DEMO | mobile

IDG EXECUTIVE FORUMS

Conference Program

September 6-8, 2000

Welcome to DEMOmobile 2000!

In the next few days, you will see the people, products, and ideas that will help you take leadership of the dynamic and emerging mobile computing market. We're confident that DEMOmobile will deliver valuable insights and we're delighted to have you join in this critical debate.

Mobile, wireless and pervasive computing have captured the spotlight in today's technology markets. Millions of dollars are pouring into venture-backed startups and new corporate initiatives all focused on moving information and applications off of the desktop and into the hands of an increasingly on-the-go workforce and society.

In its second year, DEMOmobile has emerged as the touchstone for the leaders in the mobile computing marketplace. In preparing for this year's conference, we've met with hundreds of companies, talked to researchers and analysts, and examined fully the issues that will shape the future of mobility. We've spent the past six months dissecting this marketplace in order to focus into these few days the products and issues that you will need to understand in order to shape your mobile strategies and businesses.

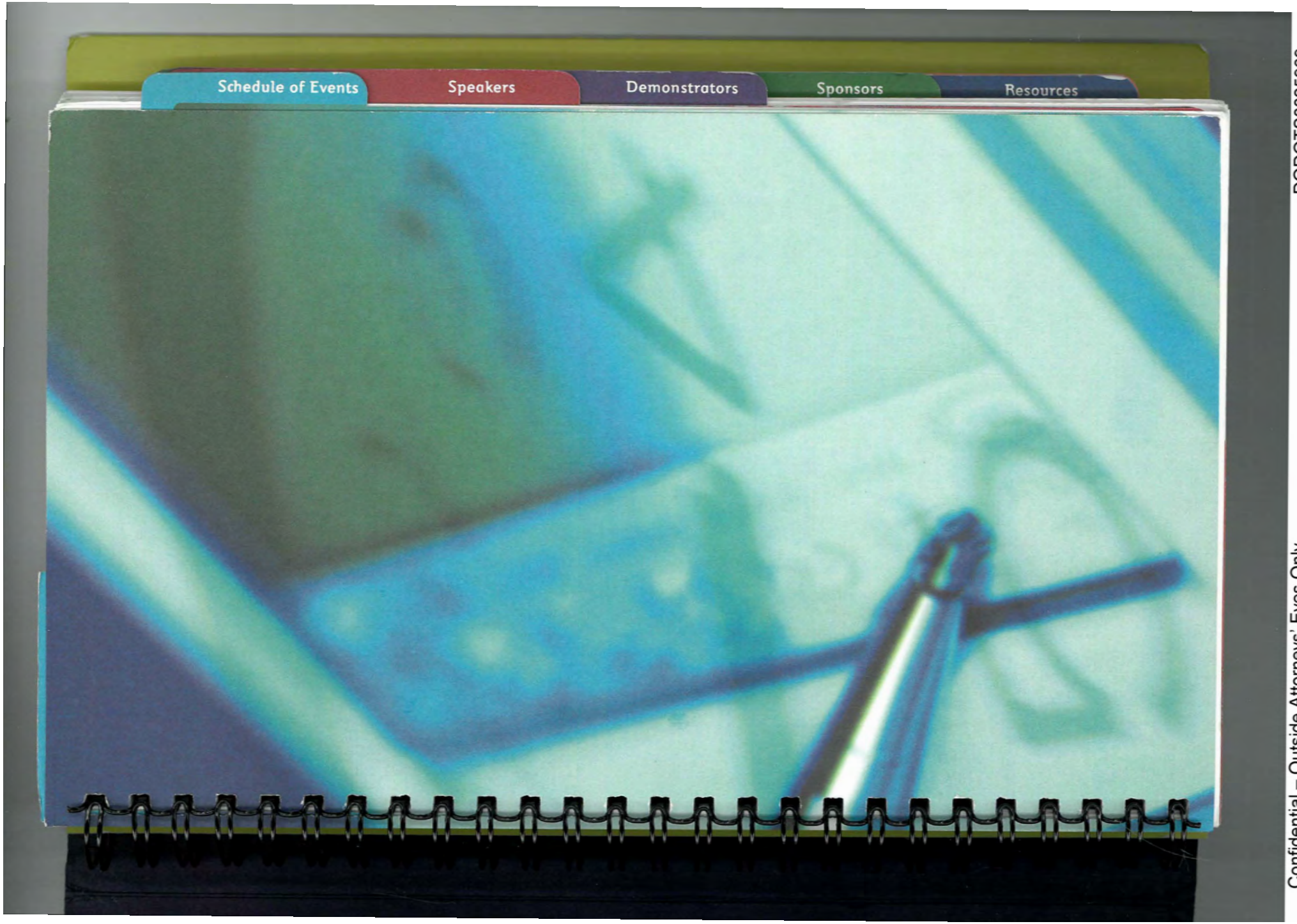
Over the next few days we will . . .

- Present to you the best of the best of this new breed of technology innovator,
- Look at the technologies that lay the foundation for wireless mobility and the products and services that are being built to take advantage of those platforms,
- Debate the business issues, emerging markets, and application designs that will affect how we work now and into the future.

Enjoy the debate and critical insights gleaned from the next few days at DEMOmobile 2000!

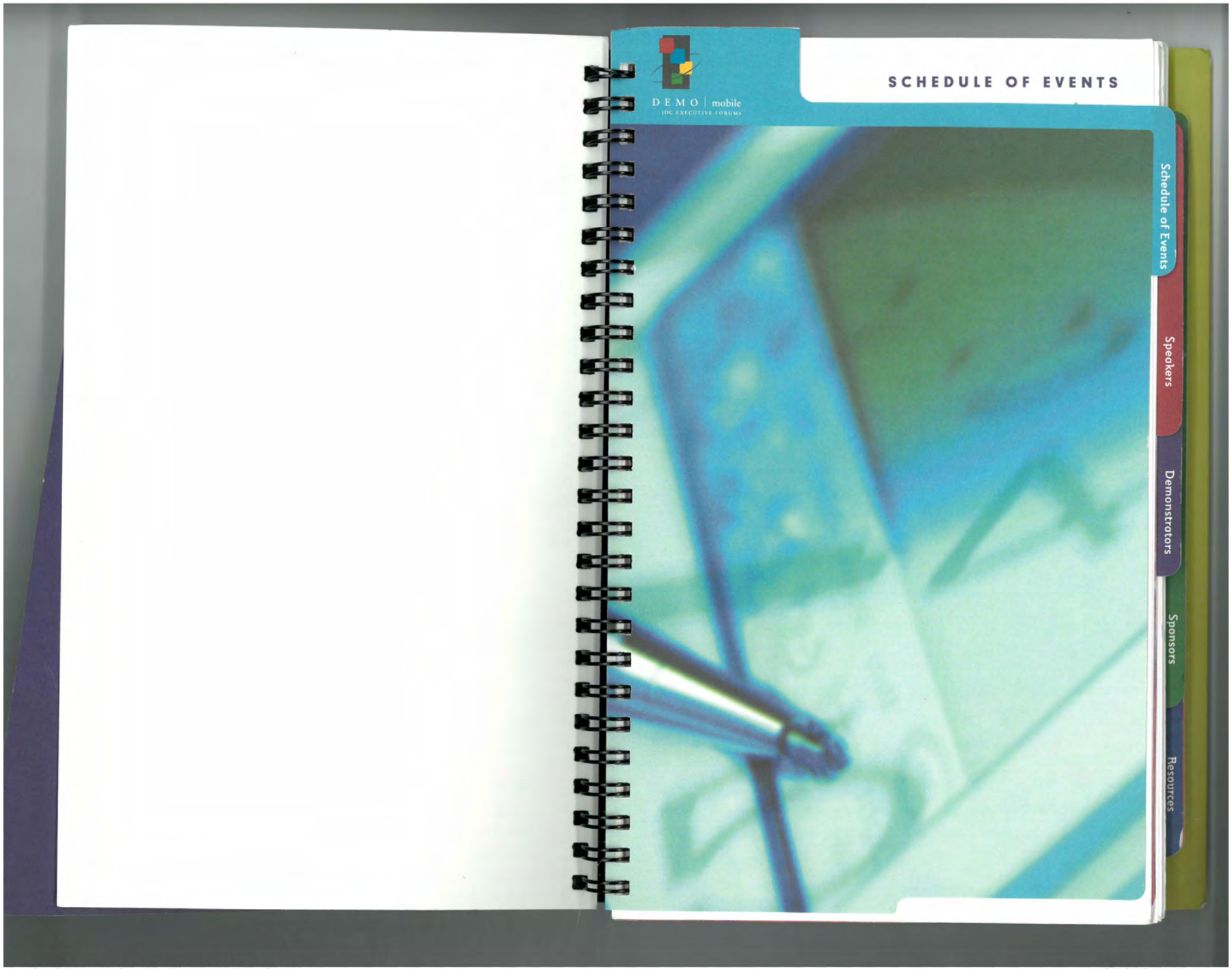
Chris Shipley
Executive Producer
The DEMO Conferences

Jim Forbes
Producer
DEMOmobile 2000



Confidential – Outside Attorneys' Eyes Only
DODOTS0025969

DoDots Exhibit 2040
Samsung v. DoDots - IPR2023-00621


Schedule of Events
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SCHEDULE OF EVENTS
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WEDNESDAY	SEPTEMBER 6, 2000
12:00pm - 7:30pm	**Registration & Information Desk Open** *The Ritz-Carlton Ballroom Foyer*
1:30pm - 3:00pm	**Pre-Conference Workshop** Winning Reviews: What Do Leading Product Reviewers Really Look For? *The Georgian Ballroom* Reviews can make or break a product — and potentially a company. But just what are the criteria used to evaluate your mobile computing products, applications, and services? DEMOmobile has assembled an all-star panel of reviewers who will share the secrets from inside the evaluation lab. **Moderator:** Jim Forbes, *Producer, DEMOmobile* **Panelists:** Jonathan Blackwood, *Senior Editor, Winmag.com* Bill Howard, *Senior Executive Editor, PC Magazine* Jim Louderback, *VP, Editorial Director, ZDTV* Steve Wildstrom, *Personal Technology Correspondent, Business Week* Kevin Railsback, *Technical Director, InfoWorld*
3:30pm - 5:00pm	**Pre-Conference Workshop** Funding Wireless Ventures: Due Diligence and Emerging Opportunities *The Georgian Ballroom* In near lock step, venture investors have turned their focus to new opportunities in the emerging wireless Internet and mobile commerce market place. What are venture capital insiders looking for in mobile and wireless technologies? We've assembled a top-flight panel of investors who collectively control more than $3 billion in capital. This panel is due diligence for every entrepreneur and seasoned tech executive looking to play in wireless mobility. **Moderator:** Chris Shipley, *Executive Producer, DEMO Conferences* **Panelists:** Deepak Natarajan, *Managing Director, Redwood Venture Partners* John Gardner, *Partner, Nokia Ventures* Jonathan Roberts, *Managing Partner, Ignition Corporation* Janice Roberts, *General Partner, Mayfield Fund*
6:00pm - 8:00pm	**Welcome Reception** Hosted by Mayfield Fund and Qpass *The Ritz-Carlton Ballroom Foyer* This is your chance to meet our Platinum supporters, Mayfield and Qpass, as well as the other DEMOmobile sponsors at this kick-off reception.
6:00pm - 8:00pm	**Platinum Sponsor Suites Open** Mayfield Fund – *The Pavilion* Qpass – *The Plaza*
9:00pm - 12:00am	**Late Night at DEMOmobile** – *Featuring Entertainment by Left4Dead* Hosted by Lemout & Hauspie *The Lobby Lounge*

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THURSDAY	SEPTEMBER 7, 2000
7:00am - 7:00pm	**Registration & Information Desk Open** *The Ritz-Carlton Ballroom Foyer*
7:00am - 8:30am	**Continental Breakfast** Hosted by Merrill Lynch *The Ritz-Carlton Ballroom Foyer*
8:30am - 10:30am	**Early Morning General Session** *The Ritz-Carlton Ballroom* • **Welcome to DEMOmobile 2000** Chris Shipley, *Executive Producer, DEMO Conferences* • **The State of Mobile Computing** Jim Forbes, *Producer, DEMOmobile* • **Trend Spotting — Emerging platforms and marketplaces exemplified through product demonstrations.** **Demonstrations by:** Messaging Gets Personal – *MessageMachines* Building Blocks of Enterprise Hardware – *OracleMobile* Buying In on Mobile Commerce – *EncrypTix* Voice Enabling Mobile Computing – *Lernout & Hauspie* Bluetooth Comes of Age – *IBM* A Peek at Cool Hardware – *Scout Electromedia* Consumer Appeal – *LightSurf Technologies* • **ROADMAP: The Platform for Mobile Computing** Frank Spindler, *VP, Marketing, Intel* • **Look Ma, No Wires!** Introduction of the DEMOmobile wireless network supplied and supported by Wayport.
10:30am - 11:00am	**Break** Hosted by Nokia *The Ritz-Carlton Ballroom Foyer*

SCHEDULE OF EVENTS

THURSDAY	SEPTEMBER 7, 2000
11:00am - 12:00pm	**Late Morning General Session** *The Ritz-Carlton Ballroom* • **The Future of Portable Computing Panel** Over the next two years the definition and nature of portable computing will fundamentally change. This panel will provide you with the information you need to be prepared for and to take advantage of those changes. **Moderator:** Jim Forbes, *Producer, DEMOmobile* **Co-moderator:** Randy Giusto, *VP, Mobile & Desktop Research, IDC* **Panelists:** Mark Bregman, *GM, Pervasive Computing, IBM* Jay Highley, *VP, Business Marketing, Sprint PCS* Dave Whorton, *President & CEO, Good Technology* Joe Sipher, *VP, Product Marketing, Handspring*
12:00pm - 3:00pm	**Demo Pavilion Open** *The Viennese Ballroom*
12:00pm - 3:00pm	**Platinum Sponsor Suites Open** Mayfield Fund – *The Pavilion* Qpass – *The Plaza*
12:00pm - 2:00pm	**Lunch** Hosted by Sprint PCS *The Viennese Terrace*
3:00pm - 5:00pm	**Late Afternoon General Session** *The Ritz-Carlton Ballroom* • **Creating a Meaningful User Experience with Wireless Devices Panel** New and existing enterprises are charging into wireless message because "they can." But should they? What constitutes a meaningful and appropriate use of mobile platforms as a device to communicate with customers? Who's getting it right and who's missing the mark? **Moderator:** Chris Shipley, *Executive Producer, DEMO Conferences* **Panelists:** Mike Mills, *Chief User Interface Designer, AlterEgo Networks* Jakob Nielsen, *Ph.D, Usability Guru, Nielsen Norman Group*

Speakers
Demonstrators
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Resources

THURSDAY	SEPTEMBER 7, 2000
	• **Messaging Gets Personal** There are as many approaches to message management as there are people managing messages. And so it would be foolish of us to promote one messaging platform or technique as "the best." Instead, we've culled through the companies jumping into this space to present an array of the best approaches to mobile message management. **Demonstrations by:** *Unimobile.com* *Right4Me.com* *Visto* *ecrio* *eVoice* • **Technology Demonstration – Demonstration by SRI** The number of companies and venues that use wireless networks to interconnect employees and guests is growing, but their range is still limited. SRI has an intriguing solution, combining a number of SRI developed technologies to enable highly reliable, dynamically configured, wireless, mobile networks. As you will see in this technology demonstration, PacketHop's™ QoS-based framework results in seamless, robust access over discontinuous wireless networks while maintaining a low network and dient footprint for rapid, low-cost, deployment.
5:00pm - 7:00pm	**Demo Pavilion Open** *The Viennese Ballroom*
5:00pm - 7:00pm	**Reception** Hosted by OmniSky *The Courtyard*
5:00pm - 7:00pm	**Platinum Sponsor Suites Open** Mayfield Fund – *The Pavilion* Qpass – *The Plaza*
7:30pm - 9:30pm	**Dinner** Hosted by Wayport *The Horseshoe Garden*

SCHEDULE OF EVENTS

FRIDAY	SEPTEMBER 8, 2000
7:00am - 2:00pm	**Registration & Information Desk Open** *The Ritz-Carlton Ballroom Foyer*
7:00am - 8:30am	**Continental Breakfast** Hosted by Mobileum *The Ritz-Carlton Ballroom Foyer*
8:30am - 10:30am	**Early Morning General Session** *The Ritz-Carlton Ballroom* • **The Building Blocks of Enterprise Mobility** Infrastructure and applications software that helps enterprise dients get ready for next generation wireless and other mobile technologies will be fundamental to the success of most large and many mid-sized businesses. What's clear in this emerging field is that savvy start-ups and established players alike are working in coordination with users to develop products that meet specific needs. • **Part 1 – Enabling the Wireless Enterprise** One-size-fits-all software may not work in the wireless world. What will make this one of the most challenging markets ever to emerge is that different organizations and different groups of customers have different needs. This group of companies offers a combination of features that address global issues such as synchronization, group as well as peer-to-peer messaging. **Demonstrations by:** Extensity NetMorf COVIGO Synchrologic Lotus Neomar • **Part 2 - Making Content Mobile** One of the keys to success will be delivering and locating all kinds of relevant content. These companies show how we think it will be done in the emerging wireless world. **Demonstrations by:** Google AudioBasket DoDots Vindigo

FRIDAY — SEPTEMBER 8, 2000

- **Part 3 – Voice-Enhanced Mobility**
  It's hard not to notice that start-ups working in voice recognition and text to speech are catching the attention of big name venture capitalists, large carriers and companies who serve diverse groups of users. This couplet shows that voice can not only be used as a precise interface, but that it can also be used effectively as a key part of multi-technology interfaces.

  Demonstrations by:
  BeVocal
  IBM Voice Systems

- **Personal Wireless**
  It's a big mistake to forget that corporations are interested in and buying Windows CE devices. In fact, both Compaq and Hewlett Packard are not only continuing to innovate, but are also capturing sales from enterprise customers. And if you think Microsoft's commitment to personal devices is limited to traditional CE products, check out the new device in this segment.

  Demonstrations by
  Microsoft
  Hewlett-Packard

10:30am - 12:00pm **Break**
Hosted by NetMorf
The Courtyard

10:30am - 2:00pm **Demo Pavilion Open**
The Viennese Ballroom

10:30am – 2:00pm **Platinum Sponsor Suites Open**
Mayfield Fund – *The Pavilion*
Qpass – *The Plaza*

12:00pm - 2:00pm **Lunch**
Hosted by IBM ThinkPad
The Viennese Terrace

2:00pm - 4:00pm **General Session Refreshments**
Hosted by NetMorf
The Ritz-Carlton Ballroom

FRIDAY — SEPTEMBER 8, 2000

2:00pm - 4:00pm **Afternoon General Session**
The Ritz-Carlton Ballroom

- **GenY: The Next Big Market Panel**
  Today's 20-Somethings represent a savvy market -- the first full generation to grow up plugged in and turned on to information and the Internet. This group of demanding consumers sets a new bar for any company that is building wireless mobility into their information products.

  Moderator:
  Chris Shipley, *Executive Producer, DEMO Conferences*
  Panelists:
  Patrick Boyle, *CEO & Co-founder, MobileEngines*
  Gordon Gould, *CEO & Founder, Upoc*
  Frank Zammataro, *Vice President, Merrill Lynch*

- **The Consumer Market for Mobile Computing**
  The lines between professional and personal use of technology blur as the users of those technologies go mobile. The transformation of professional computing technology into personal consumer products opens new avenues for consumer mobile technology.

  Demonstrations by:
  Dream House Software
  Xircom, Inc.
  Good Technology
  myplay.com

- **M-Commerce: The Next Big Thing**
  Mobile commerce will effect how and where consumers buy all types of goods. We believe this category will be one of the elements that success, or failure, of wireless adoption will be judged by. This group offers a range of technologies that we think will be important in the m-commerce space.

  Demonstrations by:
  SkyGo
  Livemind
  MerchantWired

- **The Future's So Bright . . .**
  Where is mobile computing headed? We close DEMOmobile 2000 with some speculation on the future of mobile technologies from the perspectives of the analysts and investors who have taken a peek over the horizon.

  Moderators:
  Chris Shipley, *Executive Producer, DEMO Conferences*
  Jim Forbes, *Producer, DEMOmobile*
  Panelists:
  Conor Kehoe, *Partner, McKinsey & Company*
  Martin Reynolds, *VP & Research Fellow, Gartner/Dataquest*

- **Conference Wrap Up/Closing**
  Jim Forbes, *Producer, DEMOmobile*

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SPEAKERS

Speakers
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DEMOmobile SPEAKERS

Jonathan Blackwood
Senior Editor, *Winmag.com*

Patrick Boyle
CEO & Co-founder, *MobileEngines*

Mark Bregman
GM, *IBM Pervasive Computing, IBM Corporation*

Jim Forbes
Producer, *DEMOmobile*

John Gardner
Partner, *Nokia Ventures*

Randy Giusto
VP, Mobile & Desktop Research, *International Data Corporation*

Gordon Gould
CEO & Founder, *Upoc*

Jay Highley
VP, Business Marketing, *Sprint PCS*

Bill Howard
Senior Executive Editor, *PC Magazine*

Conor Kehoe
Partner, *McKinsey & Company*

Jim Louderback
VP, Editorial Director, *ZDTV*

Mike Mills
Chief User Interface Designer, *AlterEgo Networks, Inc.*

Deepak Natarajan
Managing Director, *Redwood Venture Partners*

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DEMOmobile SPEAKERS

Jakob Nielsen, Ph.D
Usability Guru, *Nielsen Norman Group*

Geoff Pitfield
CEO, *Scout Electromedia, Inc.*

Kevin Railsback
Technical Director, *InfoWorld*

Martin Reynolds
VP & Research Fellow, *Gartner/Dataquest*

Janice Roberts
General Partner, *Mayfield Fund*

Jonathan D. Roberts
Managing Director, *Ignition Corporation*

Chris Shipley
Executive Producer, *DEMO Conferences*

Joe Sipher
VP, Product Marketing, *Handspring, Inc.*

Frank E. Spindler
VP, Marketing, *Intel Corporation*

David Whorton
President, CEO & Founder, *Good Technology, Inc.*

Stephen Wildstrom
Personal Technology Correspondent, *Business Week*

Frank Zammataro
VP, *Merrill Lynch*

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DEMONSTRATORS

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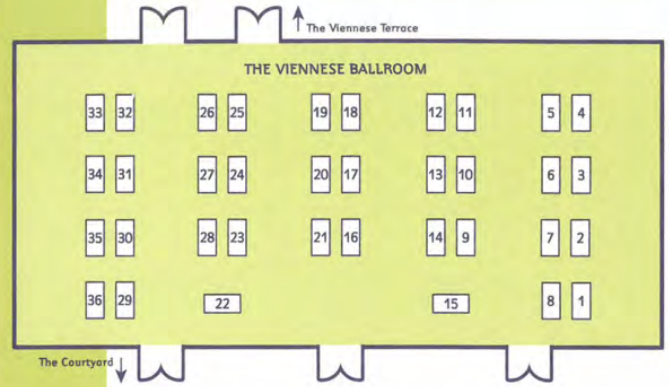
DoDots Exhibit 2040
Samsung v. DoDots - IPR2023-00621

DEMONSTRATOR INDEX | BY STATION



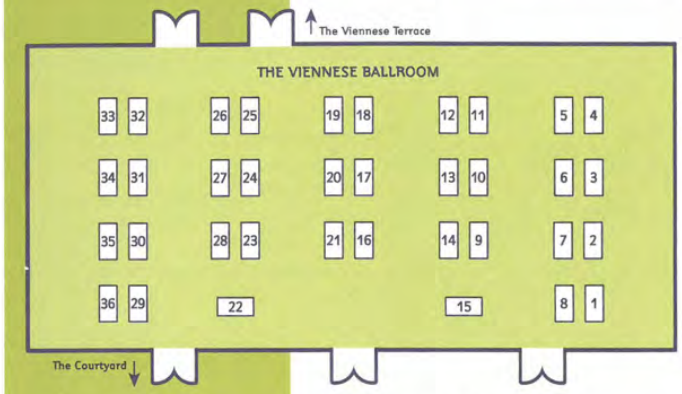
DEMOmobile 2000 DEMO PAVILION

Station No.	Company Name	Product Name
1	LightSurf Technologies	Instant Wireless Visual Communications
2	myplay.com	myplay-to-go
3	Livemind	Contextual Commerce
4	Dream House Software	AnyWhereMobile Internet Service
5	ecrio, Inc.	ecrio Messenger
6	DoDots, Inc.	Mobile Dots
7	Lotus Development Corporation	Mobile Notes
8	Lemout & Hauspie	SofIA
9	NetMorf, Inc.	SiteMorfer
10	Coola, Inc.	Coola
11	Google, Inc.	Number Search
12	Extensity, Inc.	Extensity Mobile Connect
13	Good Technology, Inc.	SoundsGood™ AudioPlayer
14	MessageMachines, Inc.	Personal Messaging Assistant
15	IBM	ThinkPad and WorkPad Wireless Solutions
16	Scout Electromedia, Inc.	MODO
17	Neomar, Inc.	Neomar Content Management Server
18	OradeMobile	Orade Mobile Wireless Enterprise Applications
19	SkyGo	wireless marketing network

DEMONSTRATOR INDEX | BY STATION *(continued)*

Station No.	Company Name	Product Name
20	Hewlett-Packard Company	HP Jornada 720 Handheld PC
	Microsoft Corporation	Windows powered Pocket PC
21	IBM Voice Systems	Embedded ViaVoice Distributed Voice In / WAP Out
22	Xircom, Inc.	Rex 6000
23	BeVocal, Inc.	Business Finder
24	EncrypTix, Inc.	EncrypTix
25	eVoice, Inc.	eVoice All Access
26	AudioBasket	AudioBasket
27	ViaFone, Inc.	Code Name "Polaris"
28	Synchrologic	ReadySyncGo!
29	Vindigo, Inc.	Vindigo
30	Unimobile.com	Unimobile™
31	Visto Corporation	Visto.com
32	Onset Technology, Inc.	METAmessage
33	COVIGO, Inc.	mService™
34	MerchantWired	MerchantWired
35	Right4Me.com, Inc.	Right4Me
36	Inviso, Inc.	eShades and eCase

DEMONSTRATOR INDEX | BY COMPANY



DEMOmobile 2000 DEMO PAVILION

Company Name	Product Name	Station No.
AudioBasket	AudioBasket	26
BeVocal, Inc.	Business Finder	23
Coola, Inc.	Coola	10
COVIGO, Inc.	mService™	33
DoDots, Inc.	Mobile Dots	6
Dream House Software	AnyWhereMobile Internet Service	4
ecrio, Inc.	ecrio Messenger	5
EncrypTix, Inc.	EncrypTix	24
eVoice, Inc.	eVoice All Access	25
Extensity, Inc.	Extensity Mobile Connect	12
Good Technology, Inc.	SoundsGood™ AudioPlayer	13
Google, Inc.	Number Search	11
Hewlett-Packard Company	HP Jornada 720 Handheld PC	20
IBM	ThinkPad and WorkPad Wireless Solutions	15
IBM Voice Systems	Embedded ViaVoice Distributed Voice In / WAP Out	21
Inviso, Inc.	eShades and eCase	36
Lemout & Hauspie	SoftA	8
LightSurf Technologies	Instant Wireless Visual Communications	1
Livemind	Contextual Commerce	3

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DEMONSTRATOR INDEX — BY COMPANY *(continued)*

Company Name	Product Name	Station No.
Lotus Development Corporation	Mobile Notes	7
MerchantWired	MerchantWired	34
MessageMachines, Inc.	Personal Messaging Assistant	14
Microsoft Corporation	Windows powered Pocket PC	20
myplay.com	myplay-to-go	2
Neomar, Inc.	Neomar Content Management Server	17
NetMorf, Inc.	SiteMorfer	9
Onset Technology, Inc.	METAmessage	32
OradeMobile	Orade Mobile Wireless Enterprise Applications	18
Right4Me.com, Inc.	Right4Me	35
Scout Electromedia, Inc.	MODO	16
SkyGo	wireless marketing network	19
Synchrologic	ReadySyncGo!	28
Unimobile.com	Unimobile™	30
ViaFone, Inc.	Code Name "Polaris"	27
Vindigo, Inc.	Vindigo	29
Visto Corporation	Visto.com	31
Xircom, Inc.	Rex 6000	22

PAVILION DEMONSTRATORS

26 • AudioBasket

2325 Third Street, Suite 331
San Francisco, CA 94107
Tel: 415.865.9000
Fax: 415.865.9030
Web: www.audiobasket.com

Funding: T-Ventures, Panasonic
Platform: Any standard audio device
Price: TBD
Ship Date: TBD

Corporate Officers:
Kim Fisher, *CEO*
Brian Fisher, *CTO*
Andrew Edelson, *Founder & VP, Marketing*

Product Name: AudioBasket
Product Description:
AudioBasket provides partnering Web sites with frequently updated, customized audio news and information from trusted sources like *The Wall Street Journal*, ABCNEWS.com, the *Financial Times*, and Bloomberg Radio. Partner sites can take their brand offline when users download AudioBasket for playback on the desktop or a standard digital audio device.

Chris and Jim's Thoughts:
AudioBasket has put together an outstanding combination of content delivery technology, relationships with key content suppliers and wireless device makers, a sharp business model, and savvy management team – all positioning AudioBasket for future success.

PAVILION DEMONSTRATORS

23 • BeVocal, Inc.

982 Walsh Avenue
Santa Clara, CA 95050
Tel: 408-748-8700
Fax: 408-748-8888
Web: www.bevocal.com

Funding: $45 million second round from Mayfield Fund, U.S. Venture Partners, Technology Crossover Ventures, and TransCosmos USA.
Platform: VocalBoost™, a patent-pending voice portal service architecture, incorporates BeVocal's library of over 100 SpeechObjects, VoiceXML, and fully tested, commercially deployed APIs – as well as tools from Nuance, NMS, and L&H – into a high-density platform configuration.
Price: Free
Ship Date: September 7, 2000

Corporate Officers:
Mikael Berner, *Co-founder & CEO*
Amol Joshi, *Co-founder & VP, Marketing*
Kevin Stone, *Co-founder & VP, Operations*
Steve Tran, *Co-founder & CFO*

Product Name: Business Finder
Product Description:
BeVocal Business Finder enables consumers to find nearby businesses and services across the United States by either saying a brand name or business category. In addition, callers can obtain store hours, driving directions, or dial through to the business. Examples of categories include: ATMs, gas stations, restaurants, hotels, and retailers.

Chris and Jim's Thoughts:
BeVocal's Business Finder is an important example of how voice can drive commerce when it's used with wireless devices such as cell phones. We selected this product because it works nationally as well as locally, and because it allows users to easily specify products by brand names or other criteria.

PAVILION DEMONSTRATORS

10 • Coola, Inc.

800 West Cummings Park, Suite 3800
Woburn, MA 01801
Tel: 781-938-9075
Fax: 801-409-7448
Web: www.coola.com

Funding: Private
Platform: Windows, PalmOS
Price: Tiered
Ship Date: September 2000

Corporate Officers:
Sudha Jamthe, *President*
Shirish Jamthe, *Treasurer*

Product Name: Coola
Product Description:
Coola is a service enabling the convergence of Web and wireless. Its wireless infrastructure helps Web businesses extend their brand to the mobile space. Users of wireless Palm handheld devices can communicate and share Web-based and other information with other Palm users, regardless of whether they are wireless.

Chris and Jim's Thoughts:
Coola has taken a simple and elegant approach to wireless information access by enabling users to sync discrete Web-based information, such as calendar items and contact data, into the appropriate application on Palm and other wireless devices. You can experience Coola on the demo.com site to sync DEMOmobile-related information to your wireless device.

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33• COVIGO, Inc.

310 Harbor Boulevard
Belmont, CA 94002
Tel: 650-632-4000
Fax: 650-632-4001
Web: www.covigo.com

Funding: $12 million from Norwest Venture Partners, Nokia Venture Partners, and leading Angel Investors.
Platform: Wireless ASP runs SUN/Solaris
Price: TBD
Ship Date: Q4 2000

Corporate Officers:
Dev Khare, *CEO*
Krishna Vedati, *CTO*
Srinivas Mandyam, *VP, Engineering*

Product Name: mService™
Product Description:
Covigo assembles, hosts, and manages wireless solutions for e-businesses, enabling seamless usage of an e-business' services over mobile devices such as smartphones and PDAs. mService, the company's complete m-commerce solution, offers e-businesses a unique set of technologies and expertise to go mobile in a compelling manner and includes the provision of personal information, messaging, content, and commerce services over mobile devices.

Chris and Jim's Thoughts:
Covigo's mService mobile transaction platform is well-suited to a range of Internet communities and Web sites being designed to support features such as messaging as well as m-commerce.

PAVILION DEMONSTRATORS

6• DoDots, Inc.

830 Stewart Drive
Sunnyvale, CA 94085
Tel: 408-331-7200
Fax: 408-331-7410
Web: www.DoDots.com

Funding: SOFTBANK Venture Capital
Price: TBD
Ship Date: 2001

Corporate Officers:
George A. Kembel, *CEO & Founder*
John A. Kembel, *CTO & Founder*
Tony Medrano, *President & Founder*
Scott Sorochak, *VP, Sales & Business Development*
Ralph Rogers, *VP, Marketing*
Jim Mackraz, *VP, Engineering*

Product Name: Mobile Dots
Product Description:
In February 2000, DoDots, a digital infrastructure company, introduced a better way for companies to brand, package, and distribute Internet content and applications directly to their customers' desktops. Today, DoDots is demonstrating how its extensible architecture delivers Dots to other Internet-enabled devices, giving companies a powerful way to extend their business beyond the desktop.

Chris and Jim's Thoughts:
DoDots extensible software architecture is a rare find in today's world. It increases the power and capabilities of handheld computers and other small form factor Internet devices. And what makes DoDots more remarkable is that it uses a tool to extend Web presence to new emerging form factors.

PAVILION DEMONSTRATORS

4 • Dream House Software

21C Orinda Way #376
Orinda, CA 94563
Tel: 925-254-6489
Fax: 925-254-0986
Web: www.anywheremobile.com

Funding: Angel
Platform: Win 95/98/NT/2000; All Web browsers, including Palm and Wap Phones, Win CE, etc.
Price: approximately $10 per month
Ship Date: October 1, 2000

Corporate Officers:
Alan Finke, *President*
Eric Buchbinder, *CEO*

Product Name: AnyWhereMobile Internet Service
Product Description:
AnyWhereMobile is an innovative Internet-based service that gives users access to the files on their PC from any Web-enabled device, such as a standard browser, Internet kiosk, Palm VII, Palm PC, WAP phone, or a standard telephone using voice command and recognition. The interface is optimized for the client device so the user always has the best possible experience.

Chris and Jim's Thoughts:
We particularly liked this company's diverse approach to wireless and the capabilities of its software platform. Dream House's AnyWhereMobile wireless technology lets you manage all types of data as well as control remote systems from a wireless-capable Palm hand-held, or a WAP phone.

PAVILION DEMONSTRATORS

5 • ecrio, Inc.

10121 Miller Avenue, Suite 102
Cupertino, CA 95014
Tel: 408-366-7900
Fax: 408-366-8817
Web: www.ecrio.com

Funding: Private
Price: TBD
Ship Date: November 1, 2000

Corporate Officers:
Nagesh Challa, *President & CEO*
Rao Gobburu, *VP, Development*
Mike Gannage, *VP, Business Development*
Rich Siegel, *VP, Sales*

Product Name: ecrio Messenger
Product Description:
Ecrio's rich Instant Messaging platform enables users to write messages in any language with a free mix of handwriting and drawings for instant delivery. Their client-server architecture is designed for use with any wireless appliance, including a Palm, Pocket PC, Symbian, or WAP-enabled phone.

Chris and Jim's Thoughts:
Wireless messaging is more than text and voice. The ability to support graphics, MP3 and other rich data types is critical to the success of next generation products. Ecrio's Instant Messaging technology does this well and will affect the features included in future wireless client devices and servers.

PAVILION DEMONSTRATORS

24• EncrypTix, Inc.

101 N. Sepulveda Blvd. Suite 150
El Segundo, CA 90245
Tel: 310-955-4500
Fax: 310-955-4501
Web: www.encryptix.com

Funding: $35.8 Million first round
Price: TBD
Ship Date: Launch late Fall 2000

Corporate Officers:
Jim Rowan, *President & CEO*
Tim Von Kaenel, *Senior VP, Product Management*
Mike Zeile, *Senior VP, Business Development*
James Dzierzanowski, *VP, Advanced Technologies*
Patti Gibbon, *VP, Legal*
Michael Mushet, *VP, Engineering*

Product Name: EncrypTix
Product Description:
EncrypTix provides highly secure delivery, storage, and verification of value bearing instruments over the Internet and wireless networks. Utilizing the highest level of security available for commercial transactions, EncrypTix delivers value items such as tickets, vouchers, boarding passes, checks, and gift certificates to any device including printers, smart cards, PDAs, and Internet-enabled wireless access phones.

Chris and Jim's Thoughts:
EncrypTix's secure m-commerce architecture was selected to be part of this event because of its reliability, non-intrusive design, and its ease-of-use for individuals and corporate entities who want to deliver high-value information to wireless devices.

PAVILION DEMONSTRATORS

25• eVoice, Inc.

1394 Willow Road
Menlo Park, CA 94025
Tel: 650-330-3700
Fax: 650-330-3900
Web: www.evoice.com

Funding: over $50 million from idealab!, Nokia Venture Partners, Worldview Technology Partners and Oak Investment Partners.
Price: TBD
Ship Date: November 1, 2000

Corporate Officers:
Bruce Crair, *President & COO*
Wendell Brown, *Chief Ideas Officer*

Product Name: eVoice All Access
Product Description:
eVoice, the leading provider of enhanced voice services, introduces eVoice All Access technology. All Access allows users to combine home, small business and cellular phone voicemail into the same mailbox and then proactively notify the subscriber's cellular phone.

Chris and Jim's Thoughts:
eVoice's All Access messaging technologies melds wired personal and business phones with wireless devices, allowing users to access and manage messages from a single mailbox.

Confidential – Outside Attorneys' Eyes Only

12• Extensity, Inc.

2200 Powell Street, Suite 300
Emeryville, CA 94608
Tel: 510-594-5700
Fax: 510-596-2676
Web: www.extensity.com

Funding: Public (NASDAQ: EXTN)
Platform: Wireless Internet, XML, and Java
Price: TBD
Ship Date: Fall 2000

Corporate Officers:
Bob Spinner, *President & CEO*
Sharam Sasson, *Chairman of the Board & Founder*
Kenneth R. Hahn, *CFO*
Elizabeth A. Ireland, *VP, Marketing*
Brian Mort, *VP & GM, European Operations*
Allen Nordgren, *VP, Professional Services*
Mark Oney, *VP, Engineering*
Eric C. Ruud, *VP, Sales*
Don Smith, *VP & GM, Hosted Operations*
David A. Yamold, *VP, Business Development*

Product Name: Extensity Mobile Connect
Product Description:
Extensity Mobile Connect provides end-to-end travel and expense management and billable time capture to employees who are on the road or away from their desks (and Internet connection). Approving managers can view the details and approve travel plans and timesheets in a timely fashion using the wireless Internet in your pocket.

Chris and Jim's Thoughts:
Just because an executive is out of the office doesn't mean their management responsibilities stop. Business managers simply can't be out of touch when they are mobile. Extensity Mobile Connect helps mobile professionals manage and participate in time-sensitive tasks via a wireless solution.

PAVILION DEMONSTRATORS

13• Good Technology, Inc.

1800 Bridge Parkway, First Floor
Redwood City, CA 94065
Tel: 650-620-4900
Fax: 650-620-4901
Web: www.good.com

Funding: Kleiner Perkins Caulfield & Byers, Benchmark Capital
Platform: Springboard module for Handspring's Visor
Price: $249
Ship Date: Early October 2000

Corporate Officers:
Dave Whorton, *CEO*
Jeff Mock, *CTO*
Joel Jewitt, *VP, Business Development*

Product Name: SoundsGood™ AudioPlayer
Product Description:
The first Springboard™ module from Good Technology turns your Visor into a fully-fledged 64-MB digital music player. The compact SoundsGood AudioPlayer was designed to fit perfectly with your Visor's expansion slot, virtually disappearing and making it easy to fit music into your day. Along with the GoodDesktop™ software, the SoundsGood AudioPlayer delivers everything you need to download and play about an hour of CD-quality digital music.

Chris and Jim's Thoughts:
Good Technology is pioneering a new business model that will drive the success of third party device makers-particularly Handspring. The company is using a publishing-like model to reduce the time it takes to develop and bring to market peripherals for handheld devices.

11 • Google, Inc.

2400 Bayshore Parkway
Mountain View, CA 94043
Tel: 650-318-0200
Fax: 650-618-1804
Web: www.google.com

Funding: $25 million from Kleiner Perkins Caufield & Byers and Sequoia Capital
Platform: WAP
Price: Free
Ship Date: Q4 2000

Corporate Officers:
Larry Page, *CEO & Co-founder*
Sergey Brin, *President & Co-founder*
Omid Kordestani, *VP, Business Development & Sales*

Product Name: Number Search
Product Description:
Data entry on today's wireless Web-enabled mobile phones can sometimes be cumbersome and prone to error when inputting text. Google's Number Search technology dramatically simplifies this process, enabling users to press each key only once, regardless of which letter is intended. The number string is sent to Google and analyzed, then used to quickly return the desired search results.

Chris and Jim's Thoughts:
Entering text data using the numeric keypad of a cellular phone is difficult and time consuming. Google's Number Search technology simplifies the process and will be a boon to mobile users. The new algorithm interprets the numbers entered on the keypad into text search terms and returns surprisingly accurate results.

PAVILION DEMONSTRATORS

20 • Hewlett-Packard Company

19320 Ridgeview Court
MS 49-B30
Palo Alto, California 95014
Tel: 800-443-1254
Fax: 408-343-8127
Web: www.hp.com/jornada

Funding: Public (NASDAQ: HWP)
Platform: Handheld PC
Price: $999
Ship Date: September 2000

Corporate Officers:
Carly Fiorina, *CEO*

Product Name: HP Jornada 720 Handheld PC
Product Description:
The HP Jornada 720 Handheld PC keeps you in touch and up-to-date with minimum effort. Whether you're managing personal information, taking notes, keeping current via e-mail, or browsing the Web, the HP Jornada 720 has the power, flexibility, and speed to keep you productive when you're on the move.

Chris and Jim's Thoughts:
While some companies have stumbled into the handheld market, HP continues to innovate – and it's because of that continued tradition of innovation that we invited the HP Jornada 720 Handheld PC to debut at DEMOmobile 2000.

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DoDots Exhibit 2040
Samsung v. DoDots - IPR2023-00621

PAVILION DEMONSTRATORS

15 • IBM

New Orchard Road
Armonk, NY 10504
Tel: 800-426-4968
Web: www.ibm.com

Funding: Public (NYSE: IBM)
Platform: ThinkPad
Price: $1,500 to $4,000
Ship Date: October 2000

Corporate Officers:
Lou Gerstner, *CEO*

Product Name: ThinkPad and WorkPad Wireless Solutions
Product Description:
IBM is exhibiting its wireless LAN solutions–including PC Card adapters and selected ThinkPad notebooks with integrated wireless capability–along with its Bluetooth Personal Connectivity technology. They are also demonstrating the coexistence of both technologies in the ThinkPad notebook, providing high-speed access to the Internet via 802.11b, and file transfer via Bluetooth.

Chris and Jim's Thoughts:
IBM is leading the integration of wireless in mainstream mobile computers. Ultimately, if wireless is to really become pervasive, more companies will have to follow in the footsteps of companies such as IBM.

PAVILION DEMONSTRATORS

21 • IBM Voice Systems

1555 Palm Beach Lakes Blvd
West Palm Beach, FL 33401
Tel: 561-640-6335
Fax: 561-615-7006
Web: www.ibm.com/software/voice

Funding: Public (NYSE: IBM)
Platform: IBM Voice Technology on wireless phones with WAP capability
Price: TBD
Ship Date: TBD

Corporate Officers:
Patty McHugh, *Director, New Business Development*
Tom Houy, *Manager, Client Systems Marketing*

Product Name: IBM ViaVoice for Distributed Voice In / WAP Out
Product Description:
IBM's distributed ViaVoice is critical to development of end-to-end mobile/wireless e-solutions allowing the voice enablement of multimodal user interfaces by applications, services, and environments. The demo shows access to information using distributed Voice In/ WAP Out technology.

Chris and Jim's Thoughts:
Ultimately, making internal and external sites mobile-ready means that they will be required to support voice recognition, as well as text data entry. IBM Voice Systems delivers on this promise.

PAVILION DEMONSTRATORS

36 • Inviso, Inc.

1330 Bordeaux Drive
Sunnyvale, CA 94089
Tel: 408-734-9200
Fax: 408-734-9911
Web: www.inviso.com

Funding: $33.3 million
Platform: Optiscape Technology
Price: eShades $600, eCase $600
Ship Date: Q1 2001

Corporate Officers:
Al Hildebrand, *Chairman*
Joy Weiss, *President & CEO*
William Seymour, *CFO*
Dr. Neil Bergstrom, *CTO*
Steve Timmerman, *VP, Marketing & Sales*
David Brooks, *VP, Product Development*
Dr. Eva Chen, *VP, Operations*

Product Name: eShades and eCase
Product Description:
The eShades, designed like sunglasses, provide a comfortable and completely private "big screen" viewing experience. Designed as an accessory to the notebook computer, it plugs into the PC card slot and allows you to view all information, including graphics and video, would otherwise be displayed on your notebook screen. The eCase, a compact and truly mobile Internet device, lets users easily carry around important full-size documents, e-mails, or Web pages. All desktop and Web-based information can be synchronized to the eCase and is displayed precisely the way it was originally formatted for the desktop.

Chris and Jim's Thoughts:
Mobile doesn't mean you have to share your information with anyone who can see your screen. Inviso's eShade and eScreen personal monitors are practical and reliable, and offer a full screen experience using an extremely portable display technology.

PAVILION DEMONSTRATORS

8 • Lernout & Hauspie

52 Third Avenue
Burlington, MA 01803
Tel: 781-203-5000
Fax: 781-203-5003
Web: www.lhsl.com

Funding: Public (NASDAQ: LHSPF)
Price: TBD
Ship Date: Q3/Q4 2001

Corporate Officers:
Gaston Bastiaens, *President & CEO*

Product Name: SofIA
Product Description:
Lernout & Hauspie (L&H) is demonstrating a technology platform accessible from any access device, including PDAs, cellular phones, Internet appliances, and PCs. It uses software assistants to learn, store, and act upon user information. L&H is combining its proven technologies, such as speech recognition and text-to-speech, with powerful new dialog systems and software agents that learn, store, and act upon user information.

Chris and Jim's Thoughts:
Voice recognition and text-to-speech translation may be one of the most important technologies emerging for the mobile and wireless markets. Voice recognition is particularly important in the consumer space. Lernout and Hauspie's use of agent, voice recognition, and messaging platforms was chosen because it is an outstanding demonstration of a voice-enabled wireless enterprise application.

PAVILION DEMONSTRATORS

1 • LightSurf Technologies

110 Cooper Street, 4th Floor
Santa Cruz, CA 95060-3901
Tel: 831-469-1850
Fax: 831-469-1851
Web: www.lightsurf.com

Price: TBD
Ship Date: Q1 2001

Product Name: Instant Wireless Visual Communications
Product Description:
LightSurf's Instant Wireless Digital Photography–a revolutionary visual communication device and wireless imaging infrastructure–merges the wireless world with the fun of digital photography and the power of the Internet. The result is an end-to-end, ultra-sleek solution allowing users to capture and share images instantaneously around the globe.

Chris and Jim's Thoughts:
Digital imaging has thus far required users to go through cumbersome steps to transfer pictures from cameras to the Internet. Lightsurf's camera attaches directly to a cell phone making the transfer to the Internet, via LightSurf's infrastructure software, seamless. The end result is one of the fastest digital imaging delivery systems we've seen.

PAVILION DEMONSTRATORS

3 • Livemind

130 Dore Street
San Francisco, CA 94103
Tel: 415-575-4788
Fax: 415-575-4885
Web: www.livemind.com

Funding: $11.7 million Series B, led by Technology Crossover Ventures
Platform: WAP enabled devices
Price: TBD
Ship Date: October 2000

Corporate Officers:
Karen Wilson, *CEO*
Iain Scholnick, *CTO*

Product Name: Contextual Commerce (C2)
Product Description:
The C2 Engine™ transforms traditional content, products, and services into a contextually relevant and transaction-ready, wireless experience that will drive consumers to utilize the global wireless Web. C2 applications are created within the Livemind platform by uniting these revenue-generating products and services with the related passive but sticky content. Once personalized, the C2 applications create a powerful impulse to buy anything, anywhere, anytime directly within information that matches an individual mobile user's interests.

Chris and Jim's Thoughts:
Many m-commerce players find their technologies put to work on wireless devices with very small screens. Livemind's Contextual Commerce (C2) platform demonstrates the advantages of a personalized shopping experience delivered in the appropriate context of the consumer's access device.

7 • Lotus Development Corporation

One Charles Park
Cambridge, MA 02142
Tel: 617-693-1651
Fax: 617-397-1651
Web: www.lotus.com/mobile

Funding: Public (NYSE: IBM)
Platform: NT
Price: Suggested price – $20 per user
Ship Date: TBD

Corporate Officers:
Al Zollar, *President & CEO*

Product Name: Mobile Notes
Product Description:
Access critical e-business information anytime, anywhere Mobile Notes delivers Lotus Domino's lead messaging and collaboration capabilities to Web-enabled devices including cell phones. With Mobiles Notes, users have anytime, anywhere access to Lotus Domino-based information, including Notes Mail, calendar, and corporate Domino directory.

Chris and Jim's Thoughts:
Lotus Notes is a staple of the corporate enterprise. Mobile Notes is an important addition to this platform, and will allow corporations to include new wireless handhelds and handsets in the enterprise.

34 • MerchantWired

115 W. Washington Street
Indianapolis, IN 46204
Tel: 317-529-0594
Fax: 317-829-2539
Web: www.merchantwired.com

Funding: Property Owner Consortium – Major Mall Property Owners
Platform: Broadband Infrastructre
Price: Based upon gigabit usage
Ship Date: TBD

Corporate Officers:
Jim Giuliano, *CEO*
Bob Covington, *CTO*

Product Name: MerchantWired
Product Description:
MerchantWired is a full-service retail infrastructure standard connecting the physical and virtual worlds in the retail industry by providing access to a high-speed, reliable, and secure coast-to-coast network. Working with a coalition of property owners and infrastructure partners like Cisco Systems, IBM, Intermedia Communications, MerchantWired is defining the retail infrastructure standard for the industry.

Chris and Jim's Thoughts:
MerchantWired has a "first-mover" advantage when it comes to equipping many of the country's shopping malls for local and distance m-commerce. The company has deals with technology infrastructure firms, such as Cisco, as well as major shopping mall developers, and they've structured unique financing from a consortium of mall developers and infrastructure companies.

PAVILION DEMONSTRATORS

14 • MessageMachines, Inc.

186 South Street
Boston, MA 02111
Tel: 617-574-0030
Fax: 617-574-0060
Web: www.messagemachines.com

Funding: Angels, YankeeTek Ventures
Platform: Internet, WAP
Price: subscription basis
Ship Date: December 21, 2000

Corporate Officers:
Christopher Herot, *President & CEO*
Pascal Chesnais, *CTO*
Imran Qidwai, *VP, Engineering*
Michael Dreyfus, *Senior Director, Business Development*

Product Name: Personal Messaging Assistant
Product Description:
Personal Messaging Assistant is a simple, reliable, and trackable service for delivering messages to instant messaging, mobile phones, e-mail, pagers, Palm, and other devices. Through automatic and remote controls, the subscriber determines where and how messages should be delivered, absolving the sender from knowing the best way to reach them.

Chris and Jim's Thoughts:
MessageMachines was asked to participate at DEMOmobile 2000 because its technology allows users to effortlessly track and deliver all types of text messages using an easy to understand control metaphor. With MessageMachines, the painstaking process of locating someone through a list of contact numbers is no longer an issue.

PAVILION DEMONSTRATORS

20 • Microsoft Corporation

One Microsoft Way
Redmond, WA 98052
Tel: 425-882-8080
Fax: 425-936-7329
Web: www.pocketpc.com

Funding: Public (NASDAQ: MSFT)
Platform: Microsoft Windows CE Operating System
Price: TBD
Ship Date: TBD

Product Name: Windows powered Pocket PC
Product Description:
The Windows powered Pocket PC brings you all the best of your desktop PC in a form that fits in the palm of your hand. With Pocket Internet Explorer, Windows Media Player, and pocket versions of your favorite business applications, the Pocket PC gives you what no other organizer can – true portable computing power.

Chris and Jim's Thoughts:
Microsoft CE continues to gain converts among corporate and individual users. Microsoft is among the first companies to demonstrate handheld computers that are Bluetooth capable, and its cell phone will define a new market segment.

2 • Myplay, Inc.

1600 Bridge Parkway
Redwood City, CA 94065
Tel: 650-620-6900
Fax: 650-620-6901
Web: www.myplay.com

Platform: PC, PDA, WAP cell phones, TV set-top boxes, MP3 car stereos
Price: TBD
Ship Date: Q4 2000

Corporate Officers:
Doug Camplejohn, *CEO*

Product Name: myplay-to-go
Product Description:
Myplay-to-go is the first public demonstration of myplay's platform for delivering digital entertainment services across a range of wireless and broadband consumer devices. Myplay will be demonstrating access to CD-quality music from PCs, cell phones, handheld devices, TV set-top boxes, and car stereo systems.

Chris and Jim's Thoughts:
Many companies have jumped into the digital music business. What makes myplay different is its platform, myplay-to-go, that works with a wide variety of devices, including MP3-capable home and auto entertainment equipment that's Internet capable.

17 • Neomar, Inc.

180 Montgomery Street, Suite 2000
San Francisco, CA 94104
Tel: 415.403.7300
Fax: 415.403.7373
Web: www.neomar.com

Funding: $2 million seed from William Melton; $7 million first round from RIM and 724 Solutions
Platform: PDA
Price: TBD
Ship Date: Q3 2000

Corporate Officers:
John Troyer, *CEO*
Randall Radmar, *COO*
Fred Chieux, *Senior VP, Business & Corporate Development*
Gary Kushner, *VP, Engineering*
Martin Buhr, *VP, Business Development*

Product Name: Neomar Content Management Server
Product Description:
The Neomar Wireless Enterprise Platform includes a secure WAP Gateway, Wireless Content Management Server, and WAP Browsers for RIM and Palm devices. The Content Management Server being demonstrated allows personalization and control of wireless Web services in the enterprise. This server, together with Neomar's WAP Gateway and WAP Browsers, provides a secure, end-to-end solution for enterprise application developers.

Chris and Jim's Thoughts:
Neomar's Content Management Server architecture lets enterprise developers quickly and efficiently build sites for large organizations that want to deliver critical information to a wide variety of wireless devices. The strength and features of this company's wireless browsing technology were also reasons why we selected this company for DEMOmobile 2000.

9 • NetMorf, Inc.

655 Boylston Street
Boston, MA 02116
Tel: 617-578-9800
Fax: 617-578-9897
Web: www.netmorf.com

Funding: Vantage Point Venture Partners
Platform: Win NT
Price: $75,000
Ship Date: September, 2000

Corporate Officers:
Michael Maggio, *President & CEO*
Shyam Kamadolli, *Founder & CTO*
Rajeev Tipnis, *Founder & VP, Development*
Bill Dedrick, *Senior VP, Sales & Marketing*

Product Name: SiteMorfer
Product Description:
SiteMorfer is based on an open-ended architecture that supports and delivers data formatted appropriately for multiple handheld devices, wireless phones, data phones, and Web browsers available today. As new technology is introduced into the wireless world, companies can easily and quickly incorporate new sources and devices using SiteMorfer to map new data sources and design new displays. With SiteMorfer, enterprises can confidently deploy complete m-commerce solutions that perform reliably and scale to process-critical, business transactions.

Chris and Jim's Thoughts:
Unlike many of the Web-scraping alternatives we saw in filtering companies for this conference, NetMorf's SiteMorfer allows developers to quickly deliver Web-based m-commerce solutions tied directly to back-end databases and tailored for specific devices. We were particularly impressed with NetMorf's approach to customers, which is to understand first why mobility should be a part of the application.

32 • Onset Technology, Inc.

111 Mission Street
Santa Cruz, CA 95060
Tel: 831-471-1360
Fax: 831-471-1364
Web: www.onsettechnology.com

Funding: Series A Private
Platform: Windows NT
Price: Client Based
Ship Date: September 7, 2000

Corporate Officers:
Gadi Mazor, *President & CEO*
Ron Maor, *CTO*
Ken Lane, *COO*
Drew Freeman, *VP, Marketing*
Stewart Fox, *VP, Sales*

Product Name: METAmessage
Product Description:
Onset's METAmessage for wireless service lets a mobile professional view or print an e-mail attachment on their wireless device. A Blackberry user receiving an e-mail message with a document attached can forward the e-mail to Onset. METAmessage for wireless will process the attachment and then let users read the attachment text on their device or print it using a local fax machine.

Chris and Jim's Thoughts:
An effective messaging platform has to do more than just allow users to read text. Ideally, it should provide users with a way to manage and print those messages. Onset's technology does this.

18 • OracleMobile

500 Oracle Parkway
MS 10BP2
Redwood Shores, CA 94065
Tel: 650-506-4300
Fax: 650-633-0847
Web: www.oraclemobile.com

Funding: Public (NASDAQ: ORCL)
Price: TBD
Ship Date: Q3 2000

Corporate Officers:
Denise Lahey, *CEO*
Jacob Christfort, *CTO & VP, Development*
Allyson Fryhoff, *VP, Sales & Business Development*
John Dolan, *Chief Strategy Officer*

Product Name: OracleMobile Wireless Enterprise Applications
Product Description:
OracleMobile, a subsidiary of Oracle Corporation, is previewing its forthcoming applications that seamlessly integrate the wireless Internet and the wireless enterprise, making content from both available from one central access portal. The move to wireless is rapidly blurring the lines between B2B and B2C.

Chris and Jim's Thoughts:
OracleMobile caught our eye with a seemingly simple technology: the ability to access information on corporate databases, directories and other resources using a cell phone or wireless handheld. The ability to access corporate information using common wireless devices is essential to increased productivity of mobile professionals.

PAVILION DEMONSTRATORS

35 • Right4Me.com, Inc.

2011 Landings Drive
Mountain View, CA 94043
Tel: 650-605-0100
Fax: 650-428-0886
Web: www.right4me.com

Funding: Pre-VC funding
Platform: Solaris & NT
Price: monthly subscription fee
Ship Date: October 2000

Corporate Officers:
Catherine Xu, *CEO*
Philip Wu, *VP, Product Development*
Ming Sui, *VP, Solutions & Integration*

Product Name: Right4Me
Product Description:
Right4Me develops and operates highly scalable platform and vertical applications, which together enable collaboration and community interactions through mobile devices. Current service includes dynamic directory, group talk, and group messaging.

Chris and Jim's Thoughts:
Right4Me's Synergys technology moves the concept of community messaging and collaboration from the desktop to wireless handheld devices, changing the metaphor of those devices from one-to-one to one-to-many. We believe Synergys will let wireless carriers offer a new compelling type of service to individual and corporate subscribers.

16 • Scout Electromedia, Inc.

580 Bryant Street
San Francisco, CA 94107
Tel: 415-369-3800
Fax: 415-896-5770
Web: www.modo.net

Funding: idealab!, Techfund, Flatiron, Chase
Price: $99.00
Ship Date: August 28, 2000

Corporate Officers:
Geoff Pitfield, *CEO*
Dan Bomze, *VP, Business Development*
Bill Cockayne, *CTO*
Scott Howarth, *Controller*

Product Name: MODO
Product Description:
MODO, by Scout Electromedia, is the first portable accessory designed for city living. Using the Flex wireless network, MODO receives broadcasts throughout the day of up-to-date editorial information that tells active urbanites what's happening in their local cities. Available in a variety of colors, this pocket-sized device is one of the first electronic products to merge fashion, media, and technology.

Chris and Jim's Thoughts:
Scout Electromedia is on a short list of companies now being funded to develop hardware for the mobile consumer. We think this company's MODO handheld will set fire to the consumer market, establishing a new category of consumer wireless devices.

19 • SkyGo

1730 S. Amphlett Blvd., Suite 212
San Mateo, CA 94402
Tel: 650-655-2730
Fax: 650-655-2733
Web: www.skygo.com

Price: TBD
Ship Date: TBD

Corporate Officers:
Derek Proudian, *Chairman*
Daren Tsui, *CEO & Co-founder*
Ed Ho, *CTO & Co-founder*
Paul Johnson, *VP, Business Development*
Perry Allison, *VP, Sales*
Lauren Bigelow, *VP, Product Marketing*

Product Name: wireless marketing network
Product Description:
SkyGo is the first company to offer a complete end-to-end solution for wireless interactive marketing on mobile devices using WAP, SMS, and voice. Leveraging an extensive network of customer bases, SkyGo offers advertisers a closed-loop marketing system that delivers and tracks advertising, time and location-sensitive marketing, transactions, and rewards programs.

Chris and Jim's Thoughts:
SkyGo's infrastructure software is one of the most effective platforms we've seen for delivering and evaluating advertising aimed at the wireless market. The company's software is location sensitive, a characteristic we think is vital to the success of all wireless advertising and m-commerce plays.

28 • Synchrologic

200 N. Point Center East, Suite 650
Alpharetta, GA 30022
Tel: 888-345-SYNC
Fax: 770-619-5612
Web: www.synchrologic.com

Funding: Venture
Platform: Palm OS, WAP, PC
Price: Free
Ship Date: September 2000

Corporate Officers:
Said Mohammadioun, *CEO*
John Dancu, *President*

Product Name: ReadySyncGo!
Product Description:
Synchrologic's ReadySyncGo! is a free personalized Web service providing universal synchronization of personal information and value-added personalized content to any laptop, home computer, handheld PDA, or wireless phone. ReadySyncGo! keeps users organized, up-to-date, syncs information across devices, backs up data, and allows users to share information over the Web.

Chris and Jim's Thoughts:
Data synchronization is fundamental to virtually all mobile computing form factors. Synchrologic's ReadySyncGo! free Web service is the model we think will win in this space. We've also been impressed by this company's track record in mobile computing and its outstanding management team.

30 • Unimobile.com

2520 Mission College Blvd., Suite 103
Santa Clara, CA 95054
Tel: 408-969-8300
Fax: 408-969-8324
Web: www.unimobile.com

Funding: $15 million second round
Platform: Windows/Windows NT
Price: Free
Ship Date: Download available

Corporate Officers:
Vas Bhandarkar, *CEO*
Rajesh T.S. Reddy, *Founder & Chairman*

Product Name: Unimobile™
Product Description:
Unimobile™ is an anywhere, any device messaging platform that connects people to people, people to services, and services to people. Having the biggest footprint in the world, Unimobile can connect mobile phones, pagers, PDAs, WAP devices, and other instant messaging platforms, allowing users to maintain buddy lists and send group messages.

Chris and Jim's Thoughts:
Unimobile melds several compelling ideas – buddy-list like messaging, m-commerce and message management – into a single platform that works on a global basis. Technologies like Unimobile's Virtual Network will set the pace in wireless in the years to come.

31 • Visto Corporation

1937 Landings Drive
Mountain View, CA 94043
Tel: 650-930-5000
Fax: 650-930-5010
Web: www.visto.com

Funding: GE Investments, CMGI@Ventures, US West, Compaq, Network Associates, Bessemer Venture Partners, New Enterprise Associates and Trinity Ventures.
Price: Subscription based model
Ship Date: TBD

Corporate Officers:
Brian Bogosian, *President & CEO*
Doug Brackbill, *Chairman*
Kristin Campbell, *VP, Finance & Administration*
Dewey W. Chambers, *CFO*
Daniel E. Epel, *VP, Strategic Alliances*
David Hemmings, *Senior VP, Business Development & Sales*
Daniel Mendez, *VP & CTO*
Barbara O'Connor, *VP, Customer Development & Marketing*
Prasad Wagle, *Co-founder & VP, Operations (Acting)*

Product Name: Visto.com
Product Description:
Visto Corporation is a leading provider of Web-based communication solutions over wireless and wired networks with a technology platform enabling businesses, seeking to provide differentiated services and opportunities, the ability to enhance subscribers and customer productivity. Fully customizable and seamlessly integrated, Visto's platform is proven reliable, secure, and scalable.

Chris and Jim's Thoughts:
Visto.com has all of the features needed for a true wireless and mobile portal: full synchronization, voice recognition, and a top-flight personal information management system with tightly integrated applets.

PAVILION DEMONSTRATORS

22 • Xircom, Inc.

2300 Corporate Center Drive
Thousand Oaks, CA 91320
Tel: 805-376-9300
Fax: 805-376-9311
Web: www.xircom.com

Funding: Public (NASDAQ: XIRC)
Platform: Windows
Price: $149 to $199
Ship Date: October 2000

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Mario Alfano, *VP, Corporate Marketing*
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Christian Bubenheim, *GM, Rex Business Unit*
Marc M. Devis, *Senior VP, Worldwide Sales & Marketing*
Patrick J. Piccininno, *VP & CIO*

Product Name: Rex 6000
Product Description:
The Rex 6000 by Xircom is the world's smallest, lightest PDA. It's small enough to comfortably fit in a pocket, yet powerful enough to manage all your essential information. Simple and easy to use, the Rex 6000 micro-PDA is the ultimate combination of portability and functionality – it's all you need.

Chris and Jim's Thoughts:
It's a mistake to forget that portable computing isn't limited to wireless devices. We liked the original version of the Rex credit card-sized electronic PIM a great deal and think the REX 6000 redefines this category.

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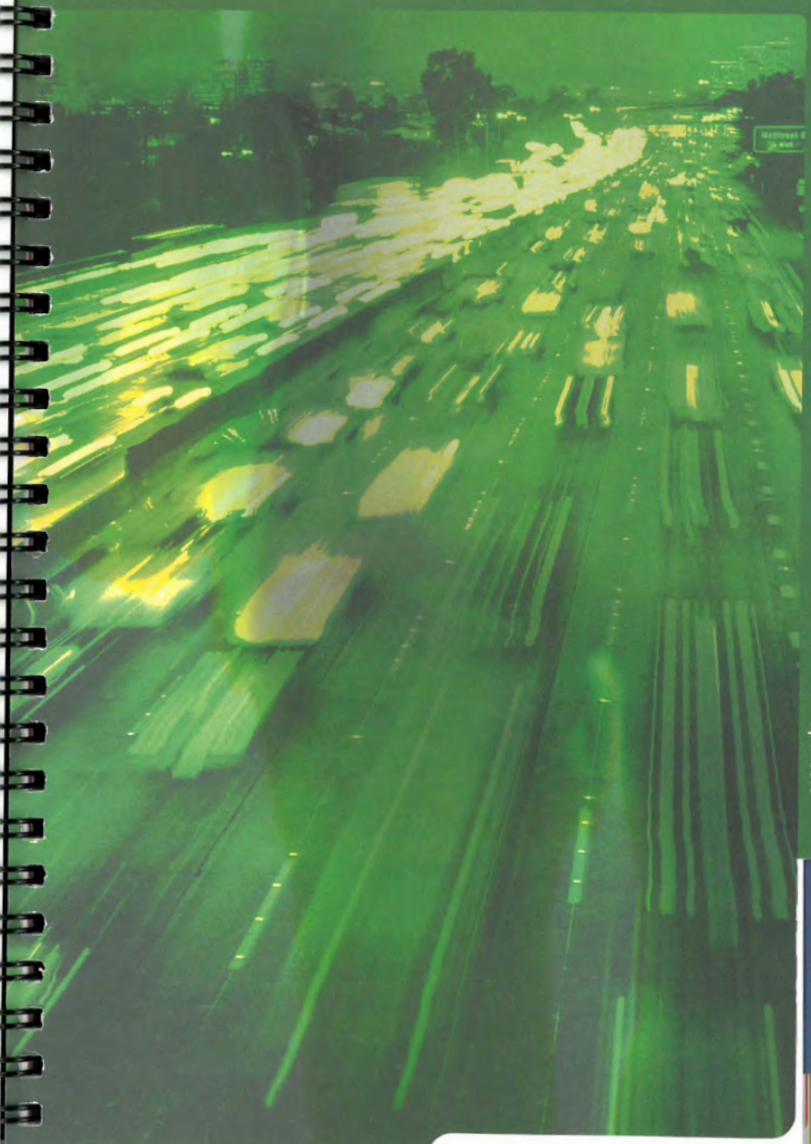

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Mayfield Fund is a private venture capital partnership based in Menlo Park, California. Since its funding in 1969, the firm has taken approximately 110 companies public. Today, these Mayfield-backed companies represent an aggregate market value of more than $275 billion. Mayfield's recent portfolio companies achieving a billion dollar market capitalization include: Advent Software, Avanex, BroadVision, Citrix Systems, Legato Systems, Millennium, Nuance, Qtera, Redback Networks, Riverbed, SanDisk, Tibco, Tularik, and webMethods.

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Next-Generation Commerce for a Connected World

Qpass

83 King Street, Suite 500
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Tel: 206-447-6000
Web: www.qpass.com

Funding: American Express, Andersen Consulting, BankBoston Ventures, Hook Partners, Integral Capital Partners, J&W Seligman & Company, JGE Capital Management, NeoCarta,Oak Investment Partners, Partech International, RRE Ventures, SeaPoint Ventures, Venrock Associates, The Zeron Group.

The leader in global digital commerce services, Qpass provides the commerce infrastructure for next-generation transactions across the Internet, broadband and mobile devices. The Qpass Connected Commerce Platform enables persistent, portable identification, a consistent purchase experience and universal account management for the sale of content, goods and services across a range of networks and devices, including personal computers, wireless phones, PDAs and interactive television.

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Wayport, Inc. is a leading provider of high-speed Internet access and services to travelers in hotels, airports, and conference centers. With Wayport, guests and meeting room customers can access the Internet, company networks, and e-mail 50 times faster than standard modems. In addition, hotels use the service for fast, cost-effective administrative connectivity.

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IBM Personal Systems Group is committed to supporting wireless communications on its hardware systems, including its award winning ThinkPad® notebooks, new NetVista® desktop PCs and IBM Options. IBM views wireless as an integral part of its future hardware technology and will offer a broad range of system-optimized products, services and partnerships that deliver a variety of wireless technology capabilities.

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Lotus Development Corporation, a subsidiary of IBM Corporation, redefines the concept of conducting business through practical knowledge management, e-business, and other groundbreaking ways of connecting the world via the Internet. Marketing its products worldwide through direct and extensive business partner channels, Lotus also provides numerous professional consulting, support, and educational services through the Lotus Professional Services organization.

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Mobileum is a leading provider of mobile commerce solutions designed to power the global wireless e-commerce market. Their framework gives customers unprecedented device-, network- and application-independent access to the wireless web, while supporting innovative enhanced wireless services and enterprise integration capabilities.

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NetMorf delivers mobile commerce platforms for e-businesses that want to expand market reach, strengthen customer relationships, and improve customer retention. Through its patent-pending technology, professional services, and domain expertise, NetMorf enables e-businesses to extend their sites to anyone with a mobile phone, PDA or other wireless device.

NOKIA
CONNECTING PEOPLE

Nokia is paving the way to the Mobile Information Society with its innovative products and solutions. The company is the leading mobile phone supplier and a leading supplier of mobile, fixed and IP networks, related services, as well as multimedia terminals.

OmniSky

OmniSky Corporation offers a branded wireless service enabling subscribers to access and navigate the Internet, send and receive e-mail from their existing accounts, and securely conduct e-commerce over handheld mobile devices. The service features an easy-to-use portal that organizes a wide variety of information by interests such as entertainment, finance, news, shopping, sports, and travel.

Sprint

Sprint PCS operates the largest 100 percent digital nationwide wireless network in the United States, serving more than 4,000 cities and communities across the country. Sprint PCS has licensed PCS coverage of nearly 270 million people in the United States, Puerto Rico, and the U.S. Virgin Islands.

Xircom

Xircom provides innovative data access solutions connecting mobile users worldwide to networks, the Internet, and their personal information, including the Rex® Micro PDA, RealPort® Integrated PC Cards, PortStation® and Port Gear® port expansion products, and NetStation®. Xircom sells and supports products in over 100 countries through distributors, resellers, electronic channels and OEM partnerships.

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Registration and Information

For your convenience, the Registration and Information Desk, located in the Ritz-Carlton Ballroom Foyer, is open during the following hours:

Wednesday, September 6	*12:00pm*	*- 7:30pm*
Thursday, September 7	*7:00am*	*- 7:00pm*
Friday, September 8	*7:00am*	*- 2:00pm*

Press Room

A press room for working media is located in The Consulate room on the Mezzanine Level. It is staffed by representatives from our public relations firm, Ketchum Public Relations, and managed by Becky Igo. Becky and her staff will be available throughout the show to answer questions, schedule interviews with Chris Shipley and Jim Forbes, connect members of the media with DEMOmobile speakers and demonstrators, and provide information about all press-realted events and activities at the conference.

The press room will be equipped with telephones, modem lines, PCs, a fax machine, and a printer. Hours of operation are:

Wednesday, September 6	*7:00am*	*- 7:00pm*
Thursday, September 7	*7:00am*	*- 7:00pm*
Friday, September 8	*7:00am*	*- 4:00pm*

Hotel Dining

For alternate dining located within the hotel, The Terrace features contemporary California cuisine with a Mediterranean influence. Breakfast, lunch and dinner are served daily, as well as a champagne brunch on Sundays. The Grill is a comfortable club-like setting overlooking the San Gabriel Valley. The menu features traditional American fare with grilled meats, chops and fresh fish. The Bar is the perfect casual gathering place for cocktails and live piano music nightly. The Lobby Lounge serves traditional Afternoon Tea with entertainment Thursday through Sunday. And The Pool Bar and Café offers tropical beverages as well as light fare, seasonally.

Messages & Faxes

Private messages can be sent to your guest room voicemail by calling The Ritz-Carlton, Huntington Hotel directly at 626-568-3900. Faxes can be received at 626-568-3700.

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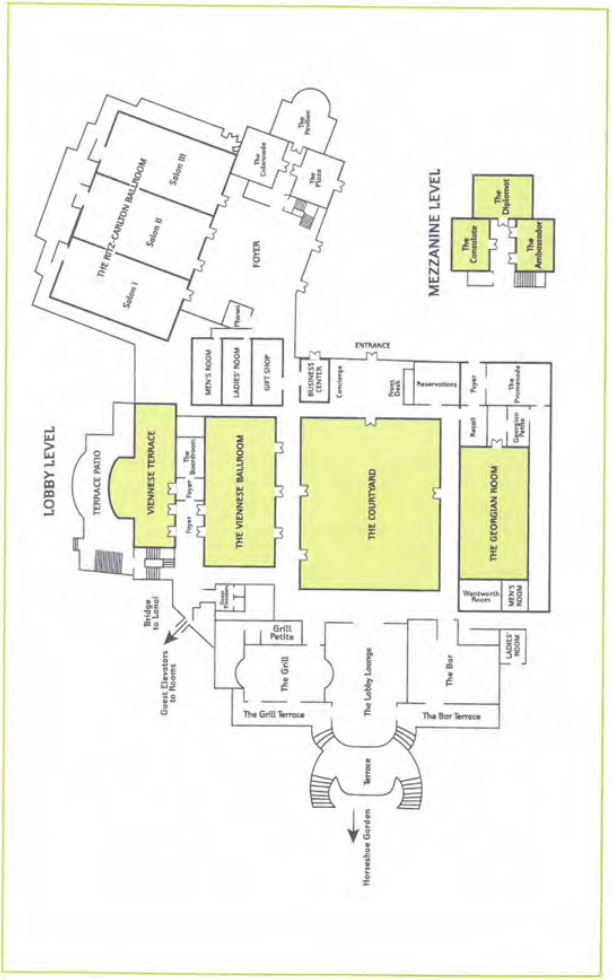

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DEMOmobile 2000 Daily Schedule

Thursday, September 7, 2000

7:00am - 7:00pm **Registration & Information Desk Open**
The Ritz-Carlton Ballroom Foyer

7:00am - 8:30am **Continental Breakfast**
Hosted by Merrill Lynch
The Ritz-Carlton Ballroom Foyer

8:30am - 10:30am **Early Morning General Session**
The Ritz-Carlton Ballroom

◎ **Welcome to DEMOmobile 2000**
Chris Shipley, *Executive Producer, DEMO Conferences*

◎ **The State of Mobile Computing**
Jim Forbes, *Producer, DEMOmobile*

◎ **Trend Spotting** — Emerging platforms and marketplaces exemplified through product demonstrations.
Demonstrations by:
Messaging Gets Personal – *MessageMachines*
Building Blocks of Enterprise Hardware – *OracleMobile*
Buying In on Mobile Commerce – *EncrypTix*
Voice Enabling Mobile Computing – *Lernout & Hauspie*
Bluetooth Comes of Age – *IBM*
A Peek at Cool Hardware – *Scout Electromedia*
Consumer Appeal – *LightSurf*

◎ **ROADMAP: The Platform for Mobile Computing**
Frank Spindler, *VP, Marketing, Intel Corporation*
★ → INFRA. & TECH THAT PROVIDE A SEAMLESS EXP/APP NOT JUST ON SMALL DEVICES, BUT BACK TO PICKY, MORE FUNCTIONAL DEVICES. SAME APPLICATION

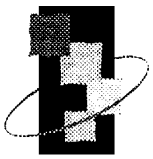
◎ **Look Ma, No Wires!**
Introduction of the DEMOmobile wireless network supplied and supported by Wayport.

10:30am - 11:00am **Break**
Hosted by Nokia
The Ritz-Carlton Ballroom Foyer

11:00am - 12:00pm **Late Morning Session**
The Ritz-Carlton Ballroom

◎ **The Future of Portable Computing Panel**
Over the next two years the definition and nature of portable computing will fundamentally change. This panel will provide you with the information you need to be prepared for and to take advantage of those changes.

Moderator:
Jim Forbes, *Producer, DEMOmobile*
Co-moderator:
Randy Giusto, *VP, Mobile & Desktop Research, IDC*
Panelists:
Jay Highley, *VP, Business Marketing, Sprint PCS*
Joel Jewitt, *VP, Business Development, Good Technology*
Joe Sipher, *VP, Product Marketing, Handspring*



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12:00pm - 3:30pm	**Demonstration Areas Open** *The Viennese Ballroom*
12:00pm - 3:30pm	**Platinum Sponsor Suites Open** Mayfield Fund – *The Pavilion* Qpass – *The Plaza*
12:00pm - 2:00pm	**Lunch** Hosted by Sprint PCS *The Viennese Terrace*
3:00pm - 5:00pm	**Late Afternoon General Session** *The Ritz-Carlton Ballroom*

◎ **Creating a Meaningful User Experience with Wireless Devices Panel**

Moderator:
Chris Shipley, *Executive Producer, DEMO Conferences*

Panelists:
Jakob Nielsen, *Useability Guru, Nielsen Norman Group*
Drew Stoddard, *CTO, AlterEgo Networks*

◎ **Messaging Gets Personal**

Demonstrations by:

Right4Me
Unimobile
Visto
ecrio
eVoice

◎ **Technology Demonstration - Demonstration by SRI**

5:00pm - 7:00pm	**Reception & Demonstrations** Hosted by OmniSky *Viennese Ballroom and The Courtyard*
5:00pm - 7:00pm	**Platinum Sponsor Suites Open** Mayfield Fund – *The Pavilion* Qpass – *The Plaza*
7:30pm - 9:30pm	**Dinner** Hosted by Wayport *The Horseshoe Garden*
9:30pm - 12:00am	**Late Night at DEMOmobile** Hosted by SENTICA *The Lobby Lounge*

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Schedule of Events

Speakers

Conference Program

September 6-8, 2000

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