

The background of the slide is a scenic landscape of snow-capped mountains under a cloudy sky at sunset or sunrise. A thick, curved blue band sweeps across the top of the slide, separating the header area from the main content area.

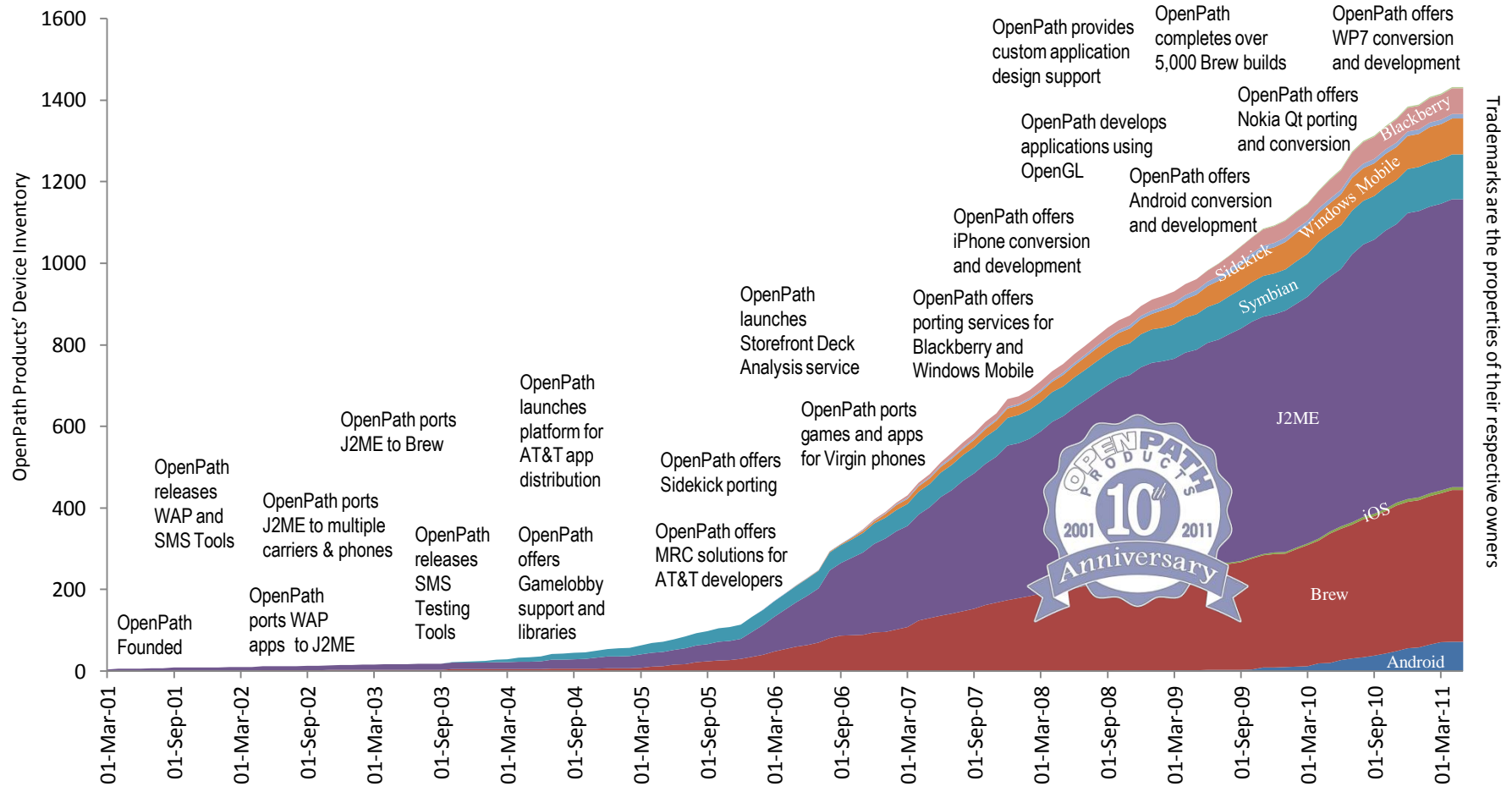
# OpenPath Products

January 2012

- Over 10 years of original mobile development experience:
  - Application development and UI design services.
  - Detailed and extensive Quality Assurance services.
  - Carrier and App Store build packaging.
  - Optional carrier and App Store submission services.
- Android, Android Tablet, Brew, Brew MP, HTML 5, iPhone, iPad, J2ME, Meego, Nokia Qt, RIM Blackberry, and Windows Phone 7 expertise.
- OpenPath Products is the most experienced mobile platform conversion and porting company in the world.
- Development and Quality Assurance work performed in Annapolis, Maryland.



Nextel launches J2ME    Sprint, AT&T, Verizon launches Brew    T-Mobile launches Sidekick    Sprint launches GameLobby    AT&T becomes Cingular    Cingular offers MRC billing    Virgin Mobile launches J2ME    Cingular rebrands as AT&T    AT&T launches iPhone    T-Mobile launches Android    Blackberry World & Ovi launch    Brew devs earn \$3B    iPad released    Windows Phone 7 released



Since 2001, OpenPath has provided services for:

- **Publishers:**

- Mobile application platform conversions and porting across all platforms.
- Application and UI framework designs.
- Original development of mobile native and web applications.
- Independent Quality Assurance services on over 1,400 devices and tablets.
- Collaborative development and Quality Assurance support with customer teams.
- Creating application specific test plans.
- Submissions to App Stores.

- **Carriers:**

- Massively high volume SMS and Mobile Web Applications.
- Collaboration on next generation toolkits and APIs.
- Whitepapers on mobile development, porting and store fronts.
- Conference presentations on industry analysis and case studies.

- Customer friendly development philosophy
  - No proprietary tools or middleware.
  - Proactive, professional project management.
  - Customer receives all source code and retains all IP.
  - Easy communication with Development and Quality Assurance teams: all work performed in Annapolis, Maryland.
  
- Expertise in
  - Client/Server interaction.
  - Global Positioning Systems (GPS) functionality.
  - Secure transactions.
  - Embedded video and audio.
  - OpenGL 3D imaging and effects.
  - Multi-player support.
  - Social networking integration & support.

Profile of APIs used by OpenPath Projects:	Percentage
Social Media (Facebook, Twitter, etc)	55%
GPS (Native or NBI)	40%
Camera	30%
Streaming Media (Audio/Video record/Playback)	30%
Address Book	25%
In-App Purchasing (Android, iOS, Custom)	25%
Custom Maps (Google, Bing, etc)	20%

- Since 2002, OpenPath has converted and ported over 23,000 applications across the following platforms:
  - Windows Phone 7
  - Nokia Qt
  - HTML 5
  - BrewMP
  - Android
  - iPhone
  - Windows Mobile
  - RIM Blackberry
  - Danger Sidekick
  - Brew
  - J2ME
- All applications are developed and tested on physical devices in house.
- Over 1,400 devices across all major North American carriers.

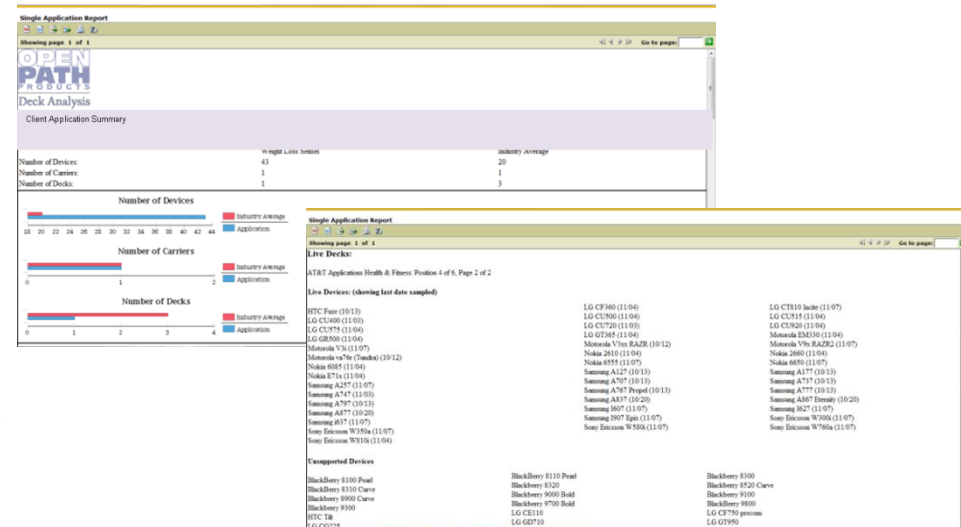
- Established procedures produce consistent success:
  - Formal review of source material for level of effort.
  - Secure system for protection of customer IP.
  - Effective project management and customer communication.
  - Fully integrated Quality Assurance process.
  - Development and Quality Assurance on actual devices.
  - Double checks of Quality Assurance sign-off procedures.
  - Automated work-flow, project and bug tracking systems.
  - Latest automated tools to support development efforts.
  - Customer receives all source code and retain all IP.

- OpenPath has helped publishers launch quality products for over a decade.
- OpenPath's independent Quality Assurance services provides an impartial review of mobile applications.
- Our Quality Assurance service provides:
  - Sophisticated bug tracking system.
  - Extensive tests plans for every major platform, carrier and App Store.
  - Submissions to all major App Stores.
  - Customer choice of Quality Assurance levels: smoke testing to in-depth review.

Bug ID	Components	Summary	Status	Res	Affects Version/s	Fix Version/s	Reporter	Assignee	Created	Updated
Bug 1037	Android iPhone/iPad	Adding a new program identifier TD 192 - Optimist International Foundation, which will use the attached skin for the co-branded My Deals App.	Open	UNRESOLVED			Client A	Stephen Van Devender	01/Nov/11	01/Nov/11
Bug 1036	iPhone/iPad	Default map view for high-resolution devices does not include all pins	Open	Fixed	2.3.1	2.5	Will Knight	Stephen Van Devender	31/Oct/11	31/Oct/11
Bug 1035	Android iPhone/iPad	Registration Code changes	Closed	Fixed	2.3.1	2.3	Client A	Stephen Van Devender	31/Oct/11	31/Oct/11
Bug 1034	Android	narrow page on Evo View	Open	Fixed	2.3	2.3.1	Client A	Stephen Van Devender	27/Oct/11	27/Oct/11
Bug 1033	Android	Charlotte Russe has no icon on live	Open	UNRESOLVED	2.3	2.3	Will Knight	Stephen Van Devender	27/Oct/11	27/Oct/11
Bug 1032	iPhone/iPad	When the user views a favorite with no more offers with 'favorites' are not properly updated	Open	Fixed	2.3	2.5	Will Knight	Stephen Van Devender	28/Oct/11	28/Oct/11
Bug 1031	Android	Many merchant icons are not being displayed and defaults are not used.	Closed	Not a bug	2.3		Brooks Wilkerson	Matthew Horst	26/Oct/11	27/Oct/11
Bug 1030	Android	Icons disappear after scrolling	Open	UNRESOLVED	2.3		Brooks Wilkerson	Matthew Horst	26/Oct/11	26/Oct/11
Bug 1029	iPhone/iPad	When the user views a favorite with no more offers with the 'back' option the proper pop-up does not appear	Open	Fixed	2.3	2.5	Will Knight	Stephen Van Devender	26/Oct/11	28/Oct/11
Bug 1028		'Most Used' does not update until the user restarts the app	Open	UNRESOLVED	2.3.1	2.3.1	Will Knight	Stephen Van Devender	26/Oct/11	26/Oct/11

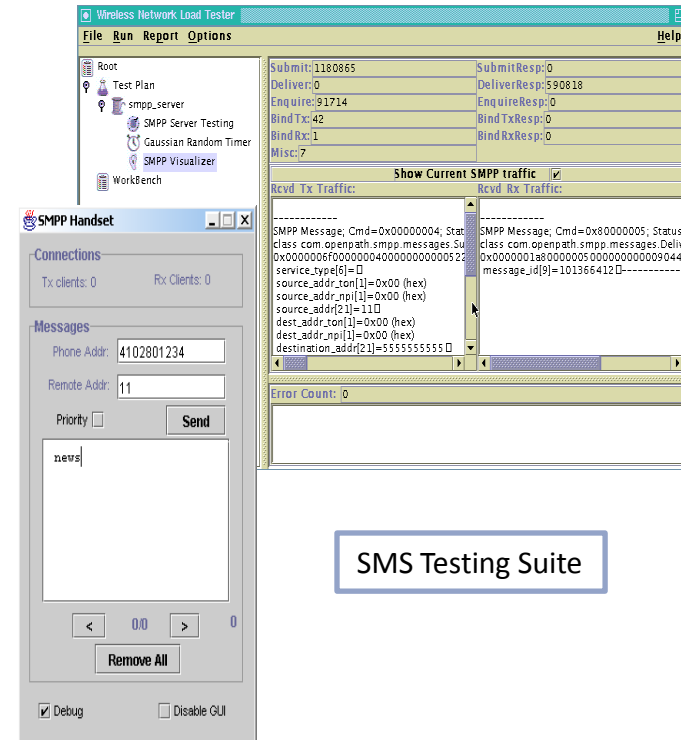
Bug Tracking System

- Maximize revenues by monitoring carrier decks for proper device coverage:
  - If it takes approximately 3 months to notice that 3 devices have not launched,
  - And assume your application on each device would have generated \$200 daily,
  - There would be a potential loss of \$54,000 for just the three devices noticed.
- OpenPath maximizes device support by:
  - Testing your application on new devices before consumers do.
  - Reducing the risk of negative ratings for new devices.
  - Increasing consumer confidence in application quality.
  - Validating application on new OS releases.
  - Monitoring carrier deck for device coverage and ensure launch of application in the appropriate deck categories.
- OpenPath regularly acquires new devices and proactively ports applications for publishers.



Device Monitoring

- **DataBow**
  - Design and configure mobile web and SMS services using a graphic interface.
  - Carrier grade platform allows updates with no downtime.
  - Supporting carriers and enterprises since 2002.
- **SMS Testing Suite**
  - Load testing client: SMTP, SMPP, and HTTP protocols.
  - Multiple SMPP simulators.
  - Functional and load testing of interactive SMS messages without use of carrier SMSC.
- **Deck Analysis Service**
  - Custom reports and market data on carrier application decks.
  - Web portal site to monitor application device coverage.
  - Competitive data on all applications and publishers live on a carrier's deck.
- **OffDeck Hosting Service**
  - Directly distribute mobile content to phones.
  - Supports Android, J2ME, RIM Blackberry, Symbian and Windows Mobile.
  - Provide direct billing via premium SMS and other billing mechanisms.
  - Applications certified by OPP Quality Assurance team prior to upload.
  - Easy to use deck browsing to find and download applications.



SMS Testing Suite

- ***J2ME Demo, Advertising, and In-App Purchasing Wrappers***
  - Enhance mobile applications with demo capability, in-application advertisement banners, and monthly subscription billing functionality.
  - No development or Quality Assurance required, the solution ‘wraps’ existing builds without requiring source code.
- ***Web Icons***
  - Download Web Icon applications to launch the browser to your mobile web site.
  - Web Icons are always on your users’ mobile screen and never out of sight.
- ***QR Code Marketing Service***
  - Use QR Codes to create unique sales and marketing campaigns efficiently.
  - Increase revenues via In-App purchases and mobile coupons.
  - Save advertising costs with tailored campaigns.



QR Code  
Marketing Service

- Mobile development and Quality Assurance since 2001.
- Experts in original application development and design.
- World's most experienced provider of conversion and porting.
- Established procedures and methodologies.
- Over 1,400 devices on site.
- No proprietary middleware development tools are required.
- Customers receive all source code and retain all IP.
- All work performed in the United States.

