



Presentation to 4GWE
“Future of Mobile Video”

Vringo: In a nutshell

Founded in 2006

Video ringtone pioneer and leader

Now launching with major operators

Rapid revenue growth expected

Video ringtone brings power of video to mobile personalization

Video ringtone is a gateway for further content exploration and discovery



Vringo=Mobile Personalization 2.0

- “People want their phone to reflect who they are as a person”

Olli-Pekka Kallasvujo CEO Nokia,

Mobile Content becomes Richer

Audio will be joined by Video, Animation, Avatars, Photos

Consumers will be in charge-User Generated Content takes off

Very personal, with individual messages included

Mobile Personalization meets Community

Content is Socially Networked and Shared

You express yourself to your friends phone

In an IP world-Personalization will be cross platform

All research confirms that Vringo operates in hot markets

MOBILE APPLICATIONS

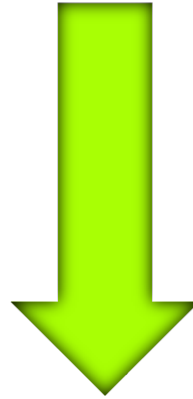
\$25bn

mobile application market in 2014
- Juniper Research

MOBILE VIDEO

534m

paying mobile video users in 2014
- Pyramid Research



>500m

Ringback tone users in 2010
- Strategy analytics

PHONE PERSONALIZATION

\$29bn

mobile content market in 2012
- Multimedia Intelligence

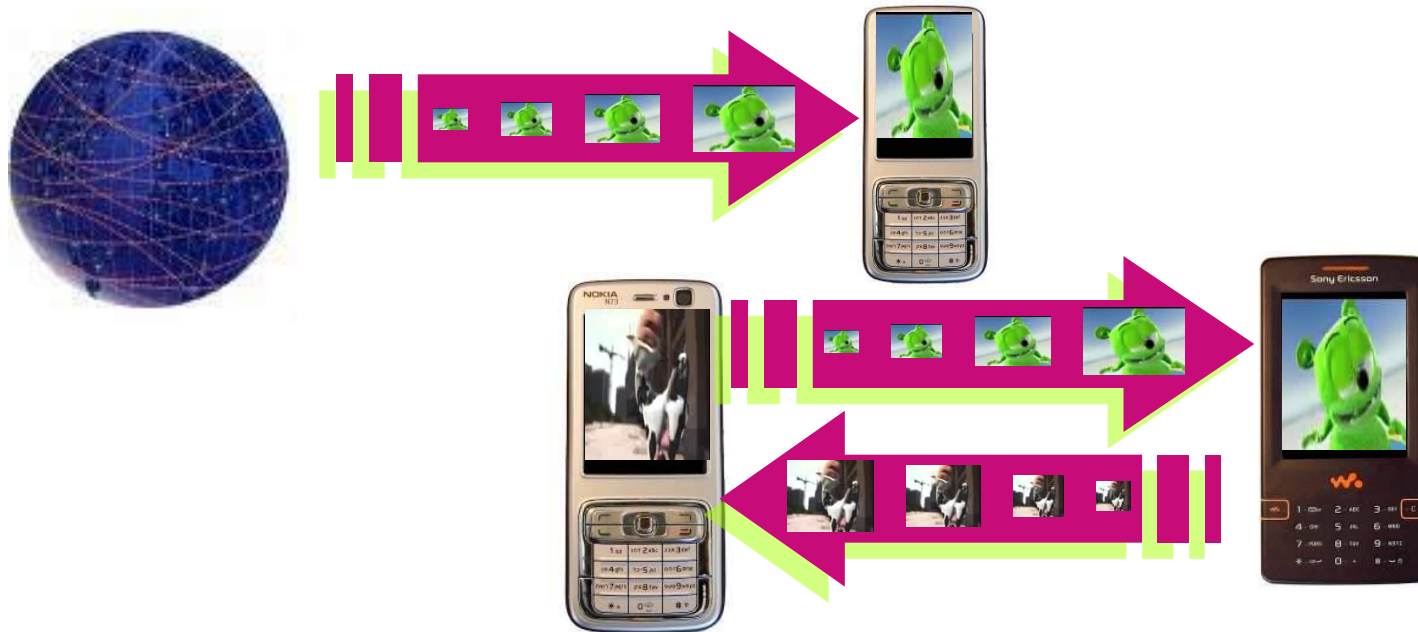
MOBILE CONTENT

Audio is good - video is better



And We Have a Few Tricks Up Our Sleeves

VRINGO IS SOCIAL: Vringo not only lets you set your own video ringtone, but also lets you **choose** the video that appears on your friend's phone when you call



Making phone personalization social



Tom



VRING!

Your personal
video ringtone
can be pushed to
a buddy's phone



Only



Vringo - the future of mobile personalization



Vringo's
market

\$6bn
market
today

audio
ring
tone

audio
ring back
tone

video
ring back
tone

social
perso-
nalization
tools

user
experience

revenue
opportunities

Vringo: the synonym for video ring tones

21

patents for the software platform and mobile applications

300

Vringo-enabled **handsets** (Windows, Blackberry, Android)



present on major **app stores**

900k

beta **users**

\$14m

financing lead by Warburg Pincus **invested** in R&D

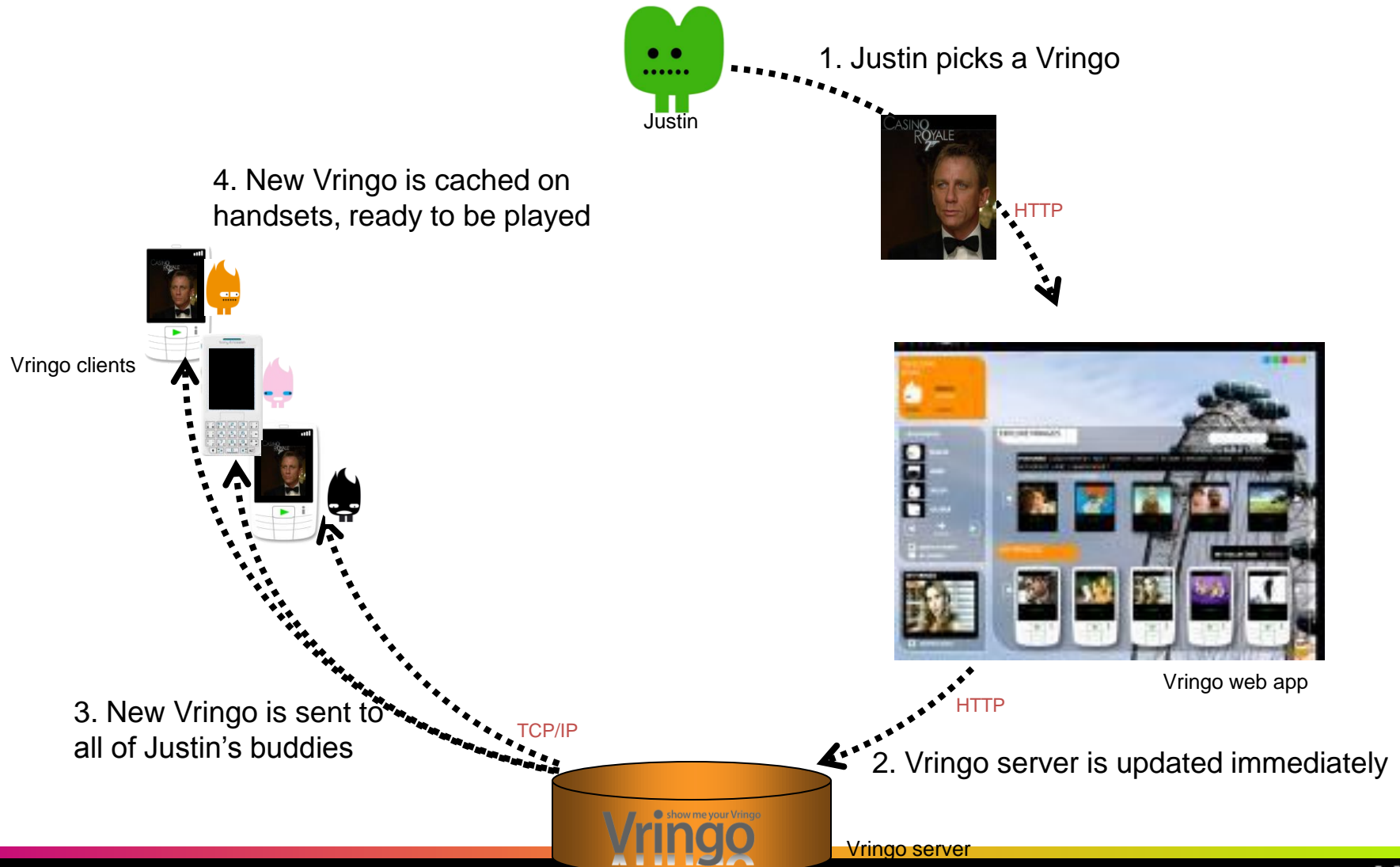


Sony Ericsson

pre-linked on handsets (SE Walkman)



Getting the Vringos on the phones



Very strong press coverage



"offers an eyeful...has to be seen to be believed"



"Vringo has something that others lack...the caller has the power"



"the next level ringtone...this company's fun and unusual product is just getting better and better"



"every call thus becomes an opportunity to share content and to establish identity...Vringo has a head start over competitors"



"the service aims to tap consumer's obsession with creating their own content"



"the next big thing in ringtones...soon everyone could have a Vringo, a personalized video ringtone"



"the next big thing in the ringtone wave"

Consistently winning industry awards



Best mobile service for social
community and user generated content
- October 2007



Best mobile social networking service,
2nd place
- January 2008



Best mobile community/fan content
- November 2008



Best use of phone functionality
- December 2007



Winner Red Herring 100
- April 2009



Always On Top 100 Media winner
- January 2008




























Finalist
- March 2008



Best ringtone innovation
- June 2008

The world's largest video ringtone library

			36 partners			
						
		5,000 video clips				
						
						
						

Deals in Progress



Four product platform components

Mobile application

- Customer store front
- Viral marketing engine
- 300+ handsets
- Java, Blackberry, Windows Mobile, Android



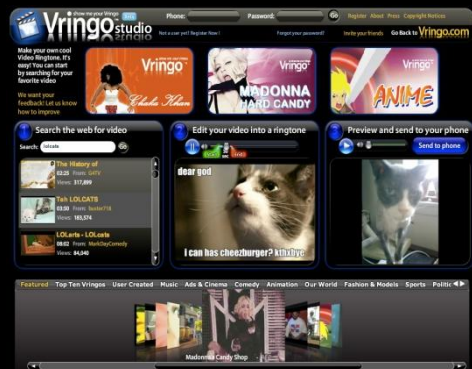
Channels - automatic content delivery

- Video ringtones have a shorter shelf life
- Customers can subscribe to automatic content refreshes



Studio - online ringtone editor

- Unique in the world
- Can be customized for partners (e.g., Marvel)



Custom store fronts

- Customizable web/mobile store front
- TV networks, retailers, political campaigns, live events



Special features supported by Vringo technology

VringFoward™



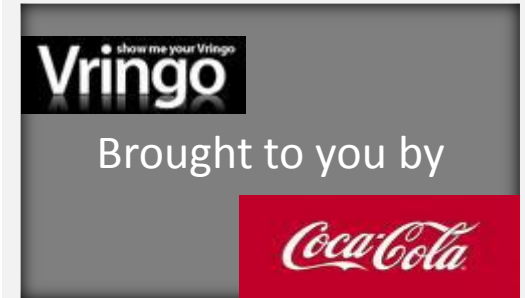
Decide what ringtone friends see when you call them

Customer Loyalty Channels



Subscribe to regularly updated content feeds and opt-in marketing campaigns

Context-appropriate advertising



Receive relevant commercial messages (post-, pre-roll, post-call)