



iSpeed Communications

Company Profile



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INTRODUCTION

The reality is that industries never stand still. They continuously evolve. Operations improve, markets expand, and players come and go. History teaches us that we have a hugely underestimated capacity to create new industries and re-create existing ones

There are several driving forces behind a rising imperative to create iSpeed Communications. Accelerated technological advances have substantially improved industrial productivity and have allowed suppliers to produce an unprecedented array of products and services. The result is that in increasing numbers of industries, supply exceeds demand. The trend toward globalization compounds the situation. As trade barriers between nations and regions are dismantled and as information on products and prices becomes instantly and globally available, niche markets and havens for monopoly continue to disappear. While supply is on the rise as global competition intensifies, there is no clear evidence of an increase in demand worldwide, and statistics even point to declining populations in many developed markets.

Value innovation is the cornerstone of iSpeed Communications strategy. We call it value innovation because instead of focusing on beating the competition, we focus on making the competition irrelevant by creating a leap in value for buyers and our company, thereby opening up new and uncontested market space. Value innovation places equal emphasis on value and innovation. Value without innovation tends to focus on value creation on an incremental scale, something that improves value but is not sufficient to make you stand out in the marketplace.

Value innovation occurs only when companies align innovation with utility, price, and cost positions. If they fail to anchor innovation with value in this way, technology innovators and market pioneers often lay the eggs that other companies hatch. It is conventionally believed that companies can either create greater value to customers at a higher cost or create reasonable value at a lower cost.

THE COMPANY

iSpeed Communications offers a unique technology that provide its customers with a totally integrated 'Best of Class' solution. iSpeed Communications' strengths lie on 9 patent approved compression technology that increases your existing Internet connection speed by up to 15 times and the ability to integrate different technologies including telecommunications infrastructure, software systems to deliver comprehensive integrated solutions. iSpeed Communications is a leading provider in compression technology for service providers, corporate and enterprise.

Headquartered in Dubai-UAE and covers the Middle East and North Africa through our branch offices in Dubai Internet City. In addition, iSpeed Communications has established offices in Toronto, Canada to cover North America and Western Europe and provide access to these important markets and technologies.

We have been analyzing the industry trends as we go into the market with the right solutions, applications and product mix. Global market trends are also studied to ascertain the market demand. A number of applications are in demand or will be on the top of any IT Manager's wish list in the next few months.

Middle East as a whole has so far shown lukewarm reaction to the Internet revolution. Most business houses of the region, small or big, have only a web-page and a .com. A few of them have their portals on the web and conduct business. There are strong signals though that all this is going to change for the better, and more and more businesses are getting serious about being on the web conducting full scale operations.

e-technology has just about arrived in the Middle East market and a lot of interest is shown by all sections of business as well as governmental organizations. A few of them have a clear vision, resources and a strong desire to drive their operations towards the new e-age.

It is our drive to remain flexible, understanding and responsive to the customer needs in order to prosper further. We aim to continue providing what the customer wants, when he wants and before the competition can offer the same. We aim to be ahead of competition by empowering our technical team, the know-how and skill sets to be efficient, proactive and productive.

VISION AND VALUES

“iSpeed Communications will Reform the Customer Services by Making a Difference”

Our aim is to help make the Cyber Space a better place for everyone to surf and communicate through different technologies, and support its success in the Communication world.

“We want to be the best at everything we do”.

In support of successive administrations, we will:

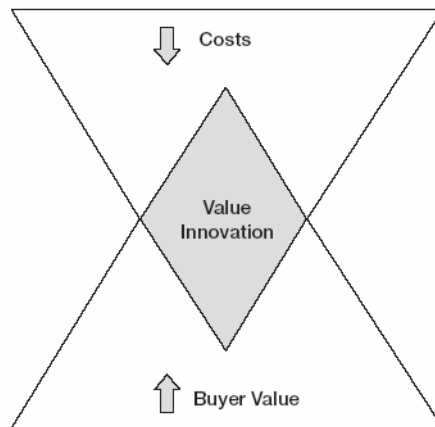
- Act with integrity, propriety, and political impartiality, and select on merit.
- Put the customer's interests first.
- Achieve results of high quality and good value.
- Show leadership and take personal responsibility.
- Value the people we work with and their diversity.
- Innovate and learn.
- Work in partnership.
- Be professional in all we do.
- Be open and communicate well.

MISSION

Our mission is to be the provider of high value, high quality software and services that let organizations get the most up-to-date and accurate information from their business system and Protection solutions to the market place.

Value Innovation: the Cornerstone of iSpeed Communications Strategy

Value innovation is created in the region where a company's actions favorably affect both its cost structure and its value proposition to buyers. Cost savings are made by eliminating and reducing the factors an industry competes on. Buyer value is lifted by raising and creating elements the industry has never offered. Over time, costs are reduced further as scale economies kick in due to the high sales **volumes that superior value generates.**



As shown in figure above, the creation of iSpeed Communications is about driving costs down while simultaneously driving value up for buyers. This is how a leap in value for both the company and its buyers is achieved. Because buyer value comes from the utility and price that the company offers to buyers and because the value to the company is generated from price and its cost structure, value innovation is achieved only when the whole system of the company's utility, price, and cost activities is properly aligned. It is this whole-system approach that makes the creation of iSpeed Communications a sustainable strategy. iSpeed Communications strategy integrates the range of a firm's functional and operational activities.

These scalable solutions will have unparalleled support to ensure flexibility and to meet--and exceed--customer expectations within the following market segments:

Manufacturing

In a world of intense competition, manufacturers are working around the clock, doing everything they can to reduce design time and get to market faster. They're looking to integrate their systems from the executive suite to the factory floor--and beyond, which makes iSpeed Communications a natural choice by providing the state of art wireless and mobile acceleration platform.

Telecommunications

IT downtime costs can be counted in the millions of dollars--not only in revenues, but in lost productivity and customer goodwill. Fault-tolerant systems designed specifically for telecommunications customers--deliver the highest availability and data integrity, and meet industry requirements for billing and customer care, network management, and Internet services. iSpeed Communications will provide its customers with SlipStream technology that uses patented compression technology, combined with caching and network optimization, to reduce bandwidth requirements and accelerate data transmission by up to 15X over any network. This results in the fastest wireless accelerator for cellular networks. And, more importantly, this proprietary solution creates a more fulfilling online experience for your subscribers, leading to increased profits through higher traffic. iSpeed Communications is committed to helping carriers increase adoption of fast Wireless Internet.

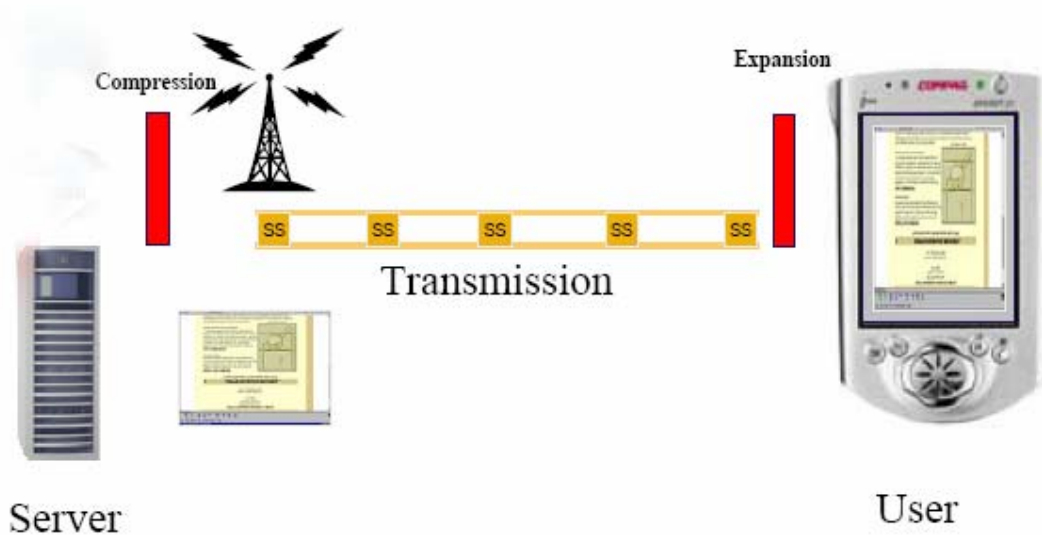
Health Care

The challenges facing health care providers are complex and almost paradoxical at times. More care, better care, lower costs. Can anyone really do it all? One of the most important tools is access to the right information--at the point of care. That's where iSpeed Communications can play a major role in mobile computing and service integration level to ensure the smooth and efficient transformation and data exchange within the health care enterprise network; to enable the healthcare sector to run more efficiently, make better decisions, and ensure the best possible outcome.

Internet Service Providers

As competitive pressures increase and the need to serve remote and mobile customers becomes more vital, telecommunication companies must extend and differentiate their service offering in order to reach subscribers using innovative wireless devices such as smart phones, PDAs, and wireless-enabled laptops. Currently, cell phones and other wireless cards provide Internet access ranging from 9.6 Kbps to 100 Kbps, which is simply too slow for customer needs. iSpeed Turbo powered by SlipStream's patented proprietary data compression algorithm reduces bandwidth and increases the speed of Internet access, creating an end-to-end solution that satisfies your customers' need for reliable and affordable access.

iSpeed Turbo powered by the best acceleration technology is the answer for Telco's and wireless carriers looking to extend their service and create new revenue opportunities. iSpeed Turbo solution increases data service usage and, therefore, mitigates churn and builds customer loyalty. iSpeed Turbo enhances the scalability of current network infrastructure without the capital outlay of upgrading the network, provides more bandwidth to subscribers and increases data transfer rates, resulting in increased subscriber satisfaction and adoption and a positive impact on the service provider's bottom line.



OUR GUIDING PRINCIPLES

- **Customer:** Meeting customer needs is fundamental to iSpeed success. We view each customer as special, and we are committed to earning his or her trust and respect.
- **Service:** Service is the vehicle by which customer loyalty is established and additional marketing opportunities are created.
- **Excellence:** We strive for excellence, knowing that it is the basis for providing quality in everything we do.
- **Integrity:** Integrity is the basis for our behavior. Open and honest communication is valued and encouraged in every relationship.
- **Diligence:** We recognize that through hard work, high energy and personal commitment, our work will be rewarding.
- **Creativity:** We believe that each individual is unique and has the opportunity to apply that "uniqueness" to make a difference.

EXPERTISE

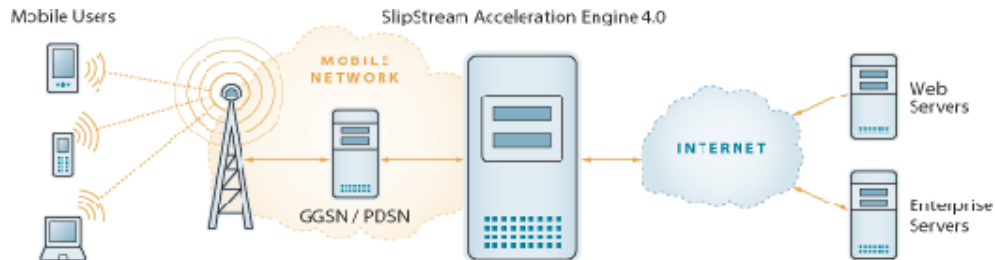
iSpeed Communications has accumulated a great depth of experience and domain knowledge for creating and implementing innovative solutions and services covering B2B, B2G and G2G services. This has also equipped us with the expertise to provide consultancy and services on IT strategies, legislative alignment, standards and infrastructure designs to governments and businesses.

TECHNICAL SUPPORT SERVICES

The technical support teams provide continuous assistance to clients in troubleshooting, identifying and resolving problems that arise during the operation of a computerized system. Experts in operating systems and applications, man-help clients either through the Helpdesk telephone service, the remote diagnostic and resolution service through the Internet, or by site visits.

OUR SOLUTIONS

ISPEED TURBO ACCELERATION & OPTIMIZATION ENGINE FOR WIRELESS CARRIERS



Deployment of iSpeed Turbo Engine in a wireless carrier environment

How Does It Work?

Acceleration – iSpeed Turbo delivers the fastest performance, as proven by ongoing independent testing, accelerating access to text, graphics, Flash, and web-based emails, including attachments, by up to 10 times (for static content and text and up to 7 times for dynamic web content).

Compression - At the core of SlipStream's proprietary technology is the world's best online, lossless data compression algorithm, which consistently achieves compression ratios far superior to the widely-deployed Lempel-Ziv standard and other compression algorithms. This unsurpassed compression performance translates into a significant reduction in bandwidth requirements (up to 50 times), which enables you to support more users and prolong the life of your existing infrastructure.

iSpeed Turbo operates at the application-layer as opposed to functioning at the network-layer, resulting in superior performance and facilitating the use of adaptive application-specific compression, image compression and caching techniques not otherwise possible.

Data Network Optimization - Wireless networks can be characterized by high bit-error rates, inconsistent quality of service and inefficient bandwidth utilization. iSpeed Turbo Acceleration & Optimization powered by slipstream Engine employs numerous techniques to mitigate these issues. Enhanced congestion windowing, dynamic interleaving and optimized channel utilization techniques address traditional TCP/IP deficiencies in wireless environments. Session persistence and wireless channel loss recognition result in consistent, unparalleled performance. The unique design of the technology and solution model also guarantees compatibility with 2G, 3G and 4G wireless networks.

Ease of Deployment - The iSpeed Turbo Acceleration & Optimization Engine integrates seamlessly into your network and is fully compatible with CDMA 1X and EVDO, GSM/GPRS (with or without EDGE) and iDEN. With no modifications required to optimize your network operation, ispeed Turbo reduces your infrastructure costs and effectively lowers your total cost of ownership (TCO). SlipStream has demonstrated this superior ease of deployment

and support through the rollout and daily use of SlipStream technology by 3 million subscribers around the world.

Other key features

Acceleration Engine

- The industry-leading lossless compression algorithm (achieving compression of HTML and XML of 40-50 times) and industry-leading lossy compression
- Adaptive compression by data type (including text, graphics, Flash and Web-based email, including attachments)
- Compression and optimization of HTTP, SMTP, POP3, SMTP, IMAP and FTP
- Supports VPN and HTTPS security

Server Features

- Scalability
- Load Balancing
- Fault Tolerance
- Client provisioning capabilities
- Authentication, accounting & billing:
- RADIUS support
- Access controls and reporting
- Ability to bill for original data

Client Features

- Transparent and seamless operation
- Client customization and localization
- Auto connection recovery
- Automatic integration with Internet Explorer, Netscape 7.2, Opera 8.0, Firefox 1.0, Mozilla 1.7.3 and Safari (and all browsers using manual proxy settings)
- Support for the leading operating systems used on mobile devices: Windows (95, 98, Me, 2000, XP, and NT), Mac OS X, Windows Mobile 2003 for PocketPCs, WinCE.net, Symbian

ISPEED TURBO POWERED BY SLIPSTREAM ACCELERATION & OPTIMIZATION ENGINE

Application level compression enables industry-specific solutions

The SlipStream Acceleration & Optimization Engine works at the application level instead of the network level of the OSI model, so it can use compression techniques tailored to specific applications or protocols. Because of this flexibility, SlipStream can extend and optimize the functionality of the engine to create complete solutions for specific markets.

The industry-leading SlipStream SP meets the needs of all service providers. We also work with technology partners – including wireless application service providers, telecommunications companies, infrastructure providers, handset manufacturers and enterprises – to embed the best acceleration, compression and network optimization technology in their hardware or software solutions. When combined with their in-depth industry understanding, SlipStream solutions help these partners achieve higher profitability.

Solutions for the enterprise

Put productivity back into your Web-based applications

Your business isn't confined to your office. Your employees work wherever opportunity takes them. And you need to ensure they have access to the data and resources they need. That could be by dial or by wireless access. Enter SlipStream for Enterprise. You'll have the reliability and flexibility you require to get the information where it's needed.

iSpeed Turbo helps you deliver more with less

The SlipStream Acceleration Engine uses patented, proprietary compression technology to optimize bandwidth and improve the performance of web-based applications, accelerating access to emails, FTP and other mission-critical business data by up to 14 times, while supporting VPN and SSL security. The SlipStream solution for Enterprises delivers up to 40-times compression for text-based data and reduces bandwidth requirements by up to 98%.

Meeting your business objectives with the right technology

The main obstacles to application adoption and effective use are slow performance and prohibitive costs. Application acceleration with the iSpeed Turbo Acceleration Engine helps mobile and remote workers increase productivity and unleash the potential of traditionally deskbound applications, while enabling corporations to more effectively extend applications into the field and increase the usability of these critical systems. Accelerating existing applications also avoids the need for costly redevelopment or upgrades, and delivers significant cellular, communication and support cost savings across the enterprise. With quick and easy deployment into existing infrastructure, the Engine delivers immediate savings - leading to a quick ROI and greater profits.

The Benefits of the iSpeed Turbo Acceleration Engine for enterprises:

- The fastest acceleration and compression sends up to 98% less data, up to 6X faster
- Improved performance and productivity unleashing the potential of applications and increasing adoption and usage
- Increased network bandwidth capacity without costly network upgrades and/or application redevelopment
- Decreased cellular/communication and support costs, leading to bigger profits
- Support for VPN and HTTPS Security

Go on, accelerate your business

For business application developers, ASPs, VARs, and other corporate service providers, the iSpeed Turbo Acceleration Engine can enhance your product/service offering, making your business case more attractive. By making critical business systems — such as CRM, sales force automation, field services, ECM, etc. — more productive for enterprises, gives you a competitive advantage and, ultimately, new revenue opportunities and increased profit margins.

Acceleration Solution for the Maritime:

When the volume of data traveling is compressed by our technology to a fraction of the original amount...up to 98%, it gives bandwidth/kilobit savings, as well as a faster user experience.

The secured version for the enterprise “SlipStream SE” has a variety of applications, and that can add a lot of value and competitive advantage to Maritime Customers.

In a nutshell, a ship with iSpeed Turbo deployed on its A/B/C/Mini-M terminal would be able to send/receive a fraction of the HTTP and SMTP/POP/IMAP volumes that is currently does. So, if a crew member sending an email were sending 1MB regularly using Xantic, SeaOne, if iSpeed Turbo were applied, he would be able to send the same email with much less than 200 kb, thereby saving a lot on the billing. The volume of data traveling through INMARSAT to the LES would be much less than normal.

The Maritime service provider would be able to have both volumes of data transferred: compressed and uncompressed, and could decide where and how much to bill.

TECHNOLOGY PARTNERS



IBM – SlipStream Data is a **Business** Partner in IBM PartnerWorld for Developers



Opera Software ASA is an industry leader in the development of Web browser technology, targeting the desktop, smartphone, PDA, home media and vertical markets. The Opera browser has received international recognition from users, industry experts and media for being faster, smaller and more standards-compliant than other browsers. Opera's browser technology is cross-platform and modular, and currently available on the following platforms: Windows, Linux, Mac OS, Symbian OS, Windows Mobile, BREW, QNX, TRON, FreeBSD, Solaris and Mediahighway. Opera **Software** ASA is headquartered in Oslo, Norway.



Symbian Ltd – SlipStream is a member of Symbian's Platinum Partner Program. Symbian is a software licensing company that develops and licenses Symbian OS, the global open industry standard operating system for advanced, data-enabled mobile phones. Symbian licenses Symbian OS to the world's leading handset manufacturers. In 2003, over 6.67 million Symbian OS-based mobile phones were sold worldwide and more than 15 million have been sold to **date**. Symbian has its headquarters in London, United Kingdom with offices in the United States, Europe and Asia (Bangalore, Beijing, Seoul and Tokyo).



Intermec Technologies Corporation – Intermec Technologies Corporation, is a global leader in the development, manufacture and integration of mobile computing solutions for business operations. Intermec hardware, software and partner solutions place decision support systems in the hands of mobile workers - from supply chain management and enterprise resource planning to field sales and service – to improve productivity, quality and responsiveness of business operations.



NetSweeper Inc. – NetSweeper Inc. provides intelligent Web-filtering technology to corporations, ISPs, educational institutions, and government organizations around the world. NetSweepers' unique Web-based solution features real-time filtering that provides the most proactive and comprehensive control of Web content for end-users. NetSweeper has successfully deployed its services to over 150 Partners, reaching more than 5 million end customers.



Kidsnet, Inc. – Kidsnet, Inc. has developed the world's largest database of reviewed Web pages, with over 200 million reviewed pages and growing. The patent-pending, easy-to-use software rates sites for a number of factors on a scale of

1 to 5 and classifies into 22 restrictive categories, allowing parents and educators to then decide on the best level of access for their family of users.



Authentium ESP™ provides fully-customizable security suites to leading ISPs, including Comcast and Cox Communications, two of the three leading broadband providers in the United States. Authentium ESP value-added services include firewall, antivirus, anti-spyware, anti-phishing, pop-up and ad blocking, multi-vendor updating, and the industry's only Windows-integrated, multi-user parental controls. Authentium security services are available to more than eight million subscribers worldwide.



Friendly Technologies designs, develops and markets a broad line of subscriber acquisition, connectivity, self-support and self-healing software targeted to xSPs that offer Dial-up, xDSL, Cable, and Wired/Wireless Home LAN. Friendly's mission is to create advanced solutions to streamline customer acquisition, connectivity and support ... enabling xSPs to lower support costs and reduce churn while enhancing new streams of revenue through value added services. Friendly Technologies was established in 1997 and is focused on delivering true end-to-end solutions in the areas of Internet Connectivity, Self-Installation, and Support Automation.



Aramova – Aramova is the pioneer in Intelligent Access Management solutions for Communications and Enterprise Service Providers. A market leader in the Fixed-line industry, Aramova is applying its success to fortify its position in the Wireless industry. Aramova delivers Internet Mobility to its customers by simplifying user experience when connecting across multiple access networks, enabling customers to expand their Internet access service offerings, create sustainable revenue growth, and maintain long-term profitability.



Ampersand Studios – Ampersand Studios is an independent graphic design studio specializing in communication tools for high-technology, business services, manufacturing and public sector clients. Ampersand has developed numerous collateral, tradeshow and Web site projects for SlipStream.



Quarry Integrated Communications – Quarry's bright team of people delivers marketing communications solutions that build demand, build relationships and build profits for our clients. Quarry works mostly in business-to-business,

providing insightful strategy through to implementation using a full range of integrated services. Quarry has helped SlipStream update their brand and has implemented it across many customer touchpoints, including their Web site, marketing collateral and tradeshow materials.



We-Crete Inc.– We-Crete Inc. specializes in Internet site and software development, from simple site design to complex database driven applications. We-Crete developed SlipStream's FastStart customer portal.

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