

Message

From: Amy Schoen [aschoen@movenetworks.com]
Sent: 2/13/2009 5:43:16 AM
To: Greg Smith [gsmith@movenetworks.com]
CC: Amy Schoen [aschoen@movenetworks.com]
Subject: Device Partners - Next Steps
Attachments: CE_Partners.xlsx

Hi Greg,

While I have been the Director of Device Programs on your team at Move Networks, I have aggressively been working with device companies, semiconductor partners and content partners to implement a viable business model for Move Networks technologies and services success in the device space. I have also been gathering critical market requirements information that has steered the requirements for the development of our Linux based device client.

[REDACTED] It is still critical to Move's future to become the defacto standard for streaming TV content on devices. In doing so, we still need to keep the interests of our content partners as our priority and protect the equity of the content we support including their respective business models. It is critical that I continue to work with these partners to drive revenue bearing demand creation through devices.

I believe my position is a critical component in the future of Move Network's success in the device space. Here are a few of the partner opportunities I am currently managing and want to bring to fruition. I have also attached a matrix of 20 device partners I am actively managing and there are aprox.25 additional partners I am keeping in contact with as our device strategy and products solidify.

Apple: I have lead numerous business and technical discussions with the Apple iPhone team. After my continued efforts, the iPhone Media Framework team is now asking for our feedback to change the iPhone architecture so it can support Move's adaptive streaming.

ABC: Today I met with Skarpi Hedinson at ABC and [REDACTED]
[REDACTED] As I have continued to work with Skarpi, [REDACTED]
[REDACTED] He said that within a few weeks
ABC [REDACTED]

Dell: [REDACTED] Dell has been meeting with Skarpi and team [REDACTED] So far, Skarpi [REDACTED] Today, Skarpi committed to [REDACTED]
[REDACTED] He would like T3, but we could develop a solution to go to market without it and roll it in when it's ready. I have made sure Move product management and engineering have developed the right technical components to support this solution. This is ready for integration as soon as we finalize plans with ABC and Dell. ABC also wants to lead the same effort and direct HP to use Move Linux based player for their products as well.

Nintendo: In continued meetings with Netflix, there is an opportunity to work with EA sports to develop a Move device powered application for Netflix content on the Wii. Once we port to the Wii, other Move content will be able to run as well.

Intel: Intel Mobility Group had kicked our Adobe and invited Move to be a part of their Mobile World Congress booth.

[REDACTED]
[REDACTED] Intel is ready to support the development of the Move Linux player for [REDACTED]
[REDACTED] I have also actively been working with the digital Home group

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[REDACTED] for the Cinequest event in San Jose.

Google: [REDACTED]
[REDACTED]

INUK: We are in weekly conversations with INUK and are int the process of receiving withir STB devices.

Neulion: Neulion has just sent their STBs to our labs for integration of the Move Linux based player for their services.

Cisco: We have weekly calls with Scientific Atlanta [REDACTED]
[REDACTED]

Motorola: We are in active discussions and now that our beta is almost ready, we are lined up to integrate with Motorola SBTs.

BBC and British Telecom: The BBC is very interested in implementing our Linux based player in their STB strategy

Please see the attached partne matrix as well and let me know if you have any questions.

Thanks,
Amy

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