Opportunity Overview

• Consumers need a better digital imaging solution
  – On-camera user experience is poor, and digital cameras don’t take full advantage of the digital medium
  – It remains difficult for average users to upload, share, print, and organize digital images
  – Just like phones, cameras can (and must) become smarter

• OEMs/ODMs need help
  – Camera technology has become commoditized – can’t continue to differentiate based on mega-pixels and form-factor
  – Must answer the threat of camera phones – need to simplify consumer workflow and create new business models
  – Features = differentiation
  – Must speed time to market, reduce time to develop new features
Xyz, inc. Strategy

Integrated “Smart Camera” Platform and Service

- Build a compelling Smart Camera platform platform, GUI, and applications for DSC and DVC
- Develop a complete end-to-end imaging solution support the complete consumer imaging process from camera to PC to Web
- Enable new OEM business models enable third party developers, facilitate differentiation, and create revenue opportunities outside OEM’s traditional reach
- Become pacesetter for new digital imaging applications dramatically reduce development time and create new innovative features
- License IP to growing market first to market and first to volume, then beyond cameras
Team

- Joe Random, founder & CEO
  Blah, Blah, Words, Words

- Super Genius, founder & CTO
  Blah, Blah, Words, Words

- Important Guy, in discussion, role TBD
  Blah, Blah, Words, Words

- Mr. Expert, Java OS lead
  Blah, Blah, Words, Words
Market Drivers

• Lower prices, new features, and widening distribution are driving mass market penetration – prices have fallen from $795 per megapixel in 1998 to as low as $50 today

• Digital cameras have universal appeal, but key segments (women, parents with children, and teens) are driving the market – women take pictures an average of 48 times per year

• Continued price declines, as well as shift from “megapixel war” selling to lifestyle/ease-of use marketing, will sustain growth – 26% of those who currently own a digital camera expect to buy another within the next 12 months

• Penetration of PCs and broadband access a contributing driver – 71% of users send pictures via e-mail and rank photo sharing a top reason for taking digital pictures

• Improved availability and quality of photofinishing services completes the picture – professional photofinishers will make 6.4 billion digital prints in the U.S. in 2006 (60% of all digital prints made)
Market Size

U.S. Sales of Still and Video Digital Cameras ($ billions)

Initial target market in United States only approaching $10 Billion, not including camera-phone opportunity (50M units globally in 2003) or other secondary target markets

*Projected
Digital Camera Product Chain

Opportunity:
ODM and mid-end OEM, where the compression is felt most
OEM Market Share

Source: Minitel/PMA/Industry Sources
The Solution

Internet

Datacenter

Wired-or-wireless

Confidential and proprietary information of xxx, Inc.
Example Features

Applications
• Photo games, maps, travel guides
• Portable webcam
• Vertical applications – law enforcement, real estate, insurance, etc

Photography Tutoring
• Presets offer canned expertise
• Tutorials, PhotoTutor assistant
• Snap Judgement grading system

Gallery Browsing
• Rich high-def slideshow export
• Image sharing
• Metadata based sort & search

Imaging Enhancements
• Focus assist (face ID)
• Blink braketing (facial feature tracking)
• Image processing & enhancement
• Special effects
• On-camera watermarking

First Java™ Enabled Digital imaging Platform

• JVM, toolkit and UI to support on-camera features and applications
• World-class User Experience
• Built-in connectivity
• Platform enables convergence of Still and Video
• Services Integration - on camera tagging (e-mail, share, print)
Product Overview – Reference Design

Example Features

• Large (>3” diagonal) vivid LCD display
• Innovative navigation control
• Built-in compass, GPS, and tilt-sensor
• Optional WLAN, iPod style hard disk

True Reference Design to Showcase Platform

• Industrial Design forcefully illustrates usability
• Includes sensors for automated metadata creation
• Highlights connectivity
• Perfect solution for ODMs
Product Overview - Service

Highly Interactive Browser-Based Client

- Flash and HTML access
- Single access point for PC based and internet hosted photos
- Unique “idle time” solution makes upload transparent
- Integrated with on-camera applications, tagging, etc (2-way)

Example Features

End-to-End Solution
- OEM branded & rev-share opportunity
- Workflow-optimized connectivity
- World-class user experience

Rich metadata utilization
- Sort and search by metadata tags
- Mapping of location, supplemental web content, etc.

Web services interfaces
- Photo finishing services
- Web serving, blogging, etc.
- Billing/auditing engine

Photo applications
- Sharing with friends, family, and broader community
- Organization and album creation
Demo
Demo (client)
Demo (service)
Go to market strategy

• Create Smart Camera reference design
  Based on NuCore and/or Zoran chipsets

• Target their existing customers
  Leverage silicon partnerships to reach new customers
  Samsung, Olympus, Kyocera, Fuji

• Target Tier 3 ODMs (Taiwan)
  Aipec, Concord, Logitech, HP, Dell, etc.

• Target Tier 2 OEMs
  Pentax, Konica/Minolta, Ricoh, Sanyo, Casio
How and How Much

• **Sell client software to manufactures**
  Collect per-unit royalties (Est. $3-5 per camera)

• **Provide services**
  Provide an OEM-brandable service that enables seamless printing, sharing and backup. Rev-share on transactions or subscription fee.
Revenue Projections

- SW License
- Services
Acceleration strategy

• **License JVM**
  Acquire rights for a state-of-the-art multitasking JVM

• **Face Detection/Recognition IP**
  Acquire Intellectual Property for robust Face Recognition

• **Partner with camera IP vendors**
  Modify an existing camera product to reduce design risk
Status

• Important Status one

• Important Status two
  Blah, Blah, Words, Words

• Important Status three
  Blah, Blah, Words, Words

• Important Status four
  Blah, Blah, Words, Words
End.
# Client Architecture

<table>
<thead>
<tr>
<th>Graphical User Interface</th>
<th>Camera Application</th>
<th>Video Editing</th>
<th>Image Enhancement</th>
<th>Photo-centric Games</th>
<th>Panorama Stitching</th>
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**Application Manager**

**Toolbox**

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<tr>
<th>Java Virtual Machine</th>
<th>JNI</th>
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**Operating System**

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<tr>
<th>Hardware Abstraction layer</th>
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</table>

**Silicon Image Processor**

## Tomorrow
- **xyz Technology**
- **Camera OEM/ODM**
- **3rd party technology**

## Today
- **Camera OEM/ODM**
- **3rd party technology**

- **Menu-based User Interface**
- **Camera Application**
- **Software Toolbox**
- **Operating System (ITRON, etc.)**
- **Hardware Abstraction layer**
- **Silicon Image Processor (TI, Sharp, etc.)**