

## M<sup>3</sup> (myMobileMedia™) Service

The consumer demand for accessing content on a mobile phone is increasing at a rapid pace. However, mobile operators have not been able to keep up with the demand due to technology constraints and high costs. PC Place Shifting technology using CMWare's M<sup>3</sup> Service is the solution. With M<sup>3</sup>, mobile operators can enable their subscribers to access the content they keep on their PCs from their mobile phones. These files and applications include but are not limited to MP3s, photos, spreadsheets, presentations, documents, enterprise applications as well as any Digital Rights Protected ("DRM") content.

### What is M<sup>3</sup>?

M<sup>3</sup> is a white label, subscription-based service that leverages the **myPCStream™** technology to enable mobile operators to offer PC Place Shifting Services to their subscribers. The **M<sup>3</sup>** service allows mobile subscribers to access their personal computers running **myPCStream™** software. The **M<sup>3</sup>** service also provides back-end operator services that allow carriers to provision, manage, and bill mobile subscribers both on a flat rate and usage based plans. The **M<sup>3</sup>** service is branded and offered through mobile operators and runs over any CDMA or GSM data network.

M<sup>3</sup> does not require a WAP browser on the phone and has the ability to:

- support almost any type of phone
- place shift stored content in any file format on the PC (i.e., WMA, DivX, MPEG, JPG, MP3, AAC, etc.)
- place shift DRM protected content of any type (i.e., MP3s, movies etc.)
- place shift PC or server based applications (i.e., word documents, spreadsheets, enterprise specific, etc.)
- adapt the PCStream dynamically based on network conditions

### What are the Benefits?

#### Mobile Operators

- Put "on-demand" access and control of media into the hands of their subscribers
- Increase their competitive advantage in the drive for customer loyalty
- Increase subscriber data APRU
- Receive low infrastructure costs because they do not need to purchase any network infrastructure or design new devices targeting only high0end mobile networks
- Reach an expanded demographic subscriber base

#### Mobile Subscribers

- Leverage and access the significant investments they have made in the media libraries they have amassed on their PC including music, pictures, movies, DRM content etc.
- Receive on-demand access to pertinent business content such as documents, reports, presentations or other business applications
- Converge the use of a phone, a Blackberry and a laptop into a single device with greater capability at a fraction of the cost

## How Does It Work?

CMWare's M<sup>3</sup> service is powered by our unique, patent-pending myPCStream™ technology. myPCStream extends the content and applications stored on Personal Computers to the broad range of digital devices (including mobile phones) used by consumers, both in the home and on the go.

The M<sup>3</sup> Network enables instant access to any M<sup>3</sup> enabled personal computer either in the home or enterprise from a wide variety of M<sup>3</sup> enabled mobile devices across both CDMA and GSM mobile networks. Although, the M<sup>3</sup> Network consists of several network elements including Back-End Network Services, there are 3 primary elements that enable the "Place Shifting" of Personal computers to mobile devices. These network elements have myPCStream technology embedded in them and include:

- The M<sup>3</sup> Enabled Personal Computer (the home PC)
- The M<sup>3</sup> Network Server
- The M<sup>3</sup> Enabled Mobile Device

In order for the M<sup>3</sup> Service to work, the M<sup>3</sup> enabled Personal Computer is always assumed to be on and connected to the Internet over a broadband connection. Residing on the Personal Computer is an M<sup>3</sup> service agent that is always connected and registered to the M<sup>3</sup> Network Server with the respective Users Name, Password and Computer ID which allows the M<sup>3</sup> Network Server to always be aware of the user's personal computer and maintain a continuous connection to it.

The M<sup>3</sup> enabled Mobile Client device connects to the M<sup>3</sup> Network Server through the mobile data network and requests an authorized connection to the Personal Computer. Once completed the M<sup>3</sup> enabled Mobile Device has direct access to all of the respective user's Personal Computer media content and applications.

## About CMWare, Inc.

CMWare, Inc. delivers leading-edge technology and services for PC placeshifting, providing access to digital content and applications stored on consumer PCs from a range of thin-client and home entertainment devices.

## Contact

CMWare, Inc.  
Princeton Office Center II  
666 Plainsboro Rd  
Suite 545  
Plainsboro , NJ 08536  
Phone: +1.609.750.8610  
Email: sales@cmware.net

[www.cmware.net](http://www.cmware.net)

