



SD Card Loading Entertainment Kiosk

Prepared for:



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MOD Systems Vision



Build the leading retail content delivery network and be the premier “powered by” brand for out-of-home digital content kiosk solutions



Help establish flash memory as the next-generation portable media for digital content

Media Distribution Market Situation:

Many Options For Consumers; No One Solution Meets All Needs

Retail Shelf



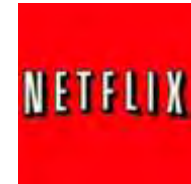
- Reduced transactions, shelf space shrinking
- New formats (Blu-Ray, 3D) further limit available titles
- Supply chain & inventory costs rising

DVD Kiosks



- Limited selection, often out of stock
- Inexpensive, but must return video
- No top line revenue for retailer
- Delayed content windows

DVDs By Mail



- Large catalog, but not in DVD window
- Delayed gratification
- Disc quality often poor

Cable VOD



- Growing, but still limited selection
- History of poorly designed user interfaces
- No options for portability

Internet Streaming & Digital Download



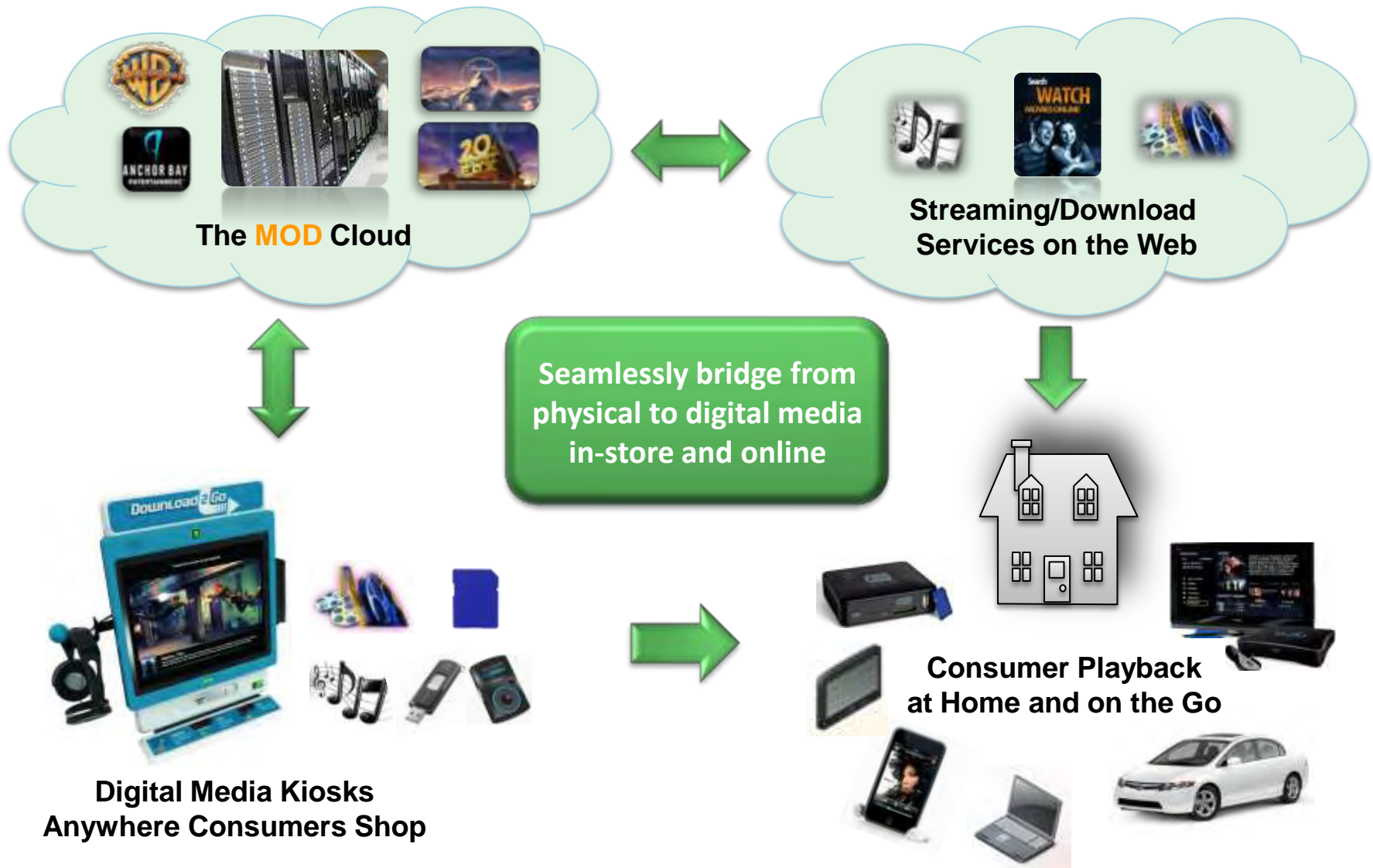
- Early stages of consumer adoption
- Complex to set up; most TVs unconnected
- Limited options for portability
- Viewing rights are confusing
- Inconsistent streaming video quality

Pay TV



- Not in DVD window
- Strong original programming
- Expensive

MOD Digital Delivery Model



What is GreenPlay?



SD Association Video standards with meta-data extensions.

Portability

- **Plays anywhere**
Content bound to SD card, at home or on the go, no connection required
- **Move or copy content to external storage**
Consumers can legally build a library of content on external storage devices

Quality

- **Industry leading video / audio codecs**
H.264 and AAC allow for highest quality entertainment experience
- **High bit-stream reliability**
Playback from SD card allows for higher quality with no streaming delays

New Opportunity

- **Drives SD 3.0 consumer adoption**
Tangible consumer benefits of faster load times and increased capacity
- **Built to Scale**
8,000 SD card devices in the market, 2.5 billion cards have been sold –
GreenPlay will continue to drive market

MOD Supporting Partners



Technology & Ecosystem



Device Manufacturers



Studios & Content Owners



VIACOM



SONY MUSIC



UNIVERSAL MUSIC GROUP



How We Can All Work Together

- Solutions that drive flash benefit multiple businesses
 - ICs (flash, flash controllers, card readers)
 - Adapters – Dongles
 - Playback Devices (set top box, portable media players,)
 - Retail
- MOD is the path to retail
 - Few devices support GreenPlay now – big opportunity
 - Need partners in all categories to complete the solution
 - Retailers need complete solutions to choose from
- Let's work together to float everybody's boats

Questions & Answers

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