

Now, your music and video goes where you go



AirChord in a nutshell

- AirChord is a service for entertainment on mobile
- It looks and smells like a jukebox
- AirChord is intuitive, friendly, safe and secure, quick, powerful, seamless, enthralling and sexy

Concept

- Dashboard for all entertainment services available for the user's phone

Main Use Cases

- Quick uses to AirChord's Music & Video Application
- Browse to AirChord Menu
- Trigger an audio or video selection

Files Supported

- Rock, Pop, Classic, International, Any...., full length stream and download
- Take a movie and it will be stored online so your friends and family can see it before you have even taken the next one!
- Take your TV where-ever you go. Watch your favourite channel anytime
- Listen to your favourite audio channel from anywhere in the world.

AirChord Key Consumer Benefits

- Freedom - **increased mobility, access from any device, anytime/anywhere**
- Ease of use - **each device optimized for a consistent, familiar, fun and easy-to-use interface**
- Efficiency & time savings - **current information is always available regardless of device or location**
- Peace of mind - **as a result of automatic streaming, there is a sense of security knowing that data will be current and never lost**



www.airchord.com

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Assumption

Mobile phones will become ubiquitous and will evolve from being voice centric to smart phones that people depend on for personal communication and infotainment

Vision

AirChord humanizes smart phones and gives the power back to the users

AirChord Enterprise USP

It's your entertainment world in your pocket

- Go anywhere
- Your audio, Your videos, Your TV, audio and more are all connected by AirChord, so your entertainment reaches out to millions more
- Organises your content for phone and keep it automatically synched with your online account, for easy access.
- Decreased churn
- Increased data adoption and usage
- Partnership in innovation

- Proven technologies with a high quality of service across a large user base
- Expertise in creating delightful consumer products
- Experience in tightly integrated partnerships
- Economies of scale across AirChord's global user base
- One platform to cover all – audio & video
- Distribution network across all operators worldwide

AirChord Mobile Vision

- AirChord! FM
- AirChord! TV
- AirChord! Video
- AirChord! Audio



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