Software: The "Secret Sauce" for Increasing Flash Memory Sales

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August 2007

Portable Computer
Car Phone
Pager
Cell Phone
Blackberry
USB Drives
Migo Software
iPOD
iPhone

The Mobile Market: What Consumers Want

- **Data Mobility + Portability**
  - Email
  - Files + Folders
  - Backup
  - Music, Photos, Videos, Games
  - Security, Leave no trace
  - Easy User interface!

- **Information Sharing**
  - Web Connectivity , Speed
  - Photo Sharing
  - Social Networking
  - Search Capabilities

Mobile Desktop

- Complete Move of PC Information
- Movement of ALL Personal Settings
- Accessible + Usable on any guest PC
- Complete Language Compatibility

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The Mobile Market: Use Cases

The Commuter: Office ➡ Home ➡ Office

- 80 Million + commuters use multiple computers every day
- 100 million people work from home at least one day a week
- "Hot Desking" – Sit at a different terminal or use a different PC daily, file stays with you
- Can save $$$ - No extra laptop, software licenses, etc

The Road Warrior: Office ➡ Hotel ➡ Office

- Uses multiple devices – laptops, mobile phones, PDAs,
- Avoid airport hassles and theft – Approx. 9MM laptops stolen last year

The Student: Dorm ➡ Class ➡ Dorm ➡ Lab ➡ …

- No file left behind – student doesn't have to worry about "Deep Freeze" – all files are on the drive
- Return home for holiday break and access their files
- Parents save – Student does not need a laptop

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Migo OEM Partner Case Study

▸ **The Challenge**

  ▸ **Increase sales of high-end flash drive and create a differentiation against competitors**

▸ **The Solution…Provided by Migo**
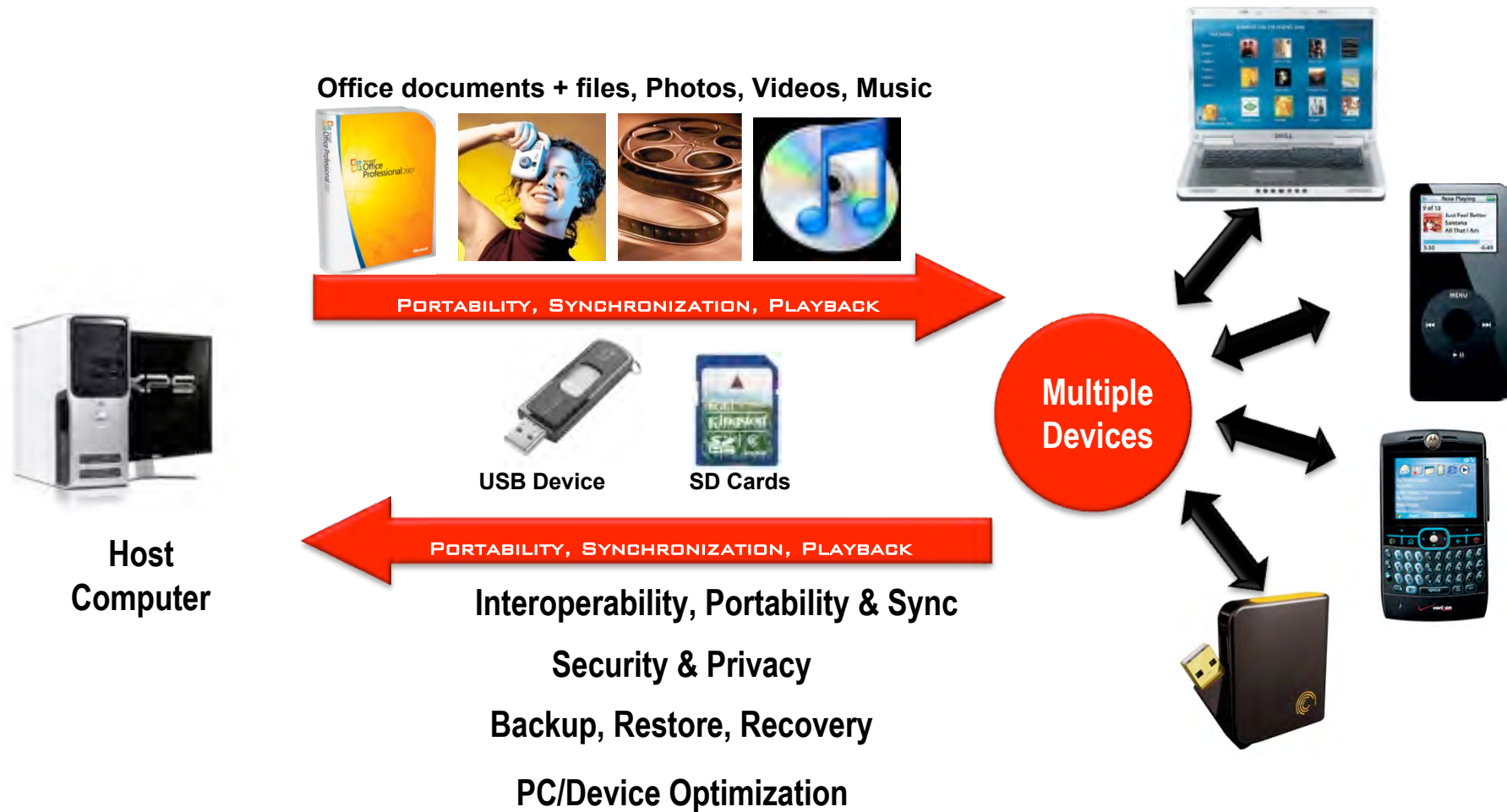
  ▸ **OEM Flash drive SKUs preloaded with *MigoSync software***

    ▸ **Carry MS Office, desk top, folders, email, internet settings, leave no trace.**

      ▸ Compatibility with Windows 2000 -Vista *and* availability in 14 languages

    ▸ **User feedback mechanism (registration, updates, etc) in the software**

      ▸ No trial Software!!

    ▸ **Upgrade available with shared revenue to OEM, the $1 per drive program**

    ▸ **Collaboration with partner on packaging design, advertising highlighted functionality and consumer benefit of software as a VALUE ADD to the drive**

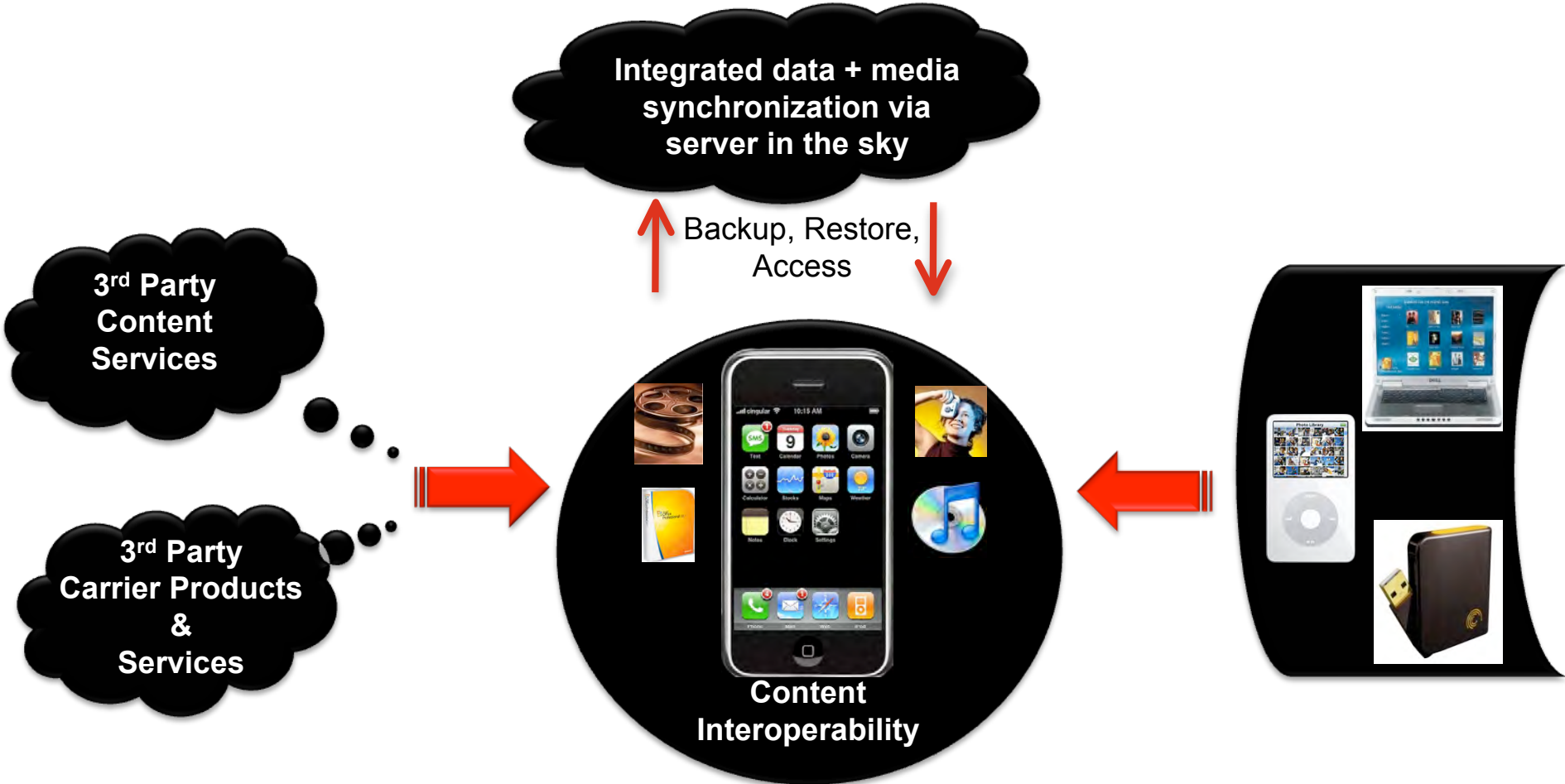▸ **The Result**

  ▸ **Overall device sales increased by 200%**

  ▸ **International (non-US) market accounted for 65% of overall device sales**

  ▸ **OEM Partner was able to maintain a 25% ASP margin vs. competitors**

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Office documents + files, Photos, Videos, Music

PORTABILITY, SYNCHRONIZATION, PLAYBACK

USB Device   SD Cards

PORTABILITY, SYNCHRONIZATION, PLAYBACK

Host Computer

Multiple Devices

Interoperability, Portability & Sync

Security & Privacy

Backup, Restore, Recovery

PC/Device Optimization

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Center of Gravity Moves to Mobile Phone

Integrated data + media synchronization via server in the sky

Backup, Restore, Access

3rd Party Content Services

3rd Party Carrier Products & Services

Content Interoperability

Solutions to connect Acquisition, Management & Sharing between the phone and the <u>entire</u> device landscape

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Virtual Computer

Computer in the sky

Self Service kiosk

Medical
Financial

One computer, many users

International users
Cyber cafes

Delivery of content

Movies, TV
Software