



Real Technology Products & Solutions

The Technology Products & Solutions (TPS) group delivers digital media and entertainment solutions to mobile service providers and other businesses around the world. TPS has recently integrated new expertise from the acquisition of WiderThan (Nov. 2006), Sony Net Services (July 2007) and Exomi (August 2007). The division provides mobile entertainment solutions to other businesses through both ASP services and software technology products.

Through an application service provider (ASP) model, Real enables media companies and communications service providers to deliver digital entertainment offerings that enhance their data services portfolio and increase data revenues.

	Video	Personalization	Messaging	Music	Games
Application Service Provider (ASP) Solutions	Multi-Screen Video Real Broadcast Network Interactive Multimedia Experience (IME)	Ringback Tones (RBT) Multimedia Ringback Services CallerTag Multi-Service RBT Platform Multi-Tenant RBT Service Cutting Tune	SMS Interoperability PhotoSMS emoticon SMS	Music On-Demand	Mobile Games
Software Technology Products	RealProducer Helix Server	Ringback Tones	Messaging Gateway WAP Gateway		

Real's ASP services include:

- Music On-Demand**
 Full function services that provide downloads of full music tracks over-the-air or Internet. Subscribers can personalize their music catalog and transfer songs among their mobile phones, PCs and other devices. *Customers include: Verizon Wireless, Vodafone, T-Mobile, Rogers, Helio*
- Ringback Tones (RBT)**
 End-to-end service for mobile service providers that enables their subscribers to personalize the "ring ring" sound that callers hear while waiting for an answer with music and other audio content. *Customers include: T-Mobile USA, Verizon Wireless, TMN, Alltel, SK Telecom*
- Multimedia Ringback Services**
 A service allowing subscribers to incorporate audio, images and video to deliver a unique, customized experience for callers before they are connected. *Customers Include: SK Telecom*
- Multi-Service RBT Platform**
 A new service that will enable mobile operators to offer bundled ringtone, RBT, video ringtone and graphic content for combined purchase at a discounted price in one unified storefront. *Coming in Q3 2008.*

- **Multi-Tenant RBT Service**
A turnkey version of Real's customized RBT service that will enable smaller carriers to offer world class RBT service on their networks with the support of end-to-end service management. *Coming in Q3 2008.*
- **Cutting Tune**
Provides subscribers the ability to select tracks from their mobile operator's music service and use their PC to turn those tracks into a custom RT or RBT. Subscribers can also "gift" their newly created RTs and RBTs to friends, further increasing the viral nature of RBT and revenue generating opportunities for mobile operators.
- **Interactive Multimedia Experience (IME)**
Utilizing an operator's 3G network and video-telephony capable handsets, IMR brings multimedia elements to voice calls, providing subscribers with a dynamically-generated, visual interface for finding information, content and entertainment using video call minutes on a per-minute basis rather than using data minutes.
- **CallerTag**
A service that allows subscribers to personalize their caller information with text such as a nickname or message for the call recipient.
- **Multi-Screen Video**
A comprehensive service providing encoding, management and delivery of video to a wide range of devices. *Customers include: AT&T, TelMex*
- **Real Broadcast Network**
A turnkey multi-format media hosting service and content delivery network (CDN) for audio and video broadcasting to PCs and mobile devices. Recently awarded "Reader's Choice for North American CDN" by *Streaming Media* magazine's readership. *Customers include: National Football League, C-SPAN, University of Nevada Las Vegas*
- **SMS Interoperability**
A proven messaging solution enabling interconnection among mobile service providers regardless of network technology. Shown by Telephia studies to be the fastest and most reliable solution for inter-carrier messaging in the Americas. *Customers include 50 mobile service providers in 25 countries connecting over 300 million subscribers*
- **PhotoSMS**
A service that automatically combines text with selected images to deliver an MMS (multimedia message service).
- **emoticonSMS**
Uses keyword recognition technology to automatically enhance standard SMS text messages by incorporating pictures, background images, background music or fonts, allowing subscribers to create unique and personalized messages for each of their contacts, every time. *Customers include: BSNL, Sichuan China Unicom, ChongQing China Unicom*

Through software licensing, Real offers a number of products:

- **RealProducer and Helix Server Streaming Solutions**
Enables delivery of live or on-demand multi-format audio and video content to PCs and mobile devices. *Customers include: Thousands of corporations, government agencies and educational institutions worldwide such as Goldman Sachs, NASA and Harvard University*
- **Ringback Tones Network System**
Can be sold as a solution to be implemented by Real and operated and maintained in-house by the mobile service provider. *Customers include: MobileOne Asia, Telkomsel, Telkomflexi, Hutchison 3G UK*





- **Messaging Gateway**

A complete SMS and MMS delivery platform that enables easy, rapid deployment management and commercialization of value-added services. *Customers include: Vodafone (Egypt), Movilnet (Venezuela), Cable & Wireless*

- **WAP Gateway**

A complete infrastructure solution for Wireless Application Protocol (WAP) conversion for both push and browsing for all network technologies. *Customers include: BellSouth International*

Contact Real

For more information about Real Technology Products and Solutions, visit www.realnetworks.com or contact us at public_relations@real.com or 1-800-444-8011.