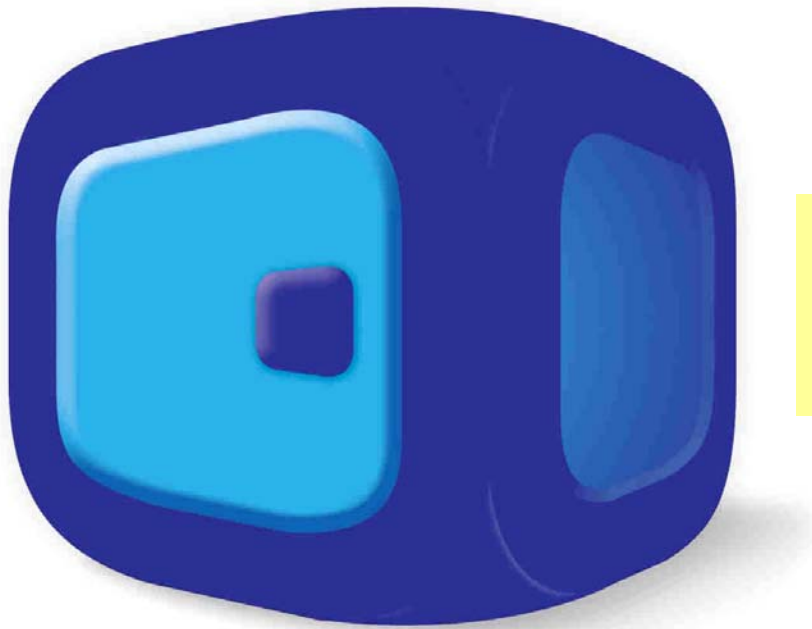


“UNLOCK THE POWER OF COMMUNICATION”



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

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

BLU-BOX™
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



BLU-BOX™
secure compression is a work of art

“UNLOCK THE POWER OF COMMUNICATION”

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



BLU-BOXTM
secure compression is a work of art

“UNLOCK THE POWER OF COMMUNICATION”



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



BLU-BOX
secure compression is a work of art

“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



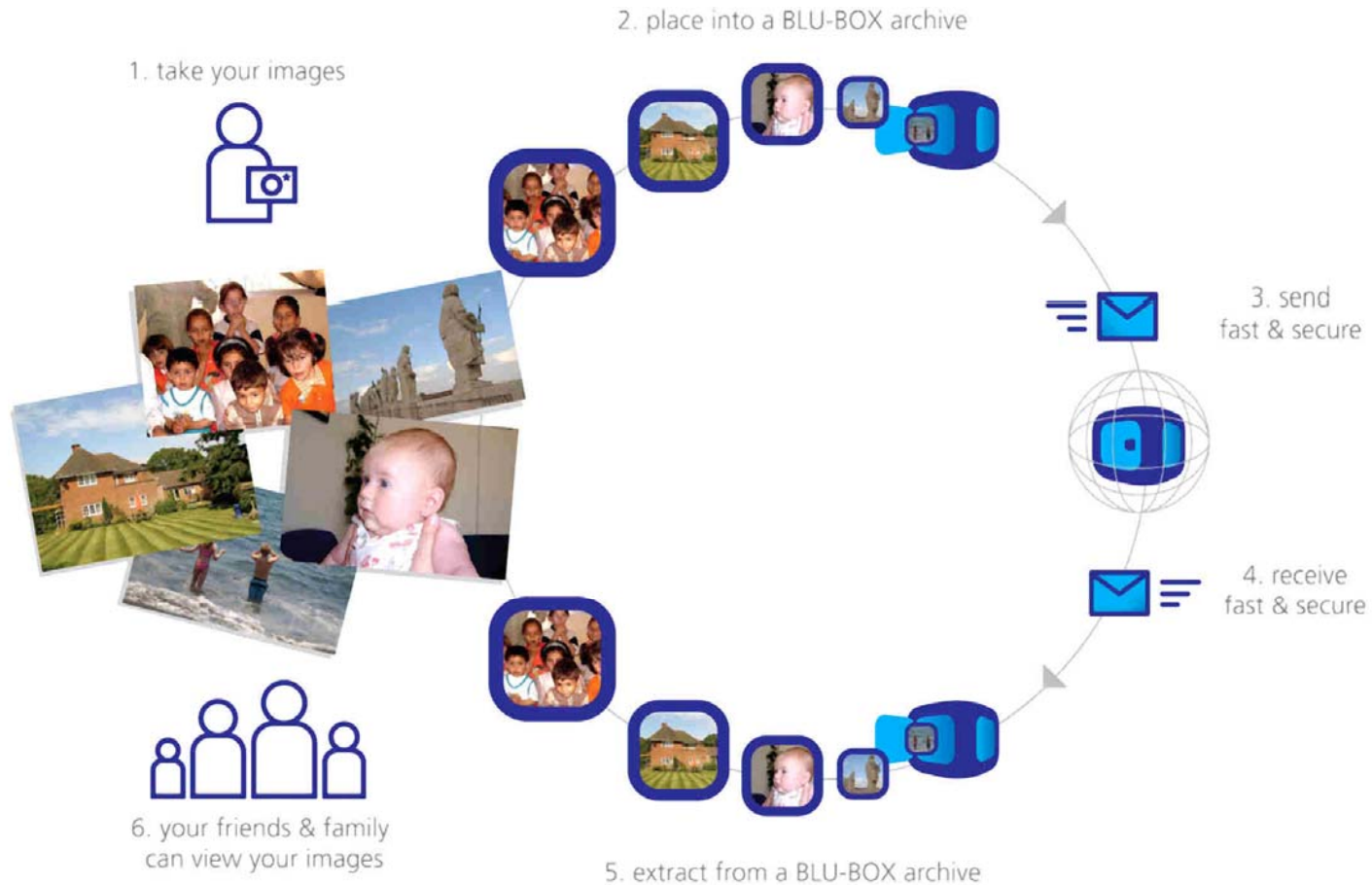
BLU-BOXTM
secure compression is a work of art

“UNLOCK THE POWER OF COMMUNICATION”

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

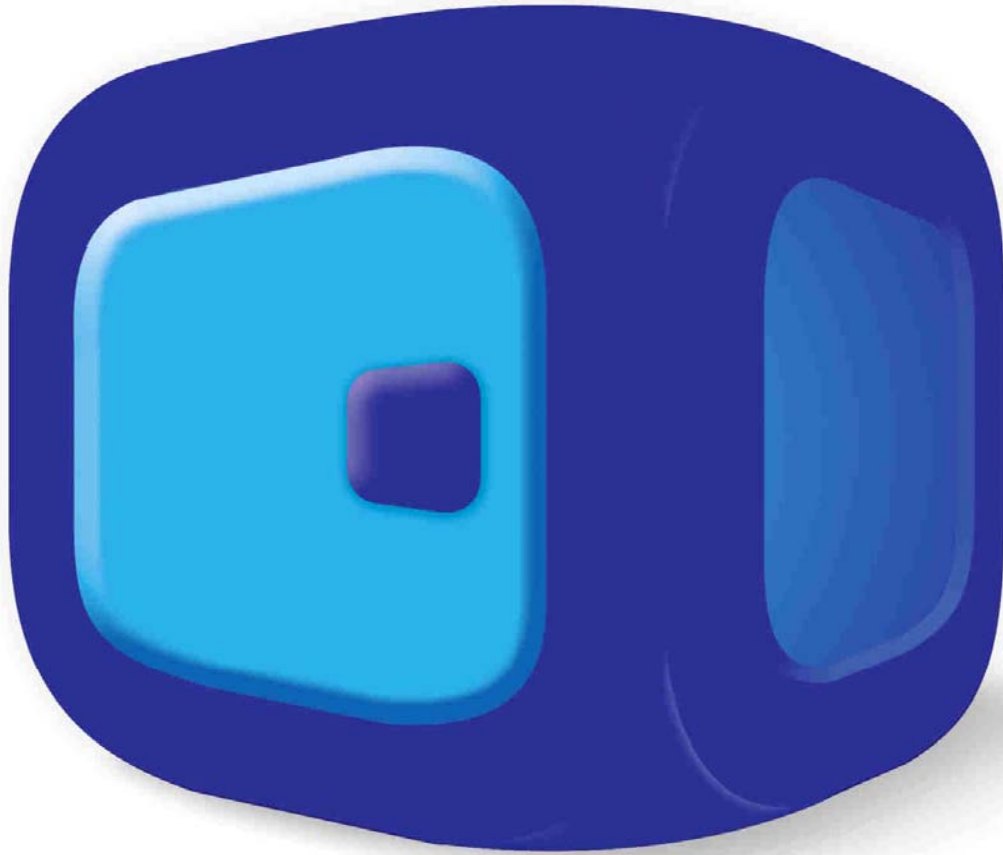


“UNLOCK THE POWER OF COMMUNICATION”



BLU-BOXTM
secure compression is a work of art

“UNLOCK THE POWER OF COMMUNICATION”



THE PROOF



BLU-BOXTM
secure compression is a work of art