

# Company Profile

## *InfoGin*<sup>®</sup>

The Whole Web @ Your Call



The Ultimate Internet Browsing Experience on **Any** Mobile Device



Your Complete Suite of Advanced  
Mobile Browsing Solutions

## About InfoGin

InfoGin is the pioneer and market leader in providing telco-grade advanced mobile browsing solutions, enabling the ultimate surfing experience on any mobile device. With over ten years of research & development, InfoGin has played a major role in designing, shaping, and implementing the mobile vision and product offerings of some of the world's top-tier carriers and publishers.

With the surge of mobile internet usage, mobile carriers and publishers are now facing new challenges: regaining subscribers' ownership, increasing value added services (VAS) revenues and controlling operational costs. InfoGin's innovative technologies address both the carriers' and the publishers mobile Internet challenges and needs. InfoGin's Intelligent Mobile Platform™ (IMP) focuses entirely on delivering the real Web's richness to any mobile device, from feature phones to most advanced smartphones, enabling full control over the delivered content. From intelligent automatic Content and Functionality Adaptation, clientless personalized Overlay operator portals and toolbars - to traffic and data Optimization and Acceleration. In addition, InfoGin provides a set of Professional Content Authoring and Development tools that significantly reduce the costs of delivering optimized mobile content to a wide variety of devices.

InfoGin's carriers customers benefit from higher data ARPU as they are equipped to achieve better customer loyalty, more data package sales, stronger brand positioning as well as significant reduction in OPEX. Publishers using InfoGin's solutions for their mobile presence enjoy a faster time-to-market, complete device coverage and a dramatic reduction in NRE costs. InfoGin's products are commercially deployed since 2002 with top-tier carriers and publishers. Customers report a significant increase in mobile web usage, data revenues and expanded service offerings across the globe.

InfoGin was founded in April, 2000 with offices in the US and Israel.

## Bringing the Real Internet Experience to Mobile Users

**Today, mobile users expect nothing less than a full Web experience with a completely seamless access to social networks, applications, and other rich content.**

To meet the ever growing demands of mobile users, operators must increase their mobile data offerings and sell competitive data plans without compromising the user experience. However, even with unlimited data plans and mobile Internet readily available these days, users are still finding mobile Web usage on their phones a frustrating experience. Even the newest devices in the market are often compromising the user experience when surfing the Web. To meet these demands, operators need to deploy infrastructure solutions that adapt **any** Web content and rich Web functionalities to **any** mobile device with significant reduction in traffic overload.

## Beyond Transcoding: Automatic Web Content & Functionality Adaptation

InfoGin's award-winning Web to Mobile Content & Functionality Adaptation platform is based on a unique approach which automatically and in real-time analyzes Web page content & functionality, for optimal presentation and ease of navigation to billions of Web sites on mobile devices. InfoGin's platform determines the meaning of each and every object in the page. The objects are then prioritized according to their importance. A functionality layer handles the Web page's functionality and behavior, and an adaptation layer reformats the content according to the device's physical and network characteristics. An optimization layer reduces the latency and download-time by using optimization techniques including compressions and caching. A Smart Navigation layer is presented on top of the content to allow users to navigate and browse in the simplest way thereby simulating the real Web experience. Mobile users can reach the desired content with a minimum number of clicks via direct access to Web page sections, such as the navigation bar, log-in form, search form and so on.

## Unique Content and Functionality Adaptation

- **Superb presentation of any Web content** – using advanced content analysis algorithms to automatically adapt content that was designed for large screen display, enabling users to toggle between InfoGin's SmartView, Mobile version (if available) and PC Classic browsing modes.
- **Support of rich Web technologies** – including JavaScript, Flash, dynamic menus, image maps, Ajax sites, Word, PDF, fragmented images, RSS and many more.
- **Support of multimedia formats** – enabling streaming of video and audio content from Web sites using InfoGin's multimedia transcoding solution.
- **Content Editing and Development tools** – enabling content owners to quickly and easily redesign existing Web content to be optimally presented on mobile devices, as well as create new sites for the mobile environment.
- **Optimization and Acceleration** - InfoGin's clientless Optimization and Acceleration solutions provide unique application-layer traffic optimization and acceleration capabilities which result in higher traffic reduction rates compared to transport layers-based solutions.

## Becoming a Smart Pipe Mobile Network Operator

With the increasing adoption of high-end devices, most mobile users replicate their PC browsing habits and rarely visit the operator's portal and services. This trend is forcing operators to rethink their strategy for data services and overcome the 'bit pipe' challenge, where operators are becoming a commodity and their portals may soon become obsolete.

Illustration 1



Illustration 2

InfoGin's Content Overlay is the ultimate off-portal smartphones (iPhone [registered mark], Androids), tablets and netbooks solution for Storefronts, Advertising and more mobile operators applications



### Engaging Your Subscribers

InfoGin's Content Overlay technology enables operators to regain their presence on high-end devices by providing quick and easy access to their applications and services. These capabilities are offered using a rich and engaging client-less user interface, opening up brand new opportunities for operators to monetize their data services. InfoGin's technology allows operators to integrate an overlay layer using the built-in device browser, without any installation configuration necessary on the mobile device. Operators may choose to include toolbars, portal content or even advertisements using the Content Overlay technology. Typical implementation of the Content Overlay applications in high-end devices includes features such as Search, Social Network integration, Content Adaptation, Operator's Portal, Storefront and other value added services (VAS), Web applications and Utilities.

*"Mobile Internet services have enormous untapped potential, but disappointing user experiences continue to restrict adoption and usage. Technologies that are able to quickly analyze, adapt and convert Web content to any mobile device will be a critical enabler for improving the user experience. These solutions will also have the important effect of making it far easier for Web content companies to successfully mobilize their content, irrespective of their size and resources."*

Declan Lonergan, Director  
Consumer Research, Mobility/EMEA, Yankee Group

## Dedicated to Mobile Operator Needs

- **Server-based solution** - either on-site or as a hosted service with complete support for all existing mobile devices.
- **Traffic analysis and reporting** features for online and offline monitoring of usage traffic using advanced OLAP solutions.
- **Mobile advertising features** – a variety of unique offerings, to extend any Web Ad campaign to the mobile, including the option to insert external advertisements into each page.
- **Operator style guide** - allowing a single look & feel across all sites with consistent headers, footers, error messages, titles, text attributes and more.
- **Support for more than 13,000 devices** - using a unique set of intuitive device management and configuration tools for the quick introduction of new devices as well as an automated solution.
- **Comprehensive support for markup languages and protocols** with optimal adaptation of any content written in any markup language (such as Web HTML, i-mode [i/HTML], WAP [WML 1.X, WML 2.0], sHTML, XML and more ) to any mobile device.
- **Denial of service protection** features preventing denial of service and resource consumption based on pre-defined rules.

## Our Customers Benefit From:

- More than doubling of the data plan adoption rate
- 70% reduction in browsing-related network OPEX
- Generation of 5 times more advertising real estate
- Reduced CAPEX licensing to 3rd parties by at least 70%
- Increased traffic to and on the operator's portal
- Reduced churn rate



# Complete Suite of Mobile Browsing Solutions

## Automatic Web Content & Functionality Adaptation

Server-based solution (no client necessary, and any mobile browser supported)

- Unlimited access to billions of Web sites
- Supporting any mobile device
- Optimal presentation and ease of navigation

## Markup Language Matrix Transcoder

- Support for input and output of any markup language, including: imode [i/HTML], WAP [WML 1.x, WML 2.0], sHTML, XML and RSS
- Conversion between variety of image types into other image types Lowercase Based on the image support capabilities of the device, specified in InfoGin's Device Database

## Documents Transcoder

- Support for document formats, including: Word, PDF, RTF, RSS and TXT

## Traffic Analysis and Reporting System

- Enables detection and response to changes in user browsing habits
- Reports generation of critical marketing parameters, forecasting and business decision making

## Branded Header and Footer

- Preserve operator brand and look and feel when mobile users browse outside operators' portal
- Operators branded mobile content service

## Advertising Insertion

- Enables operators to align the advertising strategy with the Internet's advertising business model
- Support for targeted and contextual advertising and marketing campaign promotions
- Adaption of existing Web banners, landing pages, and unique advertising modes to mobile devices

## Web Site Customization Service

- Complete professional service bureau for Web to Mobile Content & Functionality Adaptation
- Cost-effective and fast time to market

## Device Browser Enhancement & Customization Service

- Enhanced browsing experiences on high-end devices with optimization of presentation, navigation, Flash and document viewing as well as download time
- Server-based enhancements to built-in browsers of high-end devices

## Device Update Service

- Solve device complexity with a single device management solution
- Reduce operational costs based on an Application Service Provider (ASP) model
- Optimal content and functionality adaptation based on the all inclusive knowledge of each device

## Device Management

- Single point of configuration and rules for all devices
- Reduced operator expenses and resources for new device configuration and maintenance



*"Just like the Cotton Gin produces clean and soft cotton fibers, InfoGin delivers clean and optimal presentation of Web content using superior content adaptation technologies for even the simplest mobile devices. Our aim is to deliver the real Internet experience to mobile users, and make them wonder why they didn't have it before."*

*Eran Wyler, InfoGin CEO & Founder*

## Multimedia Auto-Detection

- Enables mobile users to play multimedia content on their mobile devices
- Enables streaming of multimedia playlists which would otherwise not be displayed, started or at all available on the mobile

## Multimedia Streaming

- Support for Flash, streaming audio and video and other media content
- Automatic detection and adaptation of the websites' multimedia content
- Device management that ensures any multimedia supporting device will be able to support InfoGin's multimedia adaptation

## Personalization Tools

- Personalized browsing experience on any mobile device
- Support of personalization tools, including: storing of Favorites, History and User Preferences settings
- User behavioral information available to operators when introducing targeted mobile marketing and advertising campaigns
- Features include text-to-speech, find in page, Translate page and single-click product price comparison

## Personalization Services and Database

- Social Networking Integration services directly from the browsed Web content, enhancing and adding flavor to the mobile browsing experience.

## Editing & Development Tools

- Easily select content from any existing Web site and define its presentation and functionality with an intuitive and interactive tool, without affecting the original source content
- Enhanced control over the adaptation process
- Enable content owners to create a dedicated mobile site, or a fully customized site, delivering the most advanced, engaging and sophisticated experience comprised from a variety of sources, and based on the adaptation capabilities of the Web to Mobile Content & Functionality Adaptation
- Overcome the complexities involved with the differences between devices
- "Write Once, Deliver to Many" concept

## Content Overlay

- Server-side solution (no client necessary) available to all high-end devices
- Rich and engaging user interface
- Content overlay appears in a non-intrusive, semi-transparent mode, enabling the mobile user to maintain a rich surfing experience within the browsed session

## Traffic Optimization

- Efficient utilization of network and device resources
- Significant decrease in response latency for faster mobile Web browsing

## Latency Reduction

- Clientless solution that provides unique application-layer data traffic optimization and download acceleration capabilities
- Higher traffic reduction rates compared to other network and transport layers-based solutions

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