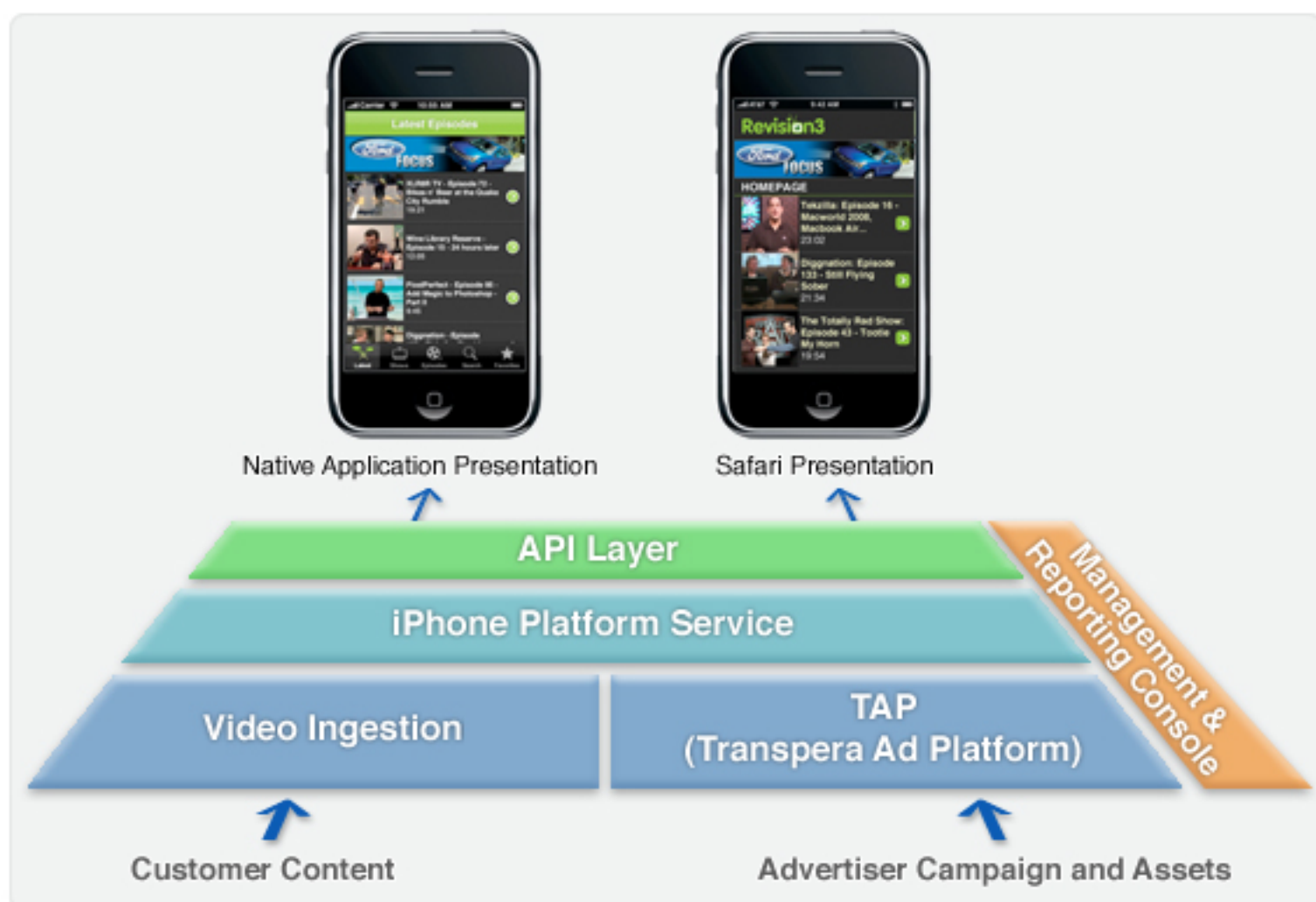


Transpera's iPhone Platform Services

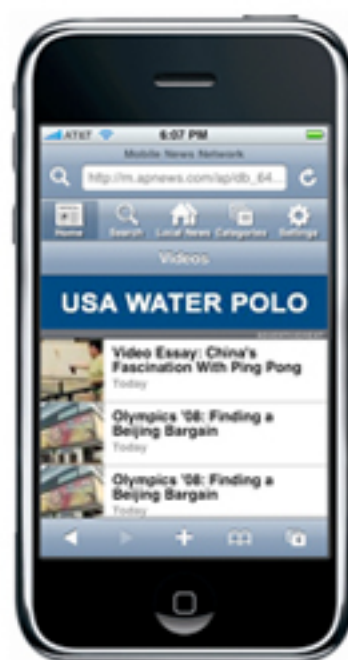
The introduction of the iPhone and iPhone SDK were both inflection points in the mobile industry, placing a renewed emphasis on creating better experiences for the mobile consumer, and increasing the value of mobile content. Transpera has responded by providing our customers with a complete video delivery and video advertising services infrastructure dubbed our iPhone Platform Service.

Built into the core Transpera Bridge System our iPhone Platform Service extends the reach of our award winning video delivery and monetization platform to both iPhone native and web based applications. Customers can now take advantage of a centralized mobile video delivery and monetization partner which seamless works across any mobile video focused products.



Whether you're developing your own iPhone video centric applications or would like Transpera to build the entire experience for you, IPS has the right mix of solutions focusing on three key areas:

- **Video Backend Services** – Comprehensive video ingestion, optimization and delivery services ensures that videos delivered to iPhone native or web apps are in the highest quality, taking into consideration both the desired consumer experience and network characteristics at time of delivery.
- **Applications Services** – In addition to easy viewing of videos, Transpera provides a range of native and web application features designed to ease video discovery and consumption on iPhones including:
 - Video sharing
 - Comprehensive video library search
 - Tag based navigation
 - Video commenting / rating
 - Personalized video favorites
 - Integration with established social networks



AP Mobile News Network using our iPhone Platform Service.

These services can be accessed through our standard interfaces or through APIs we expose to your developers or third party developers. We can also provide professional services to develop deeper customization and enhanced features beyond our core suite.

- **Rich Advertising Services** – Whether delivering your video experience in native apps or web apps on the iPhone the Transpera Advertising Platform can flight, manage, insert and report in-stream and display units across all apps. Since IPS is deeply integrated with TAP, customers can manage all mobile video advertising campaigns in one location, across any handset or application, including all iPhone.

Contact our business development team today for more details. bizdev@transpera.com