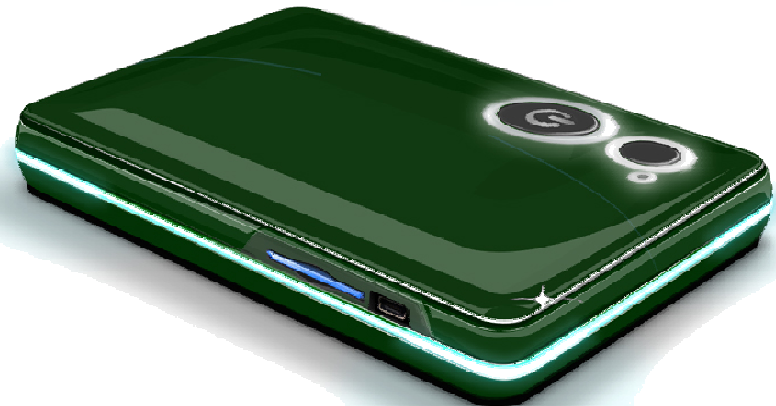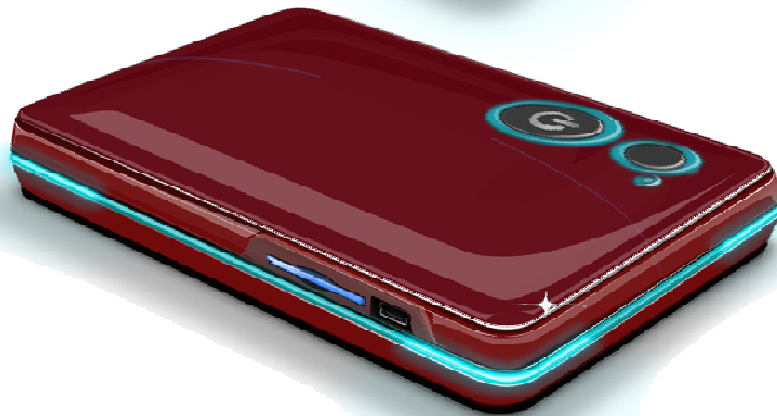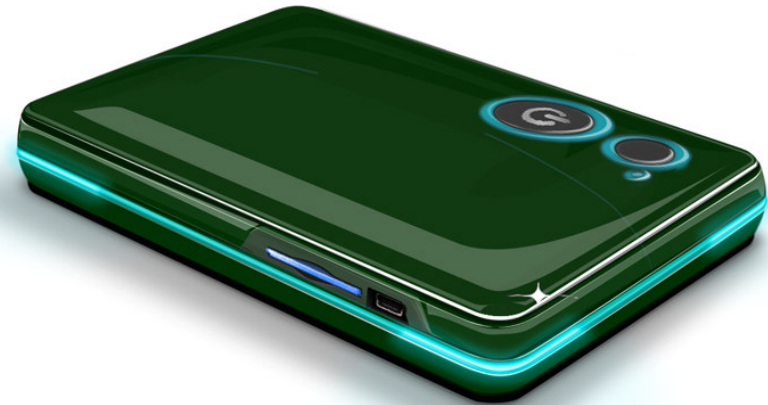
Glossy Color Variations…

Capacity

1GB   2GB   4GB   10GB   40GB
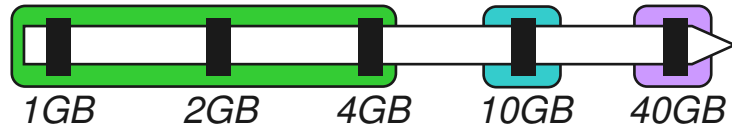
Flash-based

1" HDD based

1.8" HDD based

Characteristics

Base Price	$99 - $250
Thickness	6 – 15mm
Wireless Streaming	Yes
Wireless Sharing	Yes, Unicast & Broadcast
Connectivity	Bluetooth®, SD, USB, Wireless LAN
Platform	Multi-function, Open, Independent of PC, Peer to Peer

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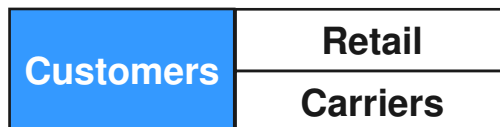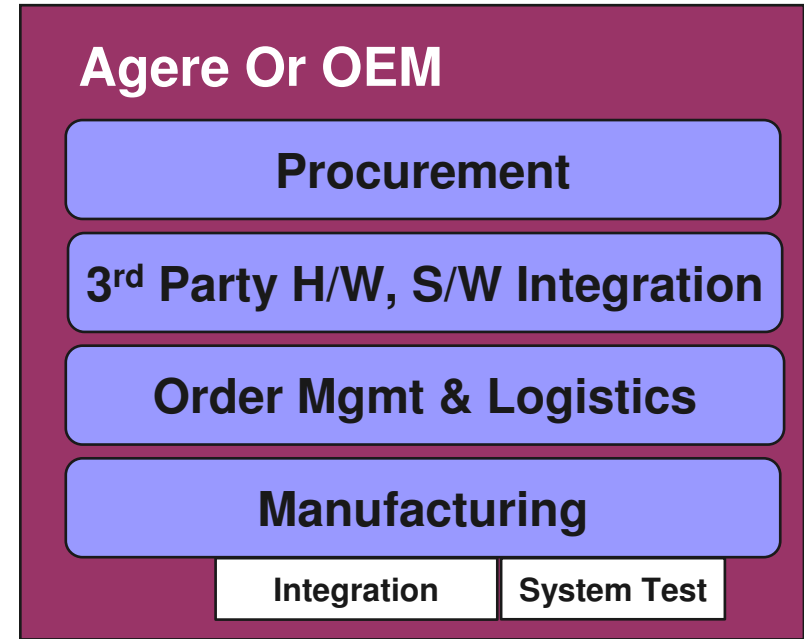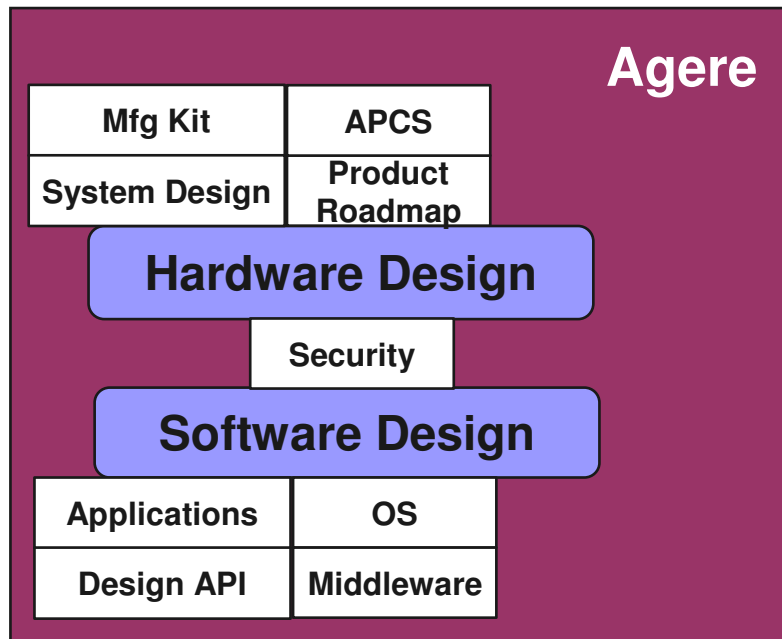# What Is Agere's Value Add & Who Is Our Customer?

Value Chain Flow, Roles and Relationships: From Agere to OEM Customer to End Consumer

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- Hardware and Chipsets
- Software
- System Design and Integration

Agere or Customer Deliverables

- Procurement & Logistics
- 3rd party IP Integration
- Manufacturing & Test

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Mfg Kit	APCS
System Design	Product Roadmap

Hardware Design

Security

Software Design

Applications	OS
Design API	Middleware

Agere Or OEM

Procurement

3rd Party H/W, S/W Integration

Order Mgmt & Logistics

Manufacturing

Integration	System Test

OEM Brand Owner
Branding & Channel Marketing

Customers	Retail
	Carriers

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Summary

Summary

Introducing the Agere BluOnyx Mobile Content Server

- BluOnyx can store and transfer content to and from cell phones, CE devices and PCs acting as the bridge

- BluOnyx can display its content on one or more cell phones, PCs and through game boxes on TVs

- Providing a wide range of Storage capacity, Price and form factor options

The Perfect Companion to the Phone, Game box, Digital Camera & PC

- Take your content with you and share in social and business setting on one or more cell phones or PCs

- The BluOnyx provides the ability to backup content or display content on multiple devices

- An open system that provides the community with opportunities to add new applications securely

Available branding opportunities provides customization and a quick TTM

- The BluOnyx is a customizable device allowing both OEMs and consumers to take advantage of branding opportunities

- Agere is providing a complete solution to OEMs accelerating Time To Market.

- Discussing With OEMs around the world for Products targeting Summer/Christmas 2007

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About Agere Systems

Agere Systems is a global leader in semiconductors and software solutions for storage, mobility and networking markets. The company's products enable a broad range of services and capabilities, from cell phones, PCs and hard disk drives to the world's most sophisticated wireless and wire line networks. Agere's customers include top manufacturers of consumer electronics and communications and computing equipment. Agere works to transform the performance of networks and consumer electronics by integrating systems knowledge and leading technology that enable people to stay connected -- perfecting the connected lifestyle.