



Action Engine
Network+Interop 2005



Shattering the Mobile Usability Barrier™

Ted Wugofski, Chief Technology Officer

Bringing Multimedia to the Phone



It's a cell phone...

It's an MP3 player...

It's a camera...

It's a video recorder...

It's a picture messenger...

It's a navigation system...

It's a TV guide...

It's a movie theater...

It's a TV...

And it all fits inside your
pocket



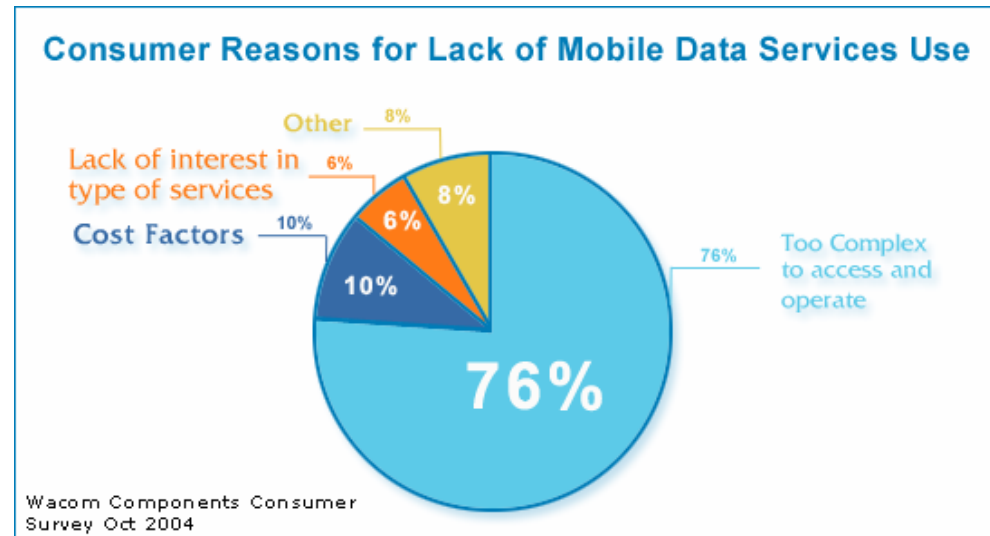
CAST





The Data Services Dilemma

- ▶ Many keystrokes
- ▶ Frustrating response times
- ▶ Low-level personalization
- ▶ High risk of dropping connection with no recovery
- ▶ Financial penalty for exploring



180 million US wireless subscribers

86% use only voice

-- JD Power & Associates

About Action Engine



- ▶ Mobile Application Platform Leader
- ▶ Founded in February 2000
- ▶ Headquartered in Redmond, WA
 - ▶ Sales/Support offices in EMEA and Asia-Pac
- ▶ \$45 million invested in four rounds
- ▶ 28 patents pending, Over 80 Man-Years Development Work
- ▶ World class relationships



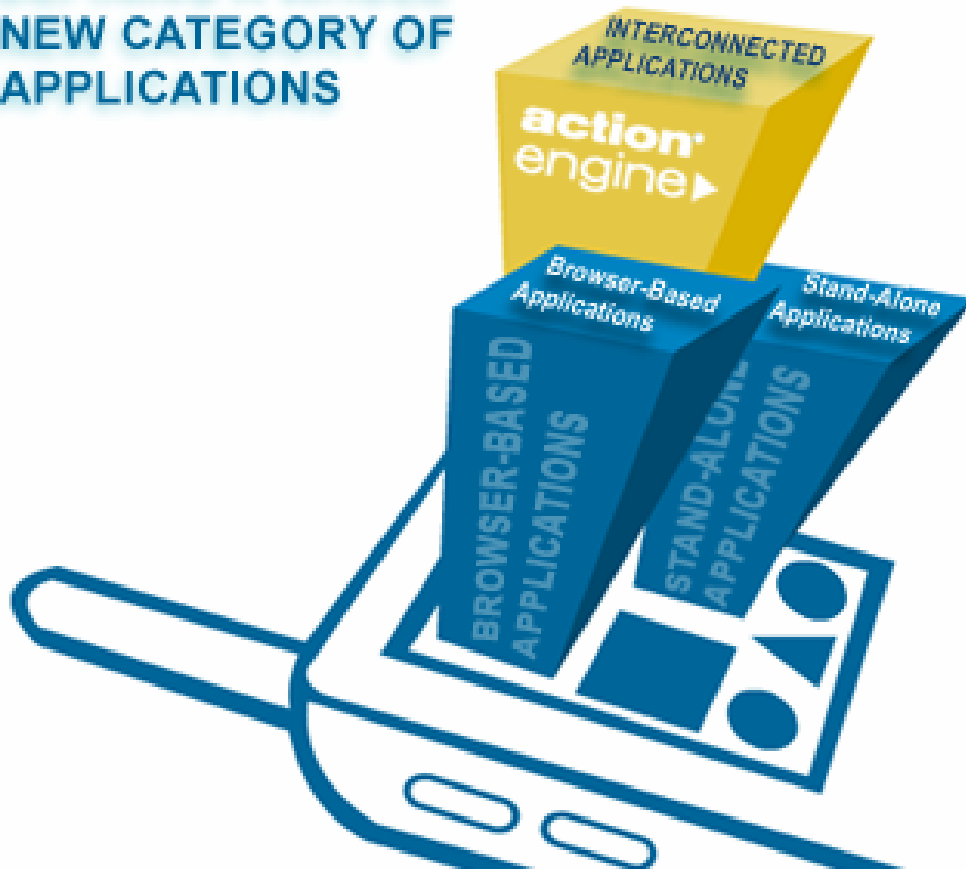
- ▶ Software commercially deployed at --



Application Attributes

Unlike browser-based or stand-alone applications, applications built on the Action Engine platform:

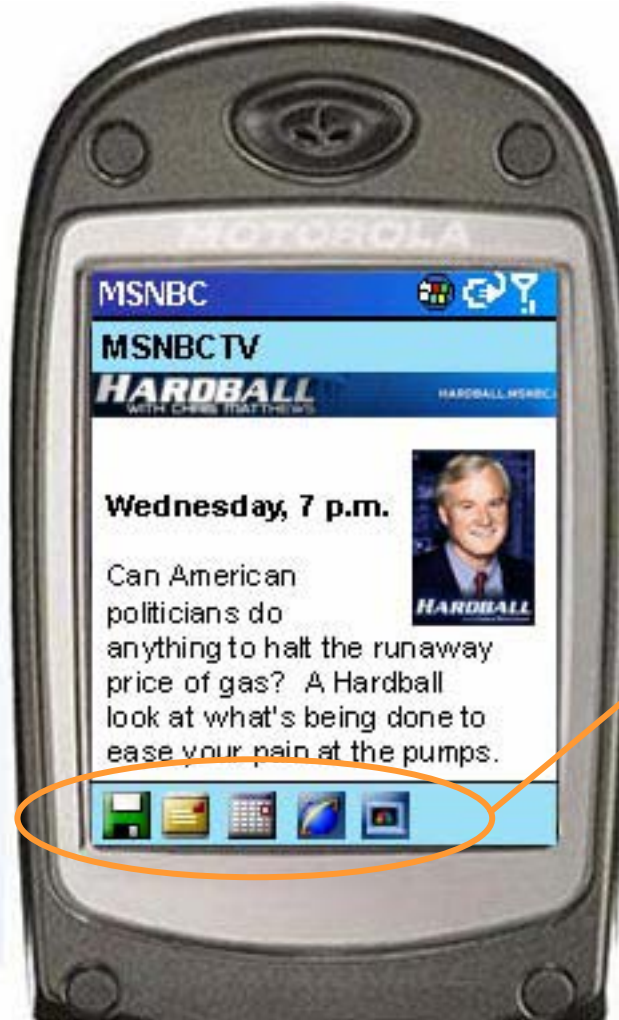
DEFINING A WHOLE NEW CATEGORY OF APPLICATIONS



User Benefits	Platform Features
Reduce the Number of Keystrokes	Store and Reuse Previous Requests
Reduce Reliance on the Network	XML "Concepts" Wizards Minimize Network Reliance
Remember User Preferences	Favorites Engine
Share Data Results Across Applications	Local Storage in Client-Side Databases
Drive Revenue by Encouraging Users to 'Do More' When Appropriate	PIM and Device Application Integration



Streaming Video
& TV Applications



'One-click'
icons
encourage
the users to
do more

Save, Email,
Add to
Calendar, Visit
web page,
Watch show





- ▶ **Results: Our products are deployed on over 700,000 handsets worldwide**



"Action Engine makes it possible for us to offer our customers a compelling experience that drives data usage and allow us to expand our data revenue mix beyond SMS services." - SMART

- ▶ **Recent Announcements**

- ▶ Java Availability
- ▶ Microsoft & The Enterprise Market
- ▶ Action Engine Previews Live TV on Mobile Phones



Thank you for your time

Visit: www.actionengine.com



"This has to be one of the most exciting applications to hit the Windows Mobile market. I have been using this application for a week and honestly can say it is the BEST application I have ever used!"



"I met with a number of startups at this year's 3GSM, but two really caught my eye: Motricity and Action Engine. Both companies provide mobile content but from very different parts of the wireless food chain. Action Engine lets consumers run content more quickly on their mobile devices."

INNOVATIONWORLD

Action Engine combines exceptionally compelling products and services with solid financial and operational qualities that we believe set them apart from the hundreds of companies InnovationWORLD TechALERT profiled during the past 12 months.

