



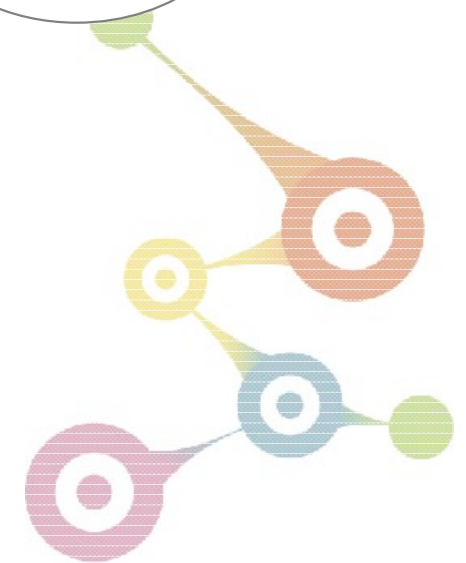
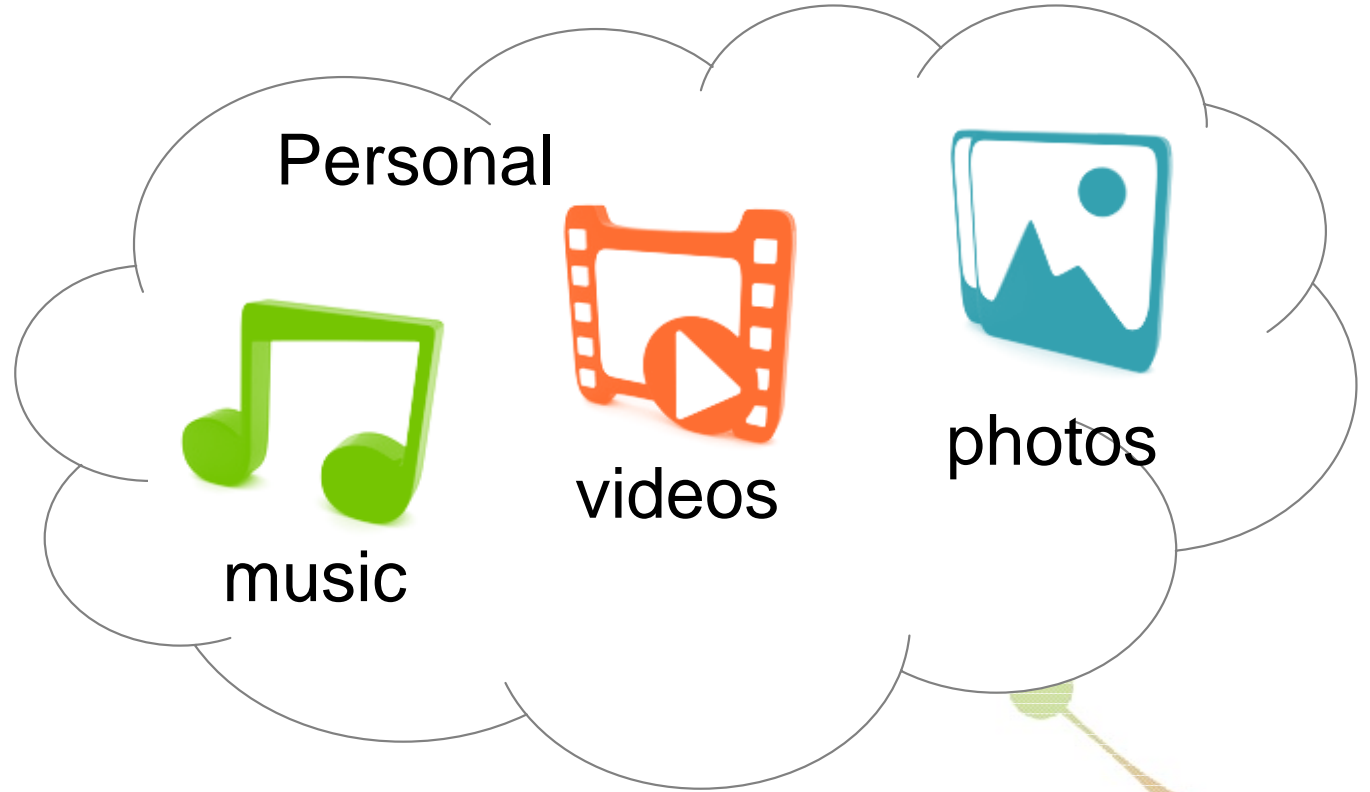
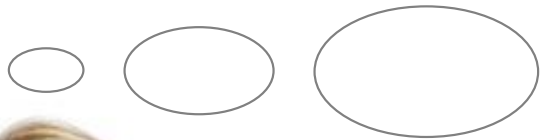
iMediaShare Center

Telecom Edition | Bianor | Jan 2010





What do people care most about?

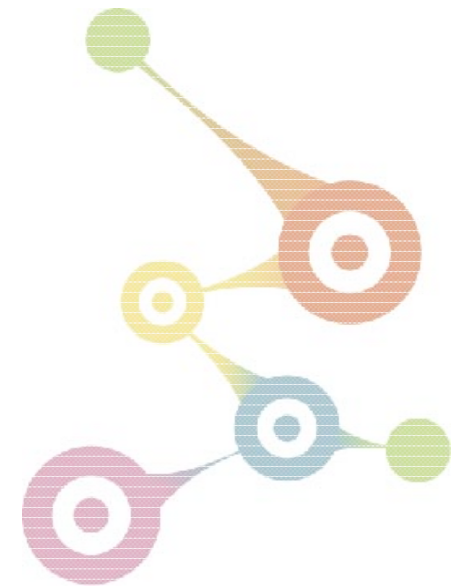




What they care about is ... _____

... choosing and accessing their content

- ✓ **Anywhere**
- ✓ **Any time**
- ✓ **On any device**





Turn that into a profitable business



Central and reliable storage

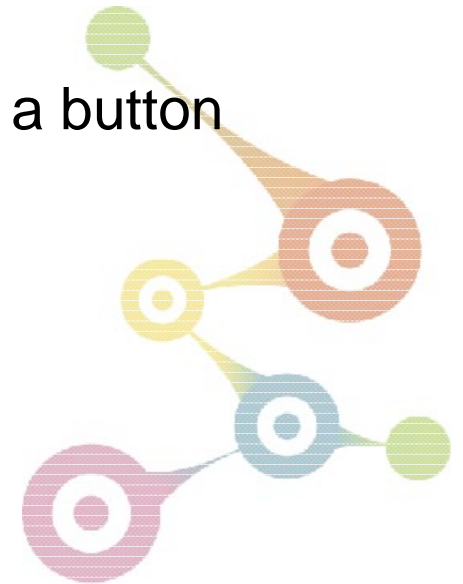


**That's the simple idea
of iMediaShare Center**

Always available
multimedia

Up-to-date contacts

With a single click of a button





It's all about emotions...

People

... took average
72 digital photos
during their last trip

CEA Market Research, 2009

... want to memorize their
special moments, the
places they visited, and
experiences they had ...

**... to revive their emotions later
or share them with others.**



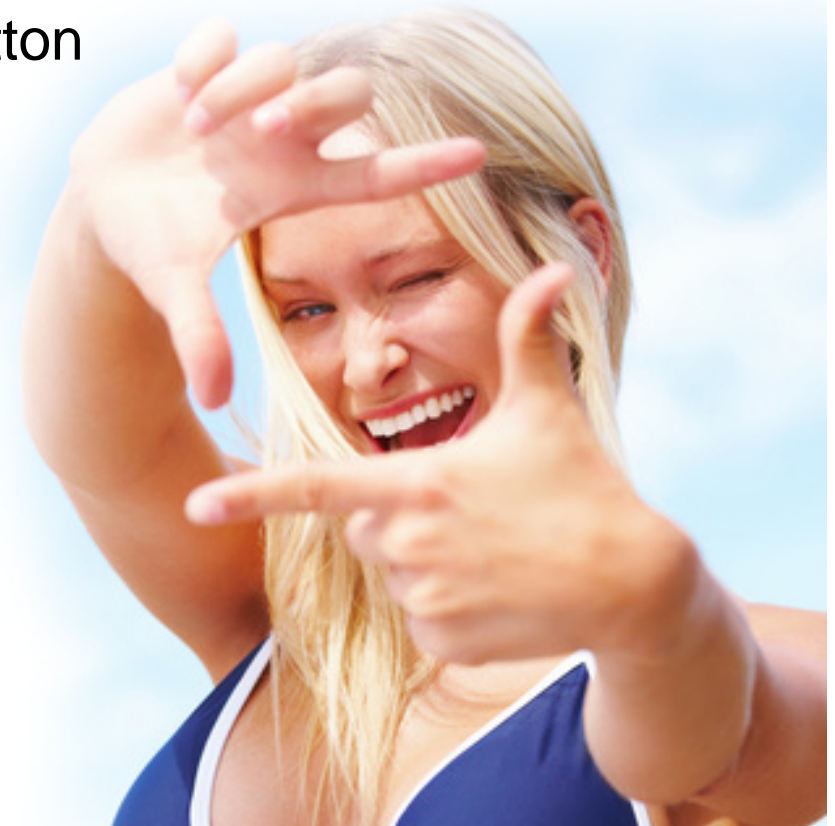


85% of people upload online personal photos and videos

Futuresource, Nov 2009

It's because people want to:

- ✓ Have their content **reliably stored**
- ✓ Have it well-organized, **all in one place**
- ✓ **Access** it with a single click of a button
 - **whenever**
 - **wherever**
 - **on any device**
- ✓ **Share** it easily with others





Is this all?

- ✓ What about **personal music files** available on any device?
- ✓ What about instant access to **movies on demand and local TVs?**
- ✓ What about total control on TV experience - **favorite shows recording** and watching them whenever wanted?





iMediaShare Center helps you answer to all those needs



Deployed as a **user centric network based solution**:



✓ It becomes a **hub for all** subscribers' multimedia



✓ It ensures always available **all-in-one content stream**



✓ It provides content **access from any device**



✓ It shares multimedia on an internet connected screen...

✓ ...with a single tap - no cables, no special software

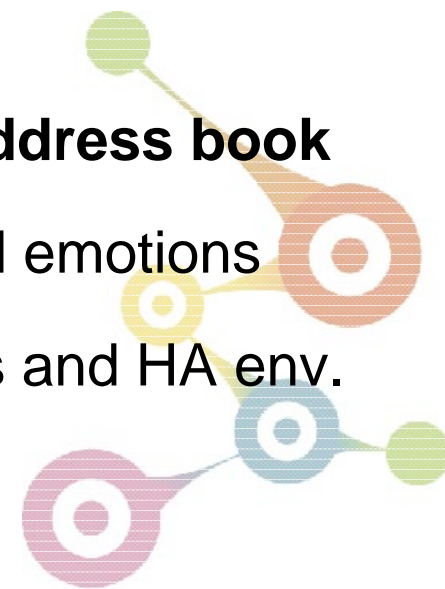


✓ It puts friends and family together in a **common address book**

✓ It is a **social platform** for sharing experiences and emotions



✓ It ensures **content's safety** with constant backups and HA env.





Even more... provides total user satisfaction _____

A centralized subscriber's entertainment portal:



✓ Integration with other services (email, IM, mobile TV, ebooks)



✓ Integrating with third party streaming services (local TVs and VoD)



✓ Virtual DVR to provide total control over favorite TV shows

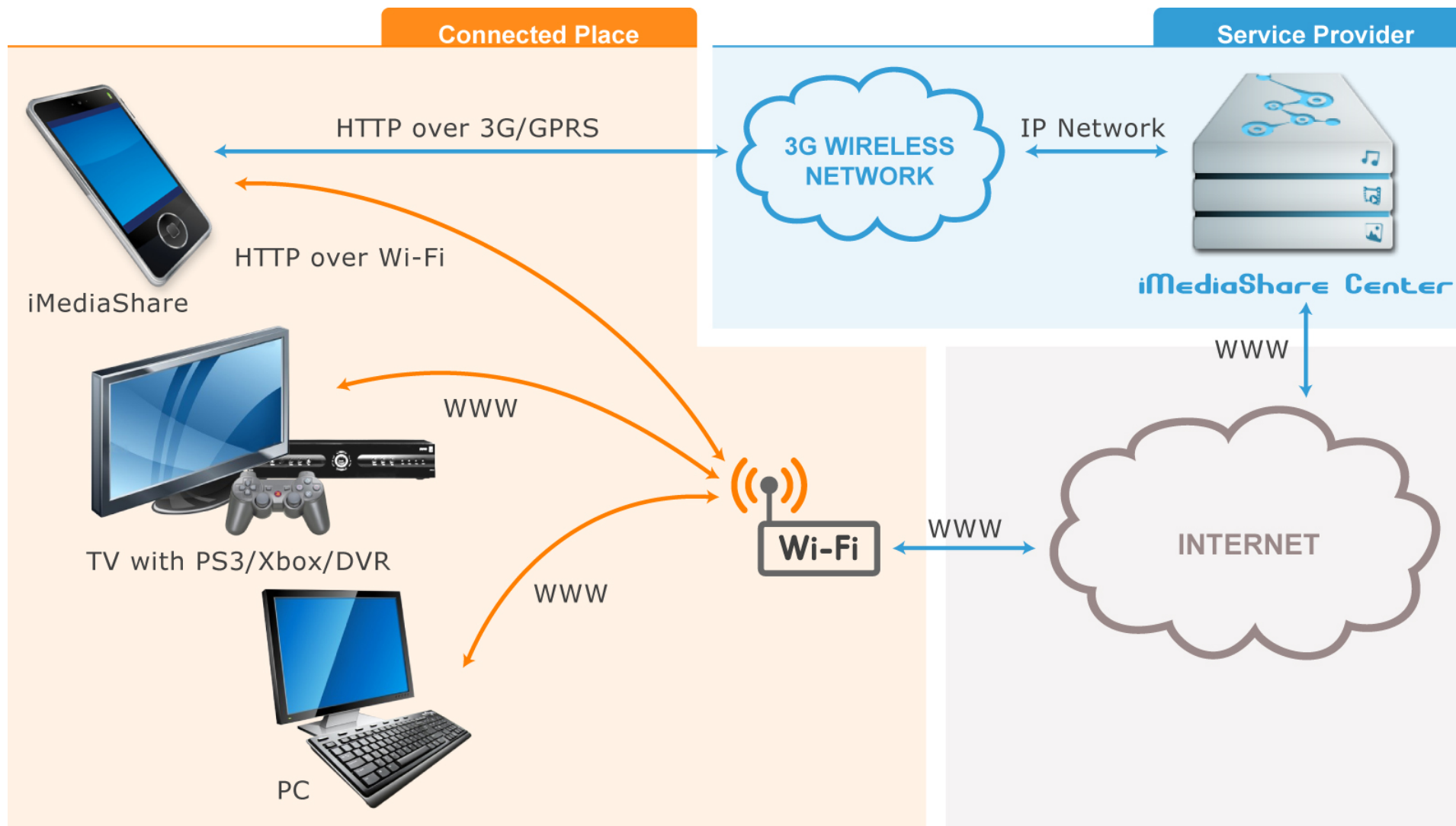
- Schedule recordings
- Record one show or a whole series to watch it anytime
- Do not miss a single minute of a show with a record-in-advance



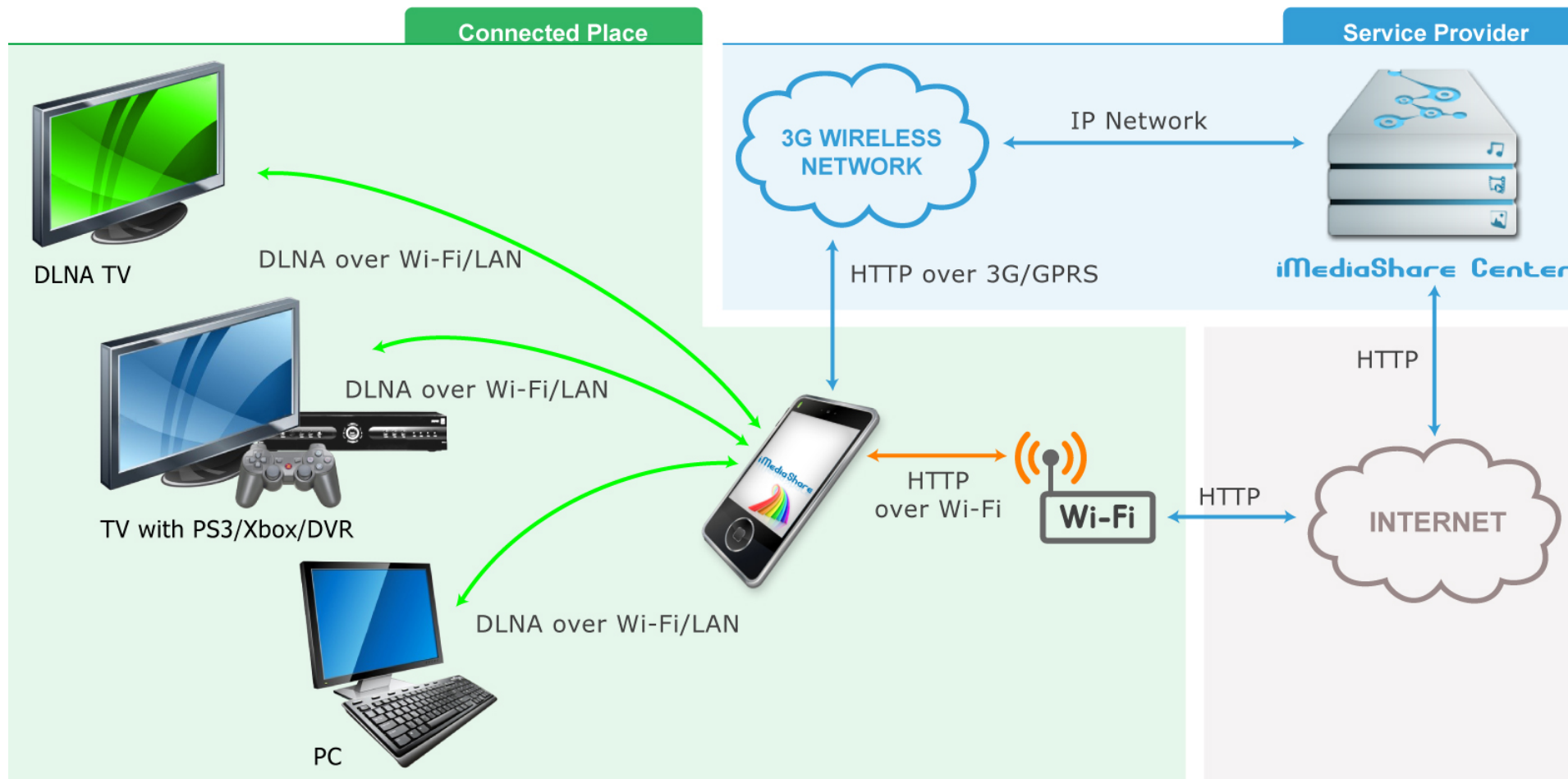
✓ Aggregating photos and videos from (Facebook, Flickr, Picasa, YouTube)



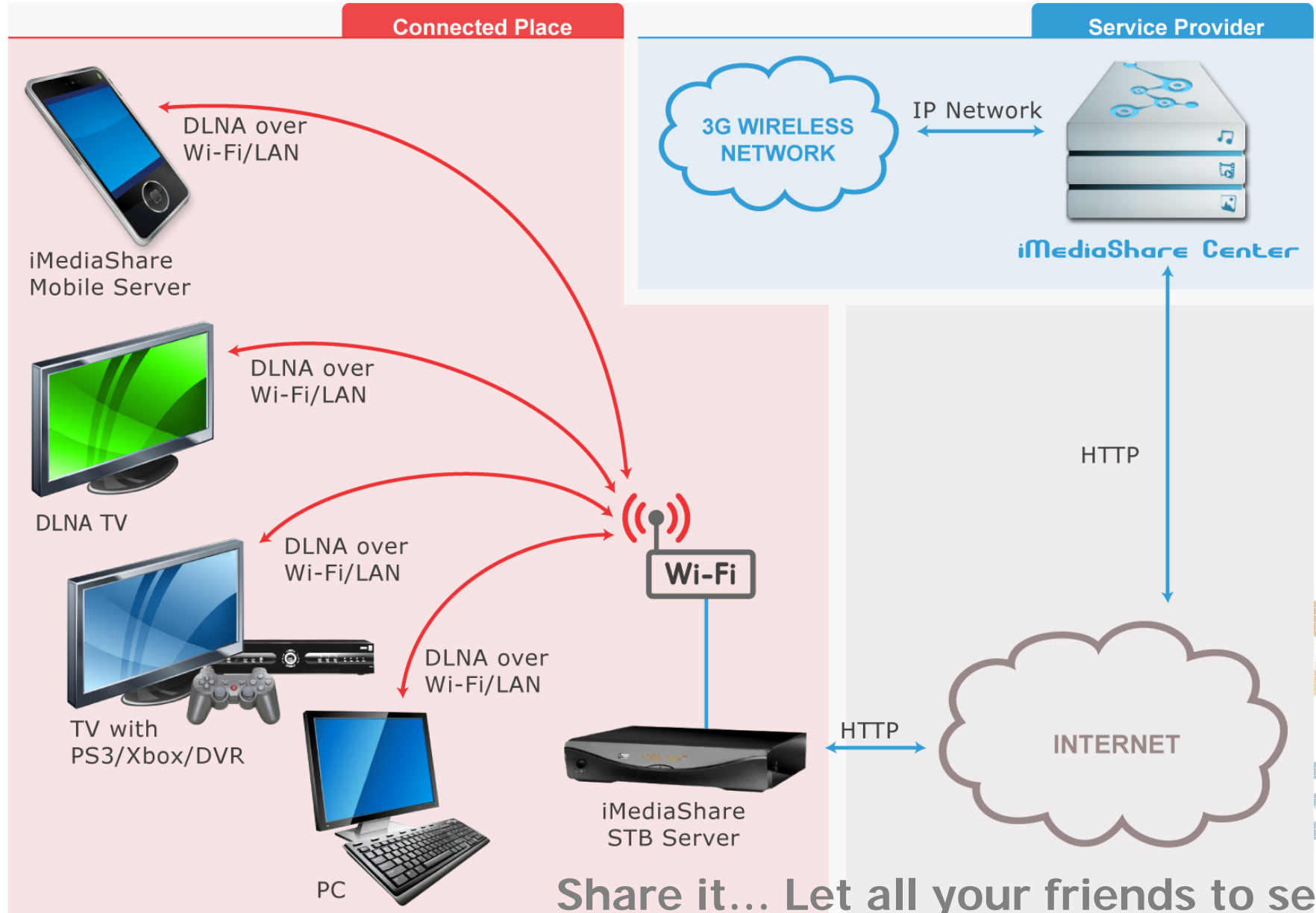
How does it work – iMediaShare Center over Web



How does work – iMediaShare Mobile w/ DLNA



How does it work – iMediaShare STB Server w/ DLNA _____



Share it... Let all your friends to see it...

User experience - iMediaShare Center on WEB

iMediaShare Center

My Share register

username password Login

[forgot password?](#)



Albums

Manage, share, and secure photos and video clips.

Photos

Store and share your favorite images.

Audio

Share your last ski video clips!

Today, we are surrounded by a multi-level convergent media world where all modes of communication and information are continuously reforming.

iMediaShare provides market advantage to any device manufacturer looking to respond customers' demands. An emerging technology with huge potential for development proved by the positive references of more than 130,000 users.

iMediaShare converges mobile devices and home entertainment centers. It allows one click wireless sharing of images, music and video files between cell phones and home media centers.

iMediaShare Center

- Wireless device to
- Seamless sharing
- Technology based

iMediaShare application convergence with DLNA Station 3 and Xbox

It is expected that it will have built in DLNA sharing from cell phone

Supported by:



Integrated with:

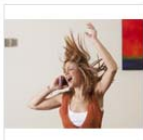


iMediaShare Center Home | Log out




- [My shares](#)
- [My Devices](#)
- [My friends](#)
- [My Account](#)


Albums >> My favorites




DCM_10496104




DCM_10495012




DCM_10802322




DCM_10109300



DCM_10115017



DCM_10240001



DCM_10323221

Albums

- My Favorites
 - Ski vacation in Bansko 2010
 - Summer 2009
 - Private
 - Ski vacation in Bansko 2009
- Photos**
- Audio**
- Video**

Supported by:

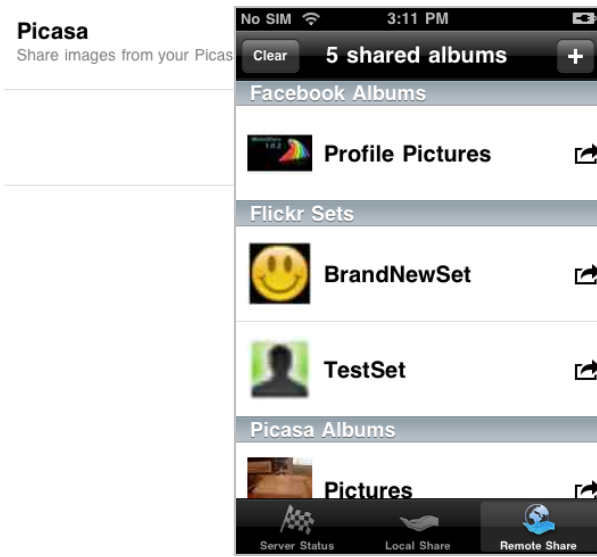
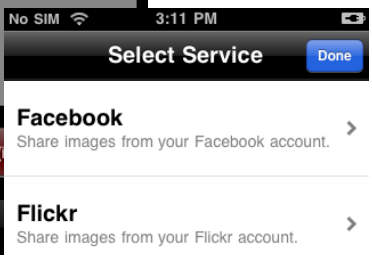
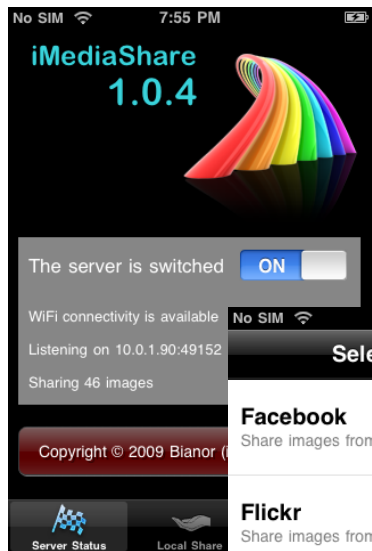


Integrated with:

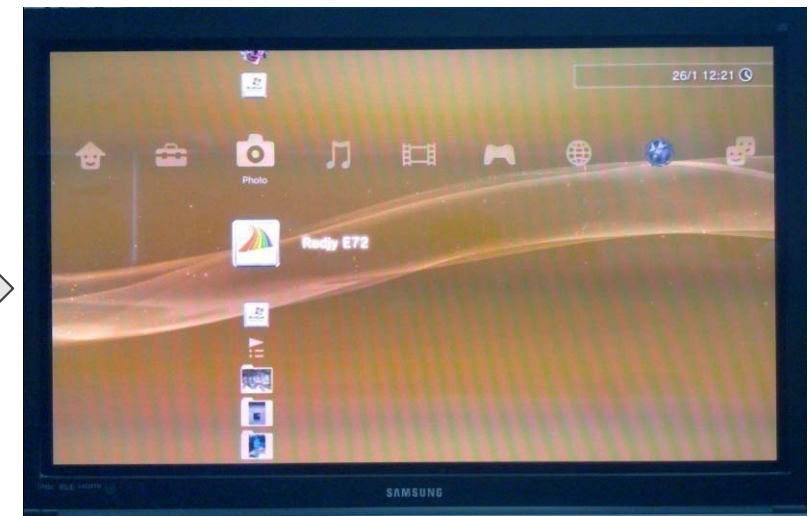




User experience – iMediaShare Mobile on TV



Shared via
Play Station 3





iMediaShare Center is a win-win solution



- ✓ Establish closer relation with subscribers to:
 - Improve loyalty
 - Reduce churn
- ✓ Improve brand equity
 - With fully customized user interface
 - By generating buzz
 - Increasing awareness
- ✓ Market differentiating service
- ✓ Use it as a promotion or communication channel
 - To introduce and promote new services
 - To advertise third party's products
- ✓ Position as a content service provider rather than a bit pipe





Offering iMediaShare Center – Generate new revenues

- ✓ Combine with data packages and make them more attractive
- ✓ Complimentary offering to other data services
- ✓ Different subscriptions models
- ✓ Special offerings to younger subscriber's groups
- ✓ Co-marketing campaigns with:
 - retail stores
 - TV manufacturers
 - consumer brands





iMediaShare Center operations



✓ Deployed as part of the network

✓ Integration with 3rd party and other services



✓ Available as native app. on iPhone, Android and Symbian.

✓ Coming soon on Blackberry and Windows Mobile.



✓ Managed and operated by service provider

✓ Maintained and supported by Bianor



✓ Different pricing options

- One-time packaged price based on est. registered subscribers
- Actual usage pricing based on actual registered subscribers



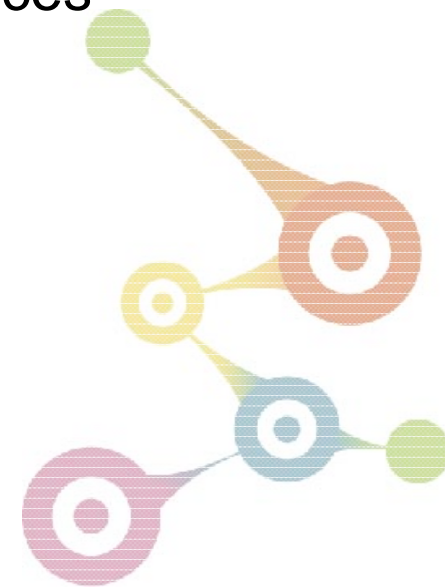


iMediaShare Center in short



Centralized, all-in-one place multimedia service providing:

- ✓ Reliable and secure storage of personal photos, videos and music
- ✓ Access from anywhere, anytime, on any device
- ✓ Easy sharing with friends and families
- ✓ Centralized phone book
- ✓ Integration with other data and entertainment services
- ✓ Multiple opportunities to:
 - generate new revenues
 - improve brand loyalty
 - reduce churn
- ✓ Strong marketing and promotional opportunities





It's time for your questions...

iMediaShare Center

Telecom Edition | Bianor | Jan 2010

New York

626 RXR Plaza, PMB 1793

Uniondale, NY 11556

Phone: +1 516 833-3300

Fax: +1 631 961-0519

info@bianor.com

www.bianor.com

Thank you for your time!

