Fact sheet: VMSN, Vipera Mobile Social Network
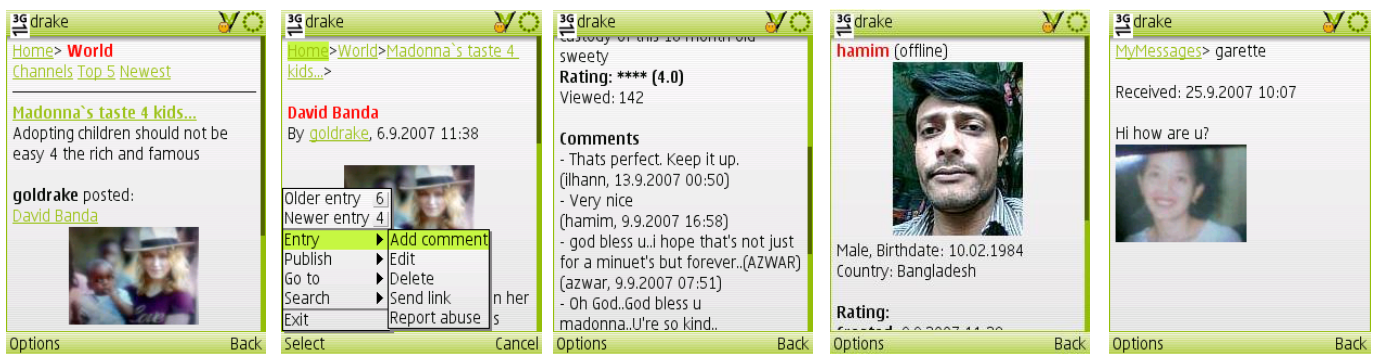
September 2007

OVERVIEW

Vipera mobile applications platform for instant messaging and micro-blogging/publishing is used for a community 'on the go' and in particular targets those who don't have easy access to Internet. It presently has 200,000 registered users with an additional 10,000 new users coming on in the first two weeks after the beta launch of the new VMSN product. The platform is built on open standards with a global in reach, running on 300+ mobile networks worldwide, and on 500+ different handset models.

FEATURES OF THE VIPERA MOBILE SOCIAL NETWORK

VMSN is a unique combination of micro-blogging/publishing and instant messaging social network on the handset with editorial animation functionalities. Additional features are:

- dynamic multi-language, incl. Arabic and Asian languages
- user ratings, commenting, discussions
- elegant combination of browser-like navigation with benefits of rich client
- presence tracking and p2p push messaging
- support of full multimedia content (text, pictures, audio, video clips)
- caching mechanism

Try it out: go to http://www.vipera.com or point your mobile browser to http://wap.vipera.com and download the Vipera client for a complete service experience.
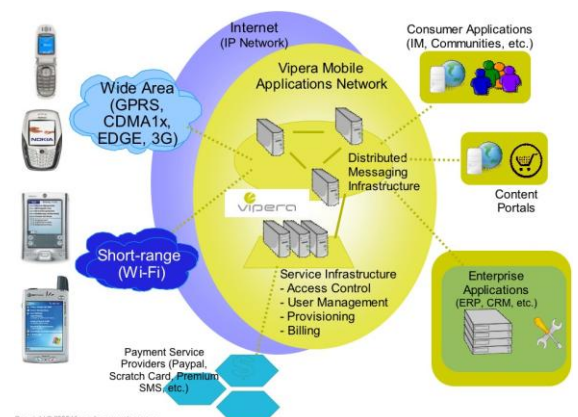

FEATURES OF THE VIPERA MOBILE APPLICATIONS PLATFORM

At the core of VMSN is the Vipera's mobile application platform, a federated peer server architecture (similar to public telephony system), which is phone and carrier agnostic. Additional features are:

- optimized for instant messaging, presence, mobile transactions, and multimedia (audio streaming, picture messaging, etc.)
- open platform: different applications sharing same platform
- integrated with payment services like Paypal and open APIs to bolt on others

SOFTWARE COMPONENTS:
- Messaging service: highly scalable message delivery infrastructure. Offers an IP-based alternative to SMS/MMS.
- Provisioning service: for delivering applications to mobile handsets
- Rich client application platform: for rapidly developing and OTA-distributing mobile client applications that are a hybrid between an XHTML browser and an instant messenger
- Traffic metering and billing service

COMPANY

Founded in 2005, Vipera® is a privately held company led by a highly experienced senior management team. Incorporated in Delaware, USA, Vipera has offices in Zurich, Switzerland, in Milan, Italy and an offshore technical development centre in Bangalore, India. The Vipera mobile applications platform is a **patent pending** solution. For more information: http://www.viperanetworks.com