

Enabling Mobile Multimedia

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Multimedia for a Mobile user...



From Home...



On the road...



At work...

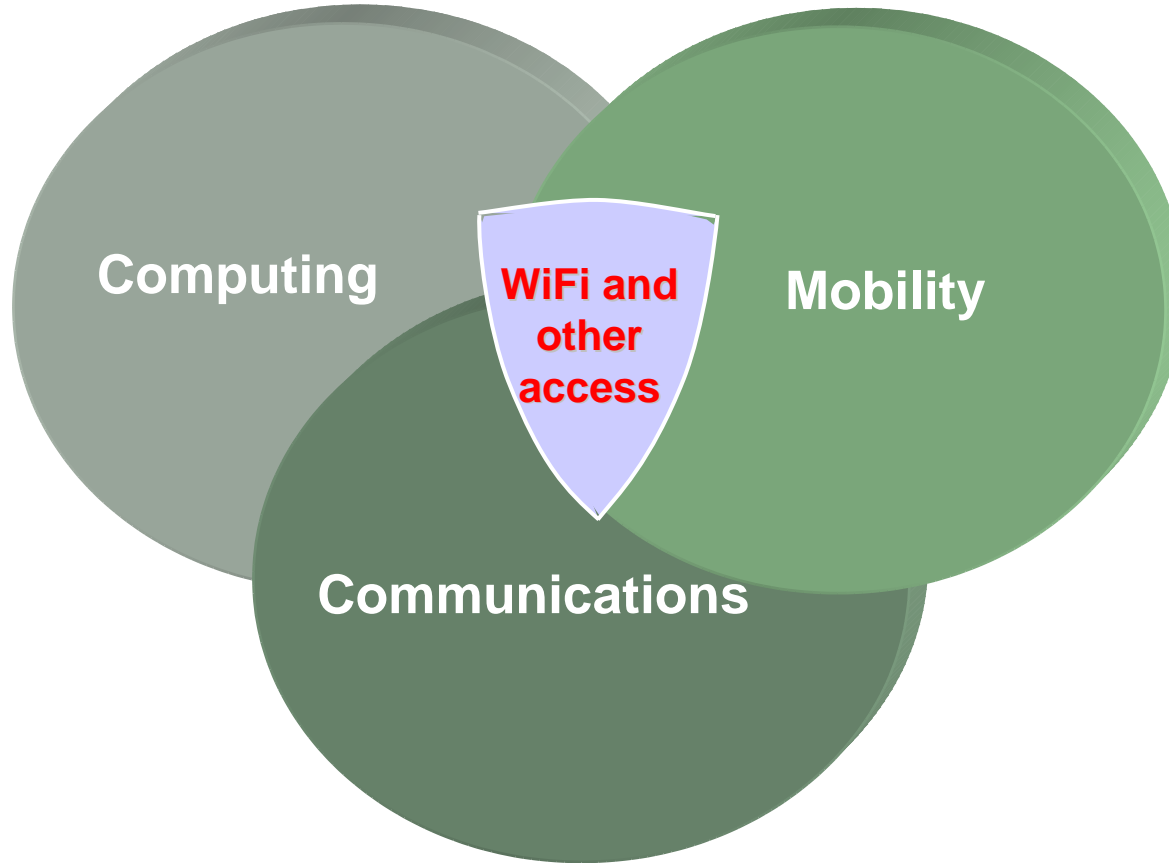
Seamless Roaming across Networks....

Best user experience....

Service Assurance....

LongBoard: Enabling Mobile Multimedia...

Mobility + Communications + Computing = Convergence!



The Customer and Service Stay the Same Across Networks

Key Barrier: User Experience

Current Mobile User Experience with Multimedia Services

- Multiple methods of High Bandwidth access: No seamless roaming...
- Lack of service ubiquity
- Poor performance of multimedia applications
- High cost
- Proliferation of Devices: Adaptation, Multi-mode devices etc...



Delivering IMS Service Mobility

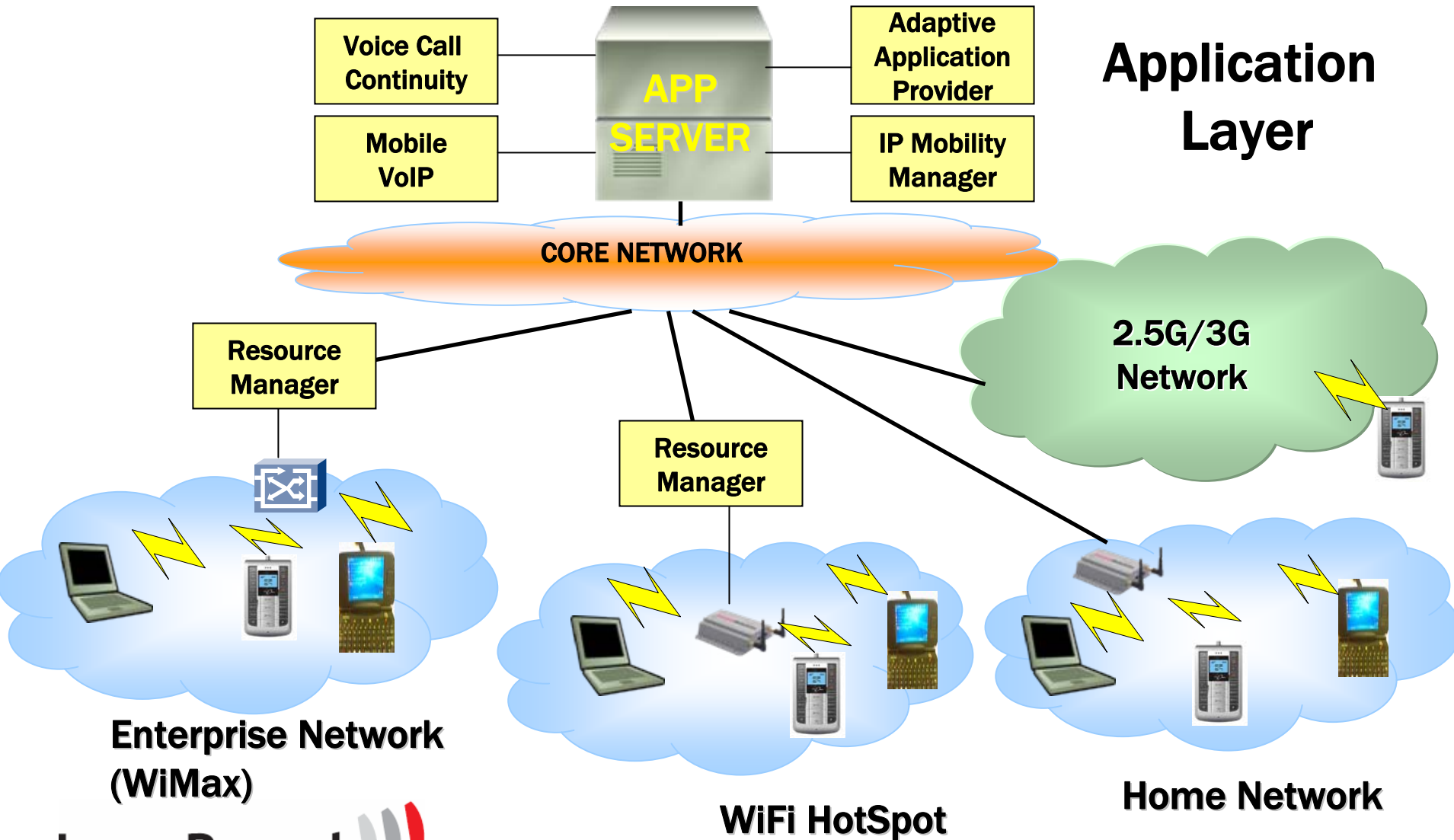
- Multimedia services across multiple networks
- Service and revenue assurance
- Fully, IMS, 3GPP-compatible
- Seamless Mobility between networks

MediaRoam™

Your media anywhere



Network Diagram



LongBoard Profile



LongBoard Headquarters
Santa Clara, CA

Background

- Founded 1999
- SIP Application Server installed in live carrier networks since 2001. Over 400K live subscribers in Japan
- First demonstrated WiFi/cellular handover in 2004 in a carrier lab

Company

- Headquartered in Silicon Valley with sales offices in London, Tokyo and The Hague
- Leadership team of seasoned telecommunication veterans
- Deep technology expertise in SIP & IMS; three patents awarded

Solution

- Carrier-grade LongBoard Multi-media Application Platform (LMAP) for delivering converged services in pre-IMS and IMS environments
- Enables carriers to start with Mobile VoIP, leverage IMS in Fixed Mobile Convergence, then add high-value converged multi-media services with service and revenue assurance