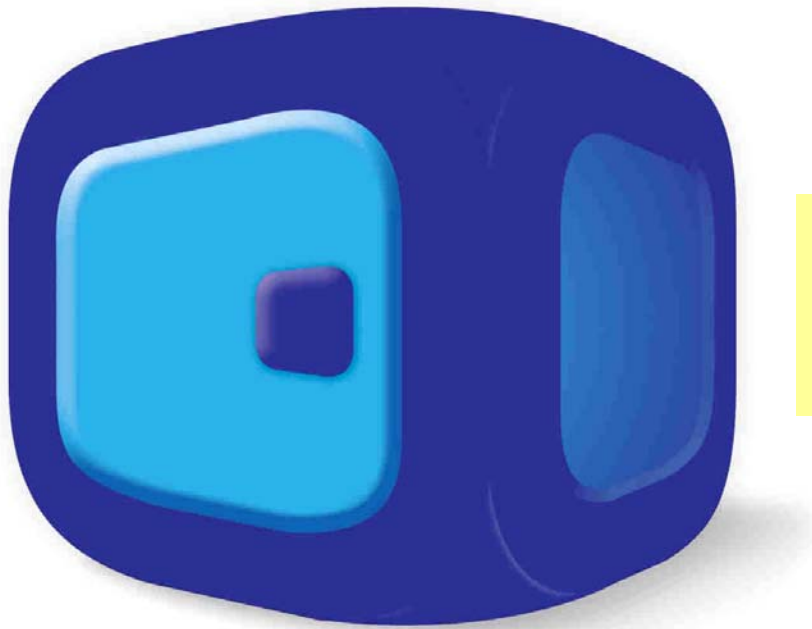


# ***“UNLOCK THE POWER OF COMMUNICATION”***



**Presented by Wilson Cochrane  
GLOBAL MARKETING DIRECTOR  
BLUBOX**

**Meeting the demands of today's broadband  
customers**

**BLU-BOX**<sup>TM</sup>  
secure compression is a work of art

## **Today's BROADBAND**

### **Consumers**

- **Voracious appetite for CONTENT**
- **Demand “instant gratification”**
- **Push Connection to limit**
- **Send and Share huge amounts of data**



*“UNLOCK THE POWER OF COMMUNICATION”*



**WHAT THEY LIKE TO SHARE ARE**

**PHOTOS**



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## HUGE WEB COMMUNITIES DEDICATED TO SHARING PHOTOS



**snapfish.com**  
**26 million**  
**users**



**flickr.com**  
**30 million**  
**users**



**photobucket.com**  
**22 million**  
**users**



**myspace.com**  
**56 million**  
**users**



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**They send huge amounts of photos to each other by email or during IM sessions**



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## “UNLOCK THE POWER OF COMMUNICATION”



HOW EFFECTIVE A NETWORK OPERATES AT A BACKBONE LEVEL HAS NO TANGIBLE INFLUENCE ON A CONSUMER'S PERCEPTION OF “PERFORMANCE”



THEIR EXPERIENCE IS INFLUENCED POSITIVELY AND **NEGATIVELY** AT A LOCAL LEVEL WHEN THEY UPLOAD OR DOWNLOAD LARGE FILES. THESE LARGE FILES ARE NORMALLY IMAGE FILES.



WHEN LARGE FILES TAKE CONSIDERABLE TIME TO UPLOAD OR DOWNLOAD, THEIR PERCEPTION IS THAT THE NETWORK IS UNDERPERFORMING !!



THEIR APPLICATIONS WILL “HANG” DURING THIS PROCESS. THEY WILL NOT BE ABLE TO SEND/RECEIVE EMAILS. THEY WILL NEED TO STAY BY THEIR COMPUTER MONITORING THE PROGRESS OF THE UPLOAD OR DOWNLOAD



## “UNLOCK THE POWER OF COMMUNICATION”

*“Throwing bandwidth at perceived network and application bottlenecks is no longer the best approach.*

*Enterprises must look at alternatives, including **compression**, to optimize bandwidth, network and computer resources.”*

*Mark Fabbr - VP Distinguished Analyst,  
Gartner*

Gartner



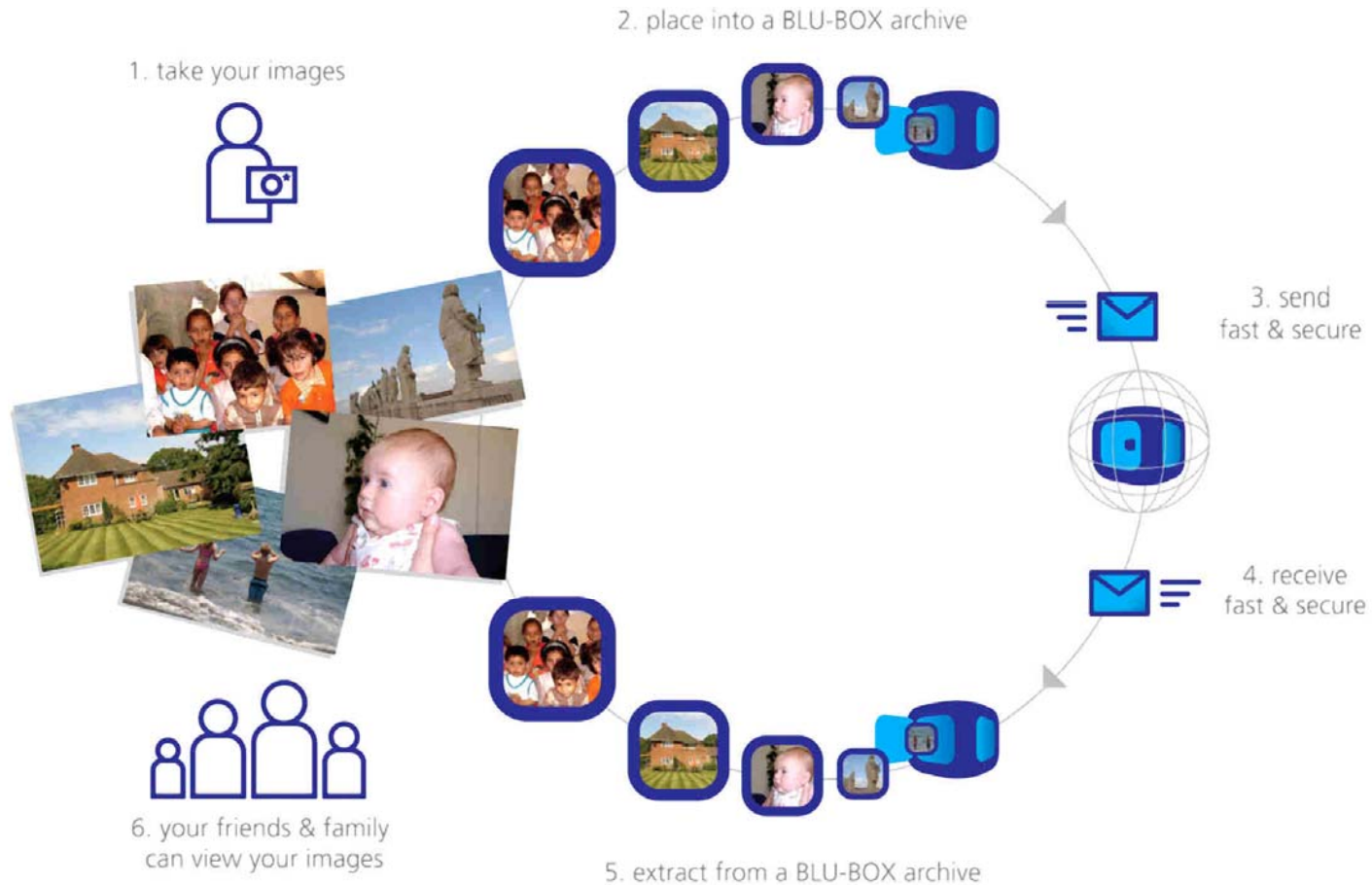
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**WE NEED TO PRODUCE A  
SOLUTION THAT  
DECREASES THE FILE  
SIZES**

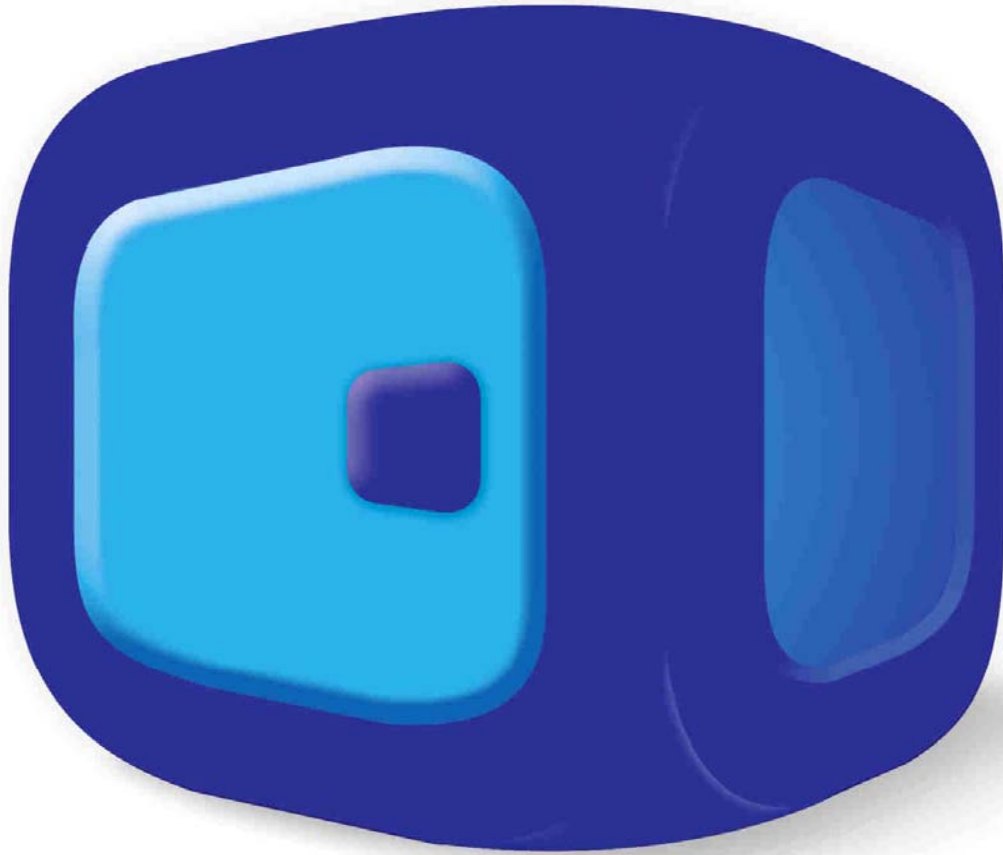


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# THE PROOF



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