

MobiNear

Discover the Digital World around you

Christian CHABRERIE, Ph.D.

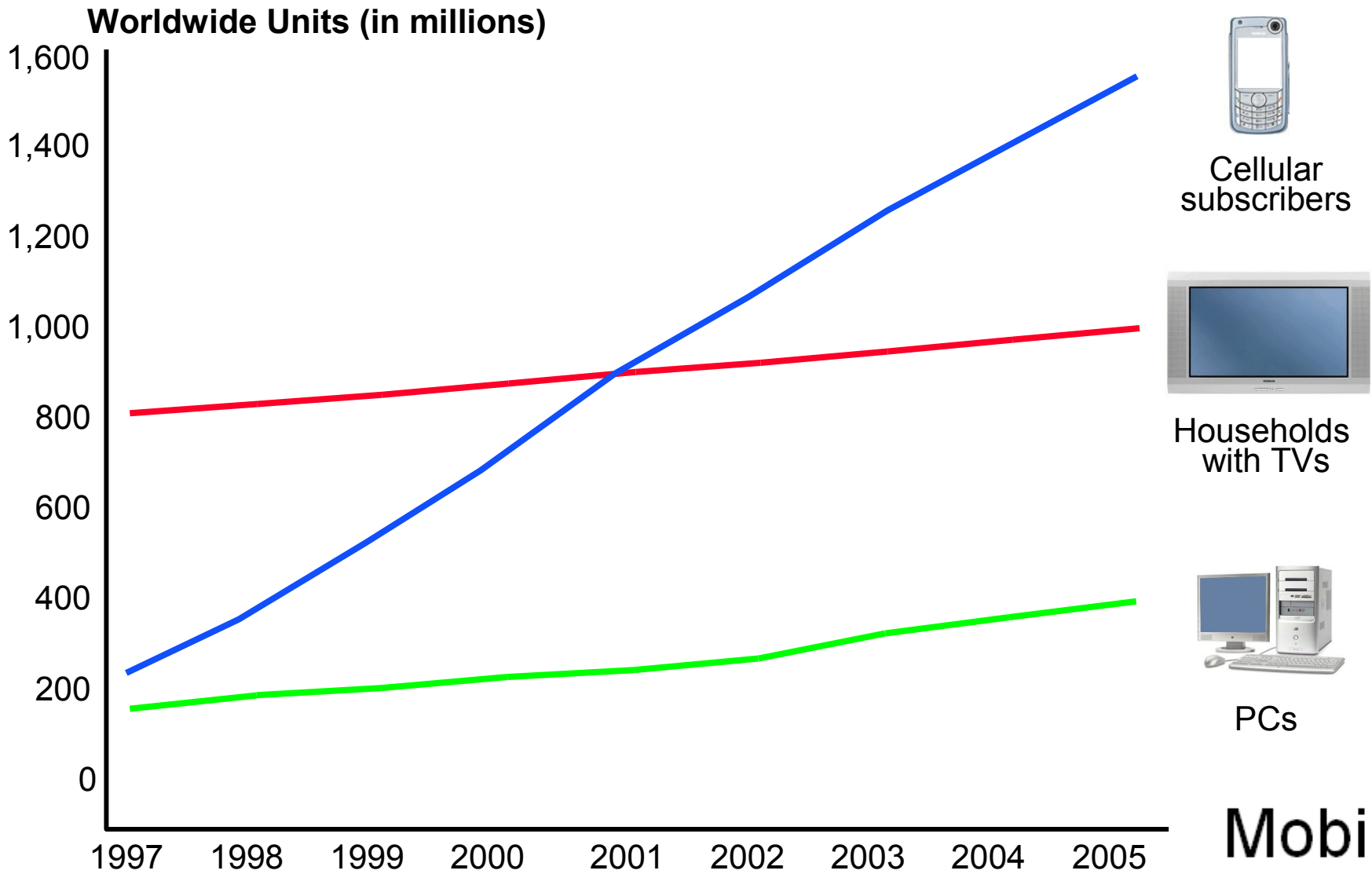
Founder & CEO

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Vision: 2 Devices / 1 user !



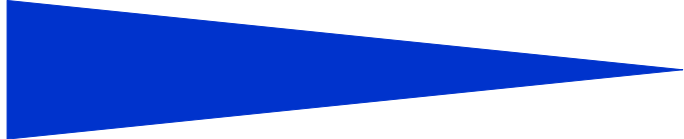
Market: the 3rd screen Eldorado



Sources: Dataquest, EMC, Ovum

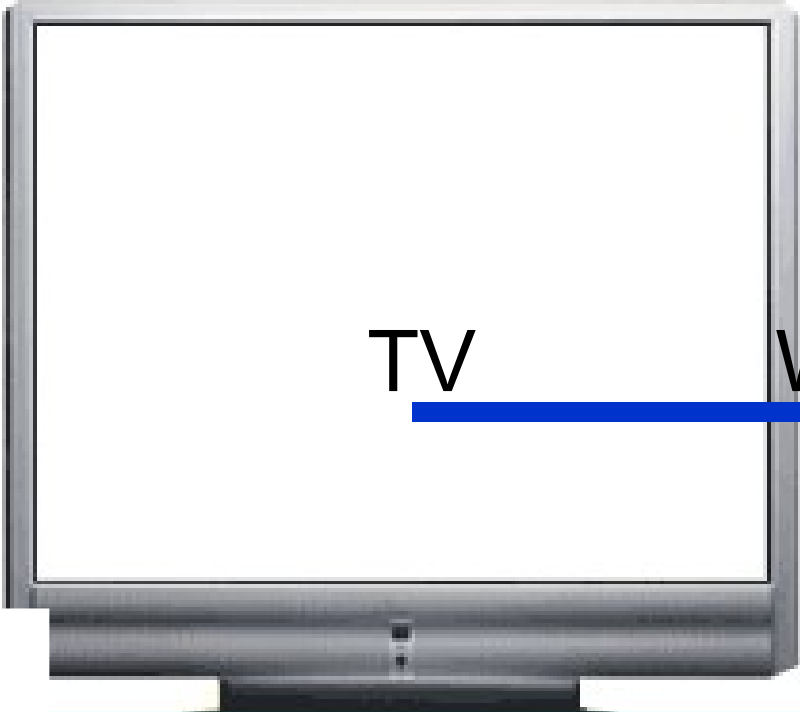
Market Usage: TV Watch time

100:00 /month



00:30 /month
(i.e. <math><0.5\%</math>)

⇒ **Huge potential !**

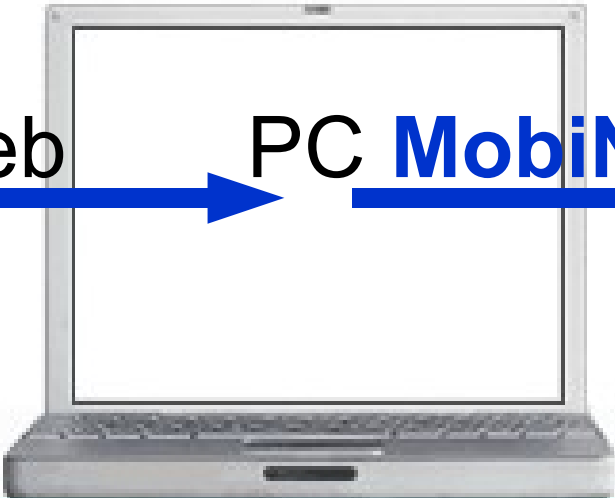


TV

Web

PC

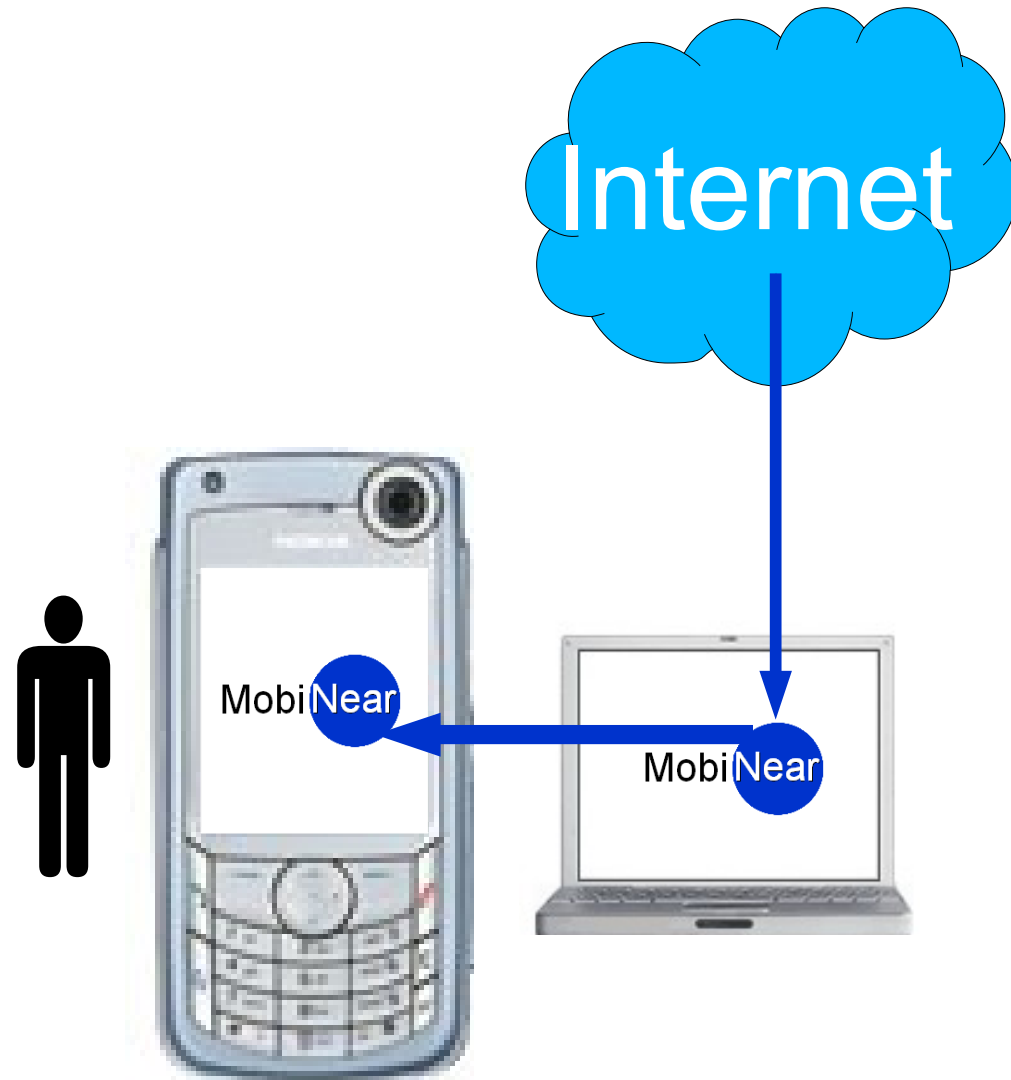
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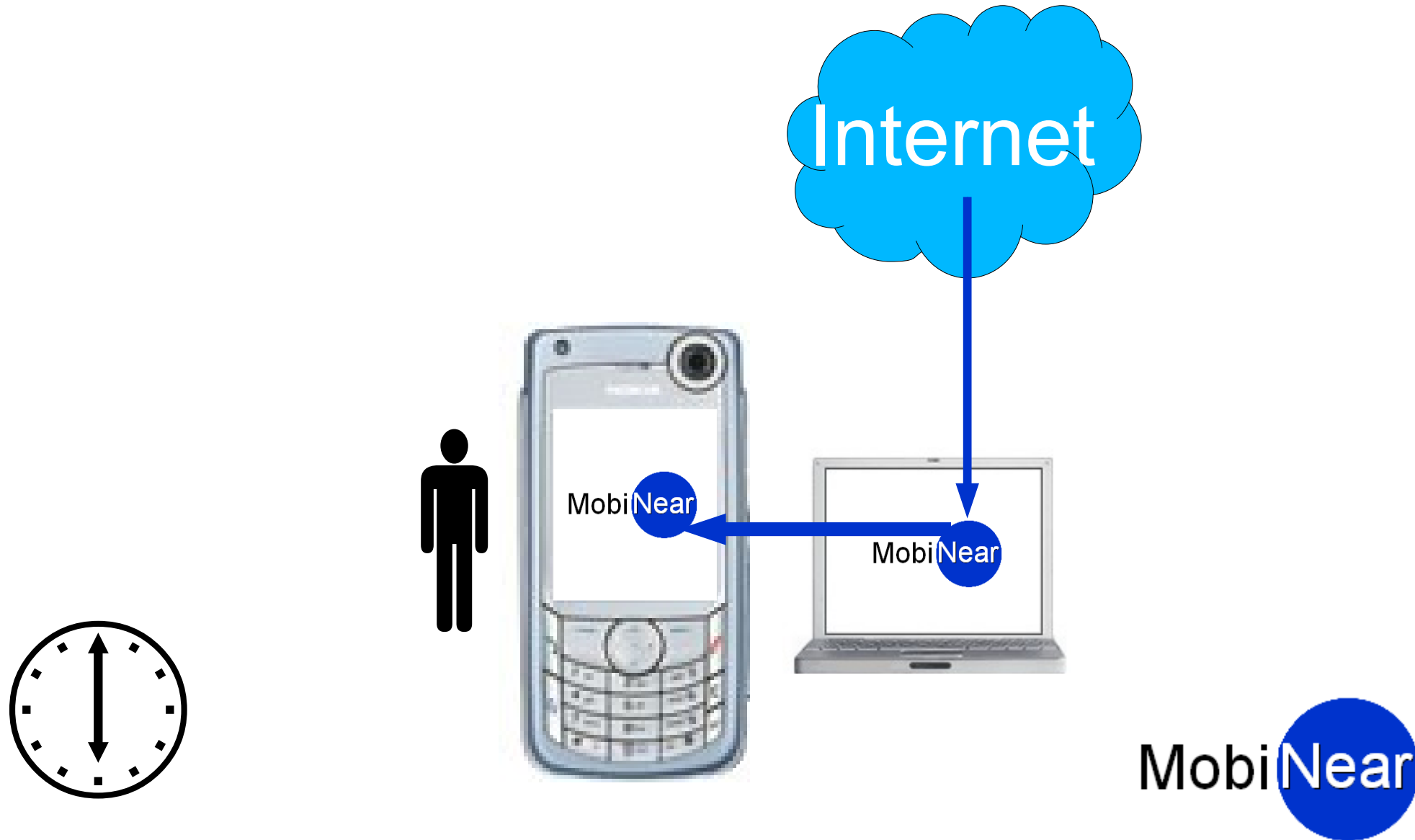
MobiNear Cast Video Demo

<http://www.youtube.com/watch?v=LtWTWLYxY3o>

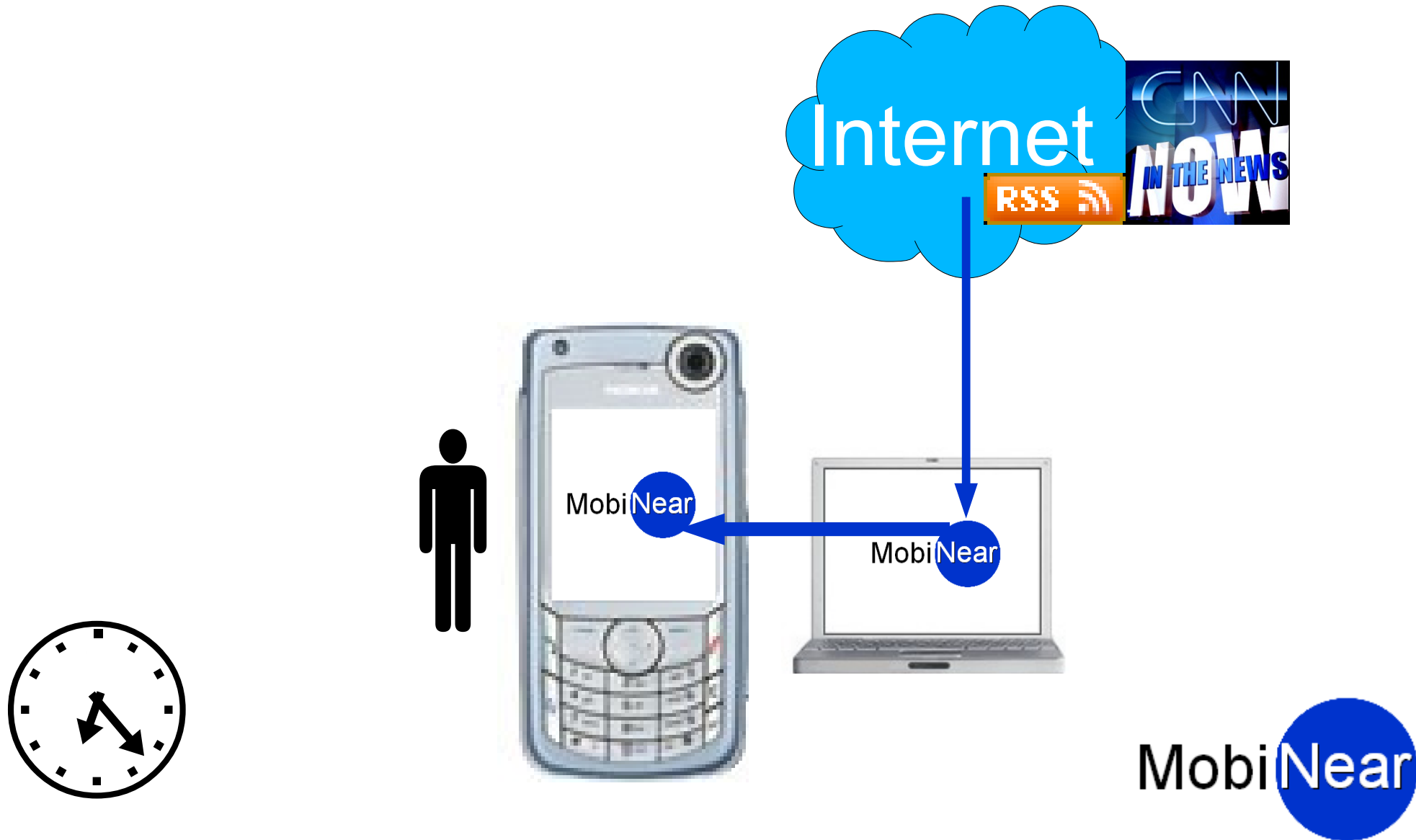
Disruptive Technology



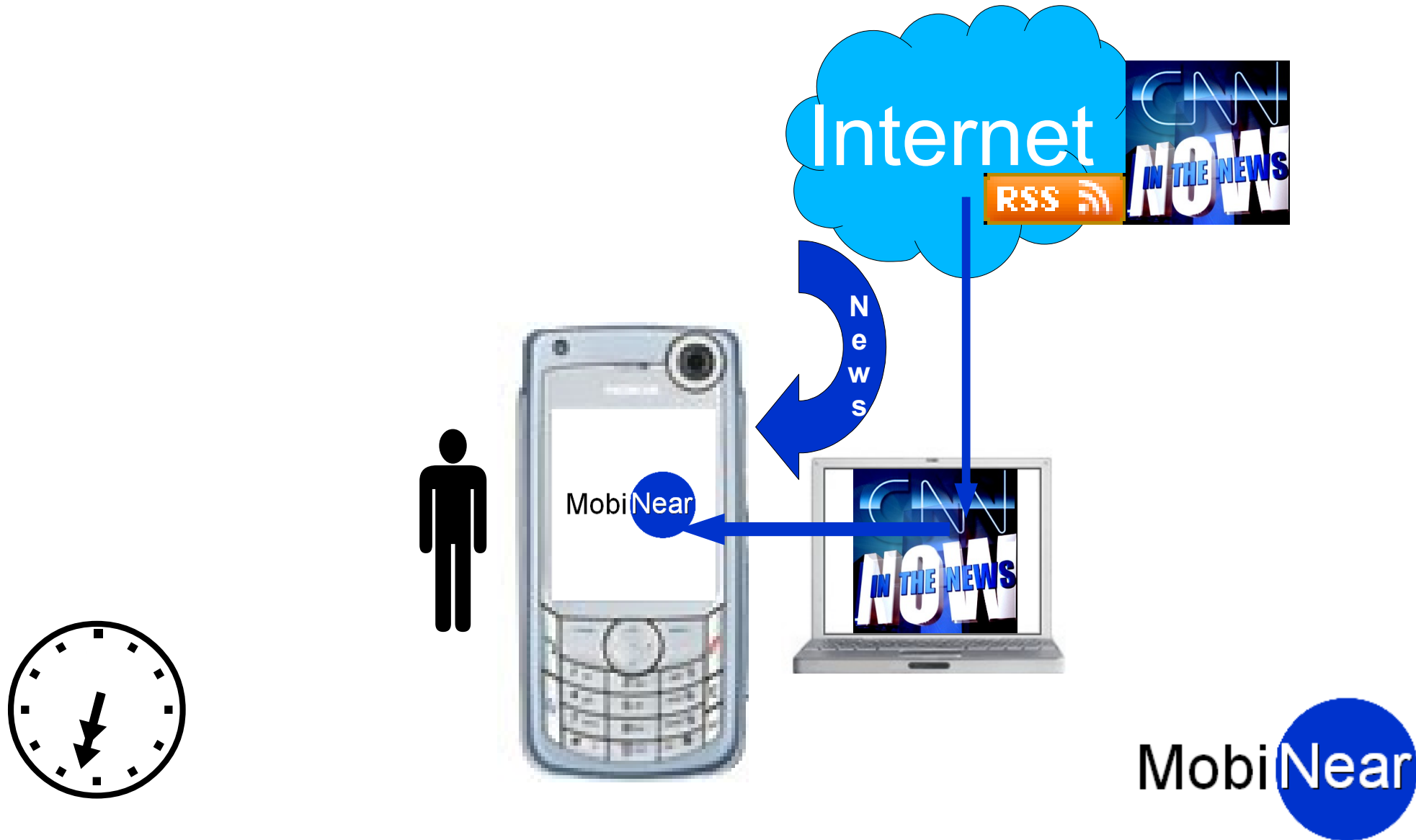
Disruptive Technology



Disruptive Technology



Disruptive Technology

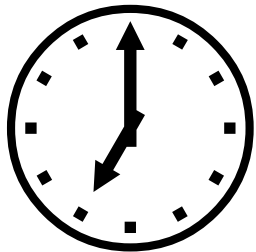


Disruptive Technology

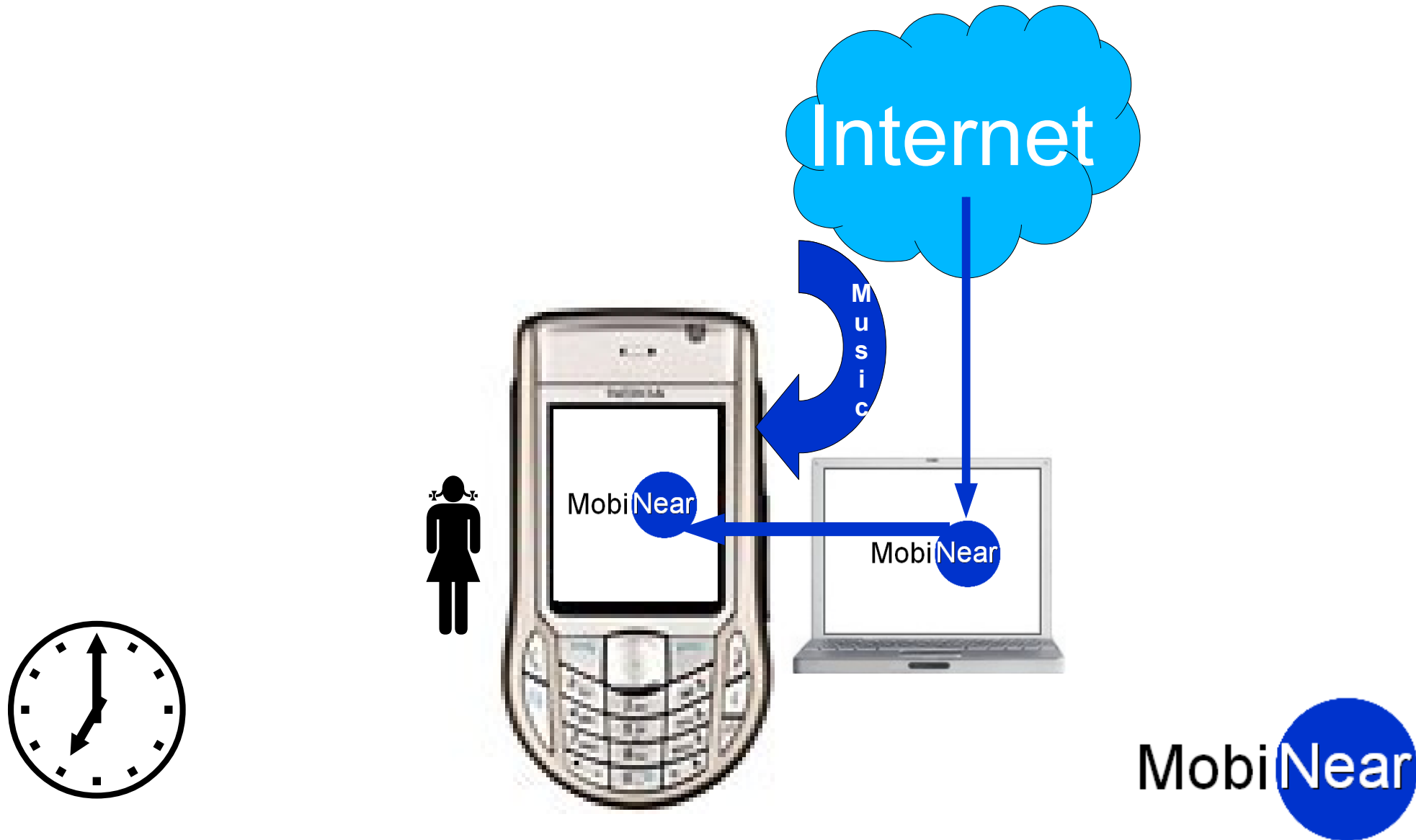


Disruptive Technology

Cool, it's
100% automatic !

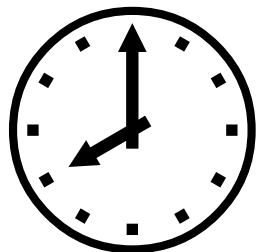


Disruptive Technology



Disruptive Technology

Now I can
watch & listen to
what I like
where & **when**
I want it !

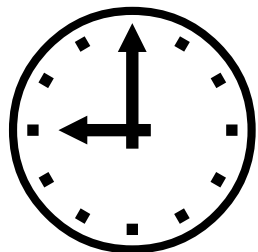


MobiNear



Disruptive Technology

I like
personalized &
refreshed
multimedia
content !

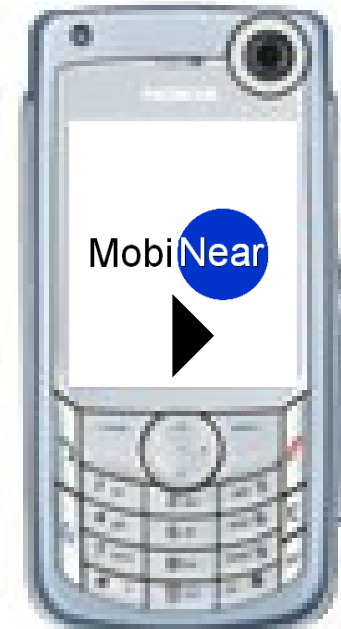
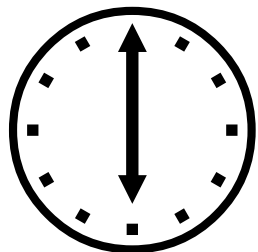


MobiNear



Disruptive Technology

Did France won
the soccer game
today ?
⇒ 3G Connection



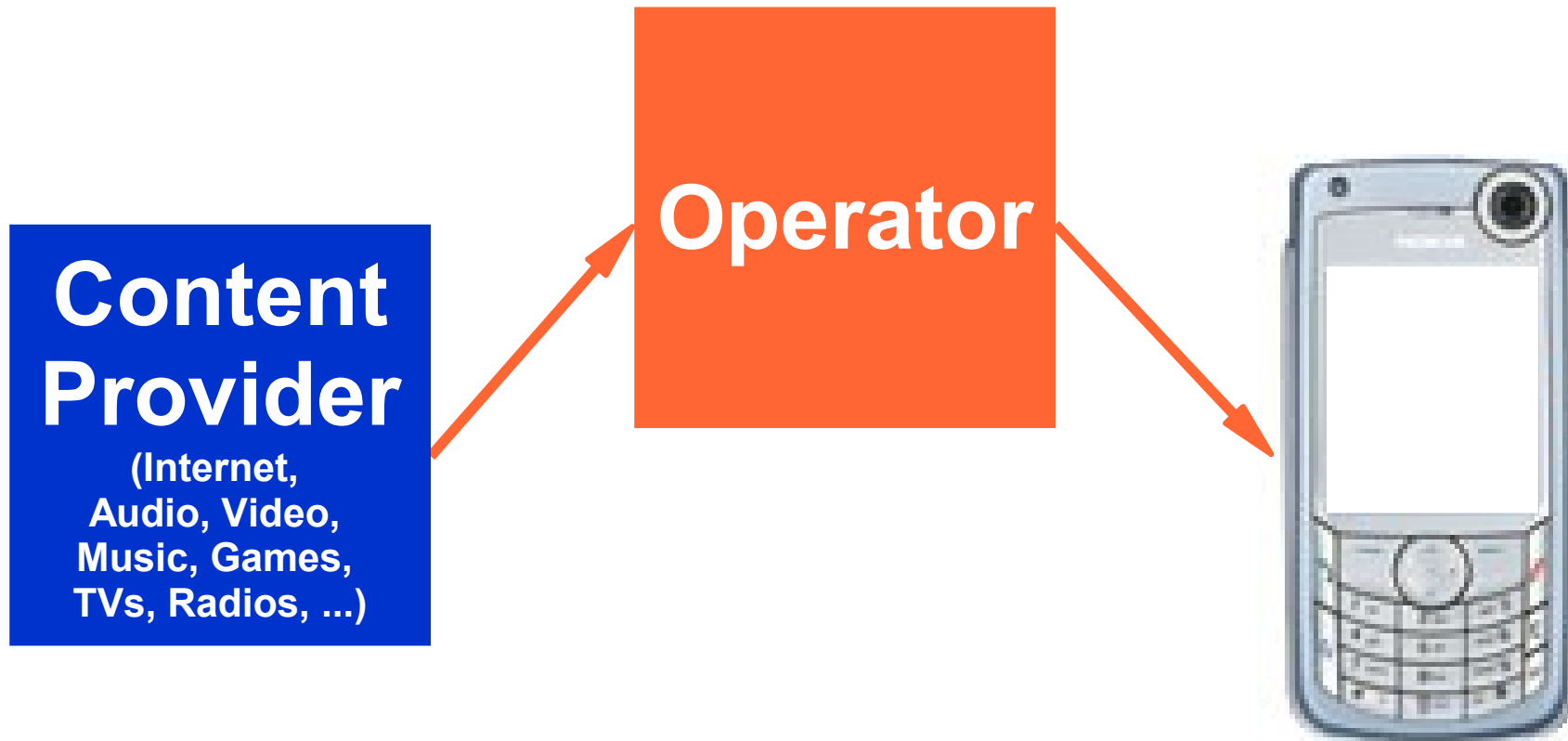
MobiNear



MobiNear Cast advantages

- Lowest multimedia content transportation cost (lowest communication cost: ~\$0/bit)
- High Audio/Video Quality (Low cost \Rightarrow Lots of Data \Rightarrow Good User experience)
- Available worldwide (2.4GHz ISM frequencies)
- Low power

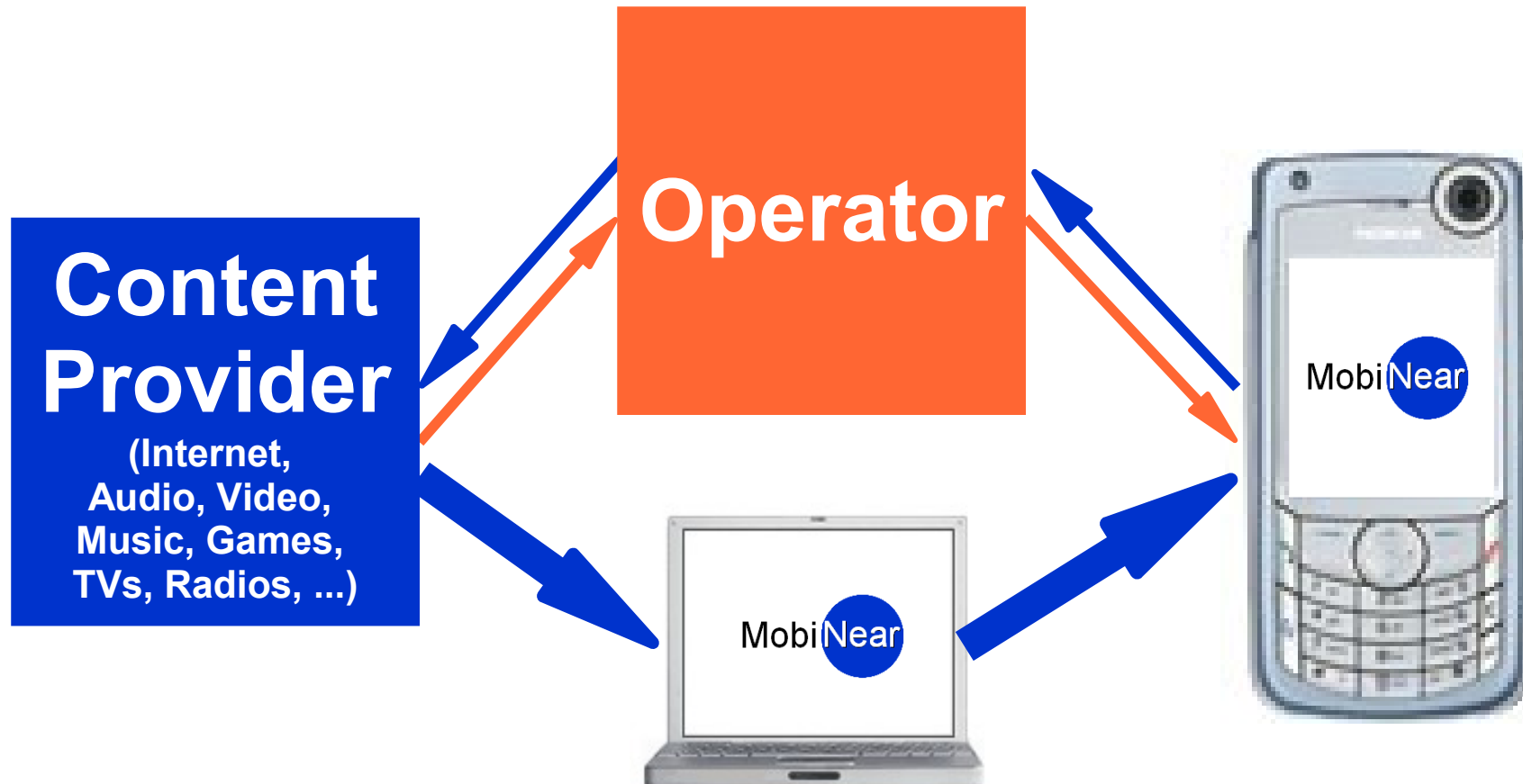
Today's Ecosystem



**Problem: How to push
1 000 Tera Bytes / day * ?**

(*) 2x 20min of Multimedia content x10M users

Disruptive Business Model



MobiNear enables Content Providers to monetize the usage (CPC, CPM). 

MobiNear



Discover the Digital World around you
Thank you for your attention.

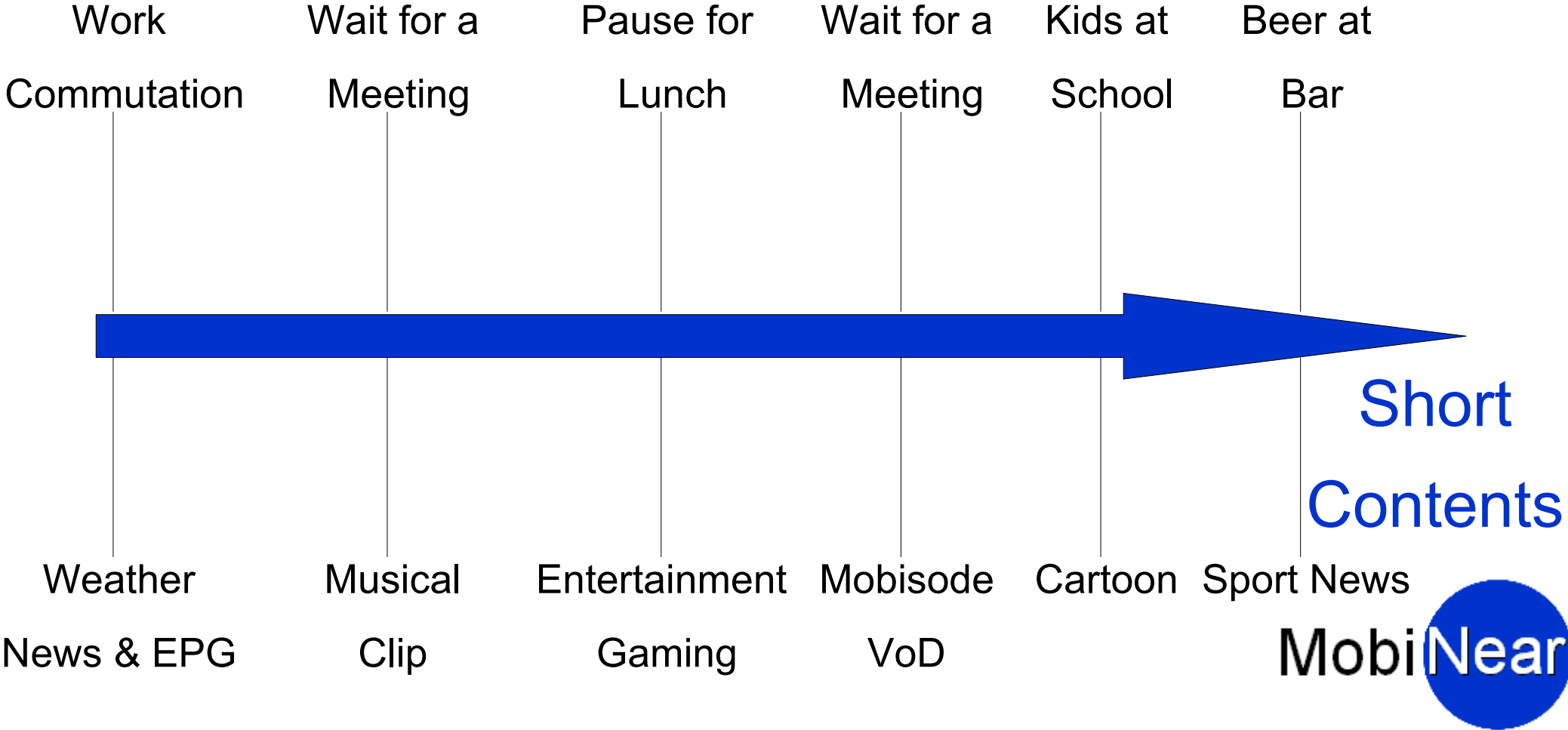
Any Question ?

Video on Mobiles Fact Sheet

	3G	DVBH	iPhone(TM)	MobiNear
Frequencies	Mobile-like	TV-like	No (USB)	Bluetooth/WiFi
Diffusion	UniCast	BroadCast	PodCast	PodCast
Infrastructure Cost	\$\$\$	\$\$\$	\$	\$
Mobile Cost	\$\$	\$\$	\$\$\$	\$
Service Cost for the User	\$\$	\$	\$0 (FREE)	\$0 (FREE)
Advertising Revenues (CPC)	\$	No	No	\$\$\$
Advertising Revenues (CPM)	\$	\$\$\$	\$	\$\$\$
Simultaneous Users	Limited	Unlimited	Unlimited	Unlimited
Image Quality	Low	High	High	High & Prog
Source	Data 3G	Streaming	Internet	Internet
Real Time	Yes	Continuous	No	Yes on Click
Available	Now	2008-2010	Now	Now

MobiNear Cast Usage

A typical Video on Mobile usage in 2010



Demo



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Cast

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