



**Any Media. Any Network. Any Device.**

## About Adamind

Adamind (LSE: ADA) is a provider of software that enables mobile multimedia content and converged communications services. The company addresses the interoperability challenge that exists between different mobile devices and networks to receive and process media rich content. The Adamind Spire™ platform provides media adaptation and enhancement software enabling service operators to successfully deploy messaging, content and next generation convergence services; generate new revenue streams; and drive key new value-added-services (VAS) enablers such as advertising, branding, DRM and anti-abuse support.

Headquartered in the US and maintaining its R&D Center in Israel and Hong Kong, the Company is led by a forward-thinking management team dedicated to the creation of a new paradigm for overcoming multimedia handling challenges in the mobile space.

Media adaptation has been identified as a major obstacle to achieving the vast potential in the mobile content market. With over 100 deployments of its pioneering platform integrated in mobile network operators and content providers across the globe, Adamind is strategically poised to enable the promise of the Mobile Lifestyle revolution. Adamind maintains strategic relationships with major blue chip MMSC and system integrators including; Ericsson, HP, IBM, Accenture, LogicaCMG, Motorola, Openwave and CBOSS.

## Market Overview

The mobile entertainment space is expected to grow from \$28 billion in 2005 to an estimated \$61 billion in 2009 (Source: Yankee Group, Dec 2005). This burgeoning marketplace has evolved consistently over the past several years, reflecting a basic market demand for a seamless multimedia experience that is available anywhere, all the time. The need to access email on-the-go, the desire to participate in Instant Messaging (IM) forums, the lure of downloading video clips, audio files, ring tones, interactive games and more - all of these have become highly coveted services among cellular subscribers seeking a more complete experience with their compact communication devices.

The concept of media adaptation or transcoding was born of necessity. When Multimedia Messaging Services (MMS) arrived on the scene, it quickly became apparent that there was a problem in guaranteeing an enjoyable end user experience. The lack of standardization of the attributes affecting multimedia presentation on different mobile devices and networks means that a rich media message must be specially formatted for its intended destination.

As the mobile messaging space expands to include Email and IM services, the market has gravitated in parallel to media-rich content services - downloadable content of

everything from video clips and games to the streaming of news services and beyond. And with convergence on the horizon - the interoperability of distinctly different domains (mobile/TV/Web etc.) - media adaptation becomes more and more of a crucial issue.

With a proliferated device environment (in some cases mobile operators introduce more than 10 devices a month), device interoperability becomes a major obstacle in delivering multimedia services. Media adaptation is required to make the services work, to maximize the user experience and to strengthen the service penetration. Adamind is strategically positioned to make it all happen.

## The Adamind Advantage

Adamind is currently the premier media adaptation provider in an increasingly active global market. The Company's Adamind Spire™ platform has been in the successful employ of leading MMSCs and Operators the world over. Working with Adamind offers every player in the mobile multimedia messaging & content sector the opportunity to partner with a company with field-proven experience second to none; enjoy the revenue-generating benefits of a feature-rich and highly flexible media adaptation platform; and receive professional support and integration services in their network deployments.

[www.adamind.com](http://www.adamind.com)

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