

July Systems Product Roadmap 2010

Market Trends

The mobile phone market in 2010 is witnessing a paradigm shift, offering unlimited and untapped business opportunities. Key highlights to look out for in 2010 include:

- ❖ Mobile Video, including mobile video consumption, interactive video experiences and augmented reality.
- ❖ Consumer-paid services as a monetization option, i.e. mobile commerce and payments.
- ❖ Location-based services and advertising growing rapidly.
- ❖ Android platform to increase in popularity and may come close to iPhone in popularity.

Product Roadmap

This roadmap focuses on bringing forth the features which July plans to incorporate into its products in anticipation of market trends. Through the following four channels, July will enable its clients to utilize emerging mobile market trends to increase their bottom line.

Publishing:

- ❖ Live streaming and customized experiences with video and audio solutions along with complete support.
- ❖ Micropayments through 3rd party payment gateways.
- ❖ Improved and more engaging customer relationship management, including push notifications across all platforms.
- ❖ Launch of Mi Studio 3.0 with state-of-the-art features including an OS-independent editor and ability to create cross platform applications.

Advertising:

- ❖ New Rich Media Ad Units including video ads. Introduction of Ad Studio as a tool to create these ad experiences.
- ❖ Ad Manager Versions 2.5 and 3.0 to stress on improved UI and UX, along with additional tools to help Publishers in their ad sales process.
- ❖ Near real-time reporting integrated with ad network analytics.

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Programs:

- ❖ White labeled Plug 'n Play Sports Services with cross platform capabilities.
- ❖ Mi™ Channels tailor-made for media brands to plug into existing distribution and monetization schemes.

Systems:

- ❖ Feed System to support feed history and search, dynamic polling, enhanced systems management and monitoring.
- ❖ Advanced Subscriber System with federated functionality, rich visualization and better user tracking.
- ❖ Online Widget Creation more flexible and capable with third party service integration, end-to-end support and sandboxed testing environment for each customer.
- ❖ App Engines across various platforms to increase speed of application development.