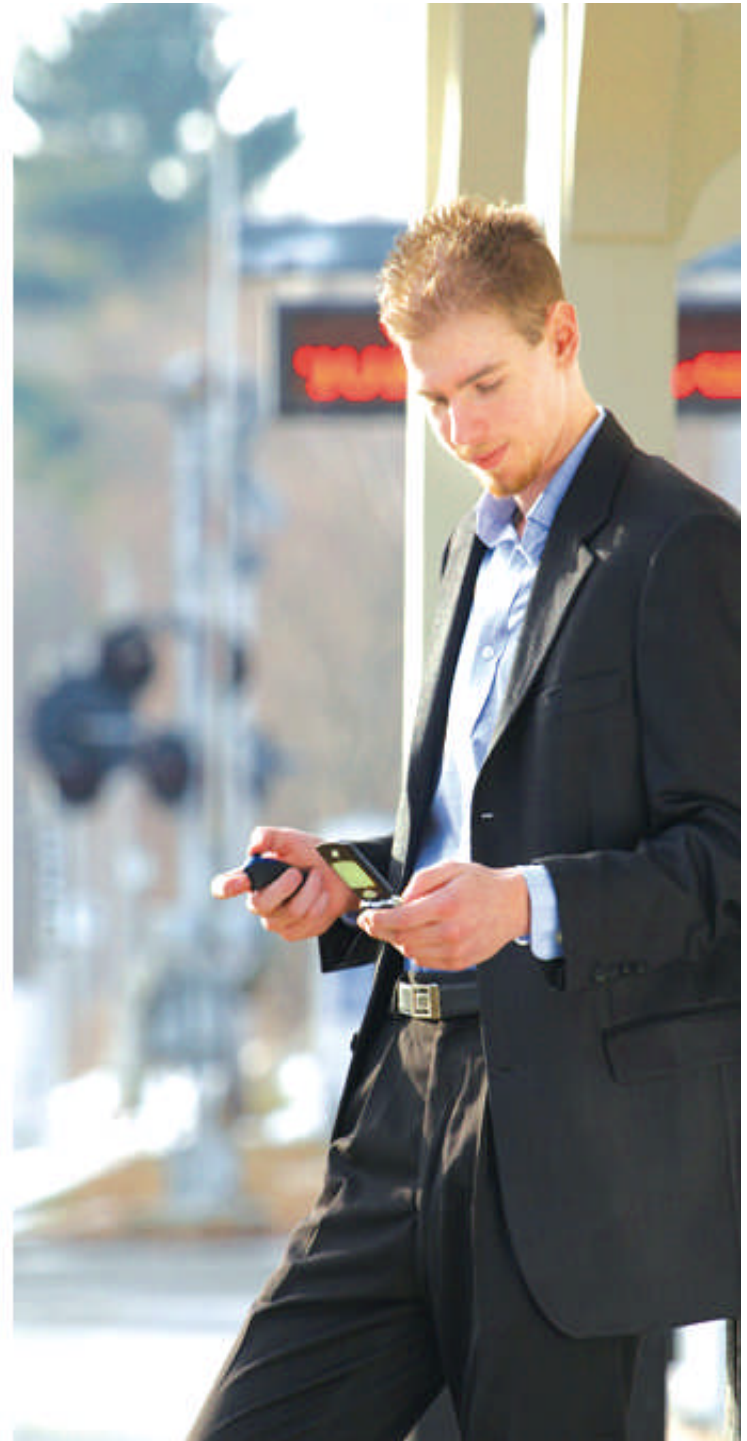


Control the Experience



zeemote™

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Announcing the Zeemote JS1



Zeemote JS1

The first compact wireless game controller for mobile phones

- Small, wireless, ergonomic
- Fun, fast, interactive
- Near-console mobile gaming
- Introduced at 2008 Mobile World Congress and GDC
- Continued exposure at CTIA in LV



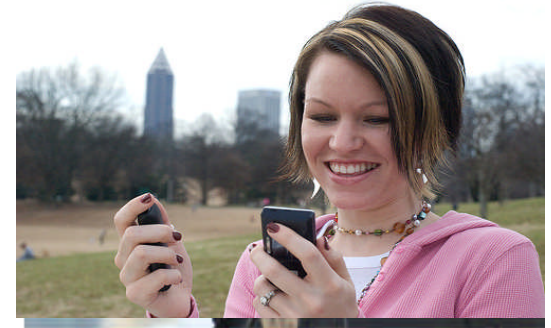
Product Features



- Bluetooth 2.0
- Sits comfortably in the hand
- Responsive analog control
- 4 Programmable Buttons
- 2 AAA Batteries (45+ hrs use)
- Works with enabled games on Java (J2ME) phones
- Zeemote API implementation takes less than a few hours
- Symbian SDK being developed with N-Gage platform in mind



Riding the next wave: Mobile Gaming



Mobile gaming can drive revenue & data plan uptake

- ~34% of internet users play games online
- ~27% of people play the games that are already on their phones
- Only ~6% of mobile users buy and download games (is the experience of “punching keys” keeping them away?)

Improved user experience will ignite growth

- Real analog control enables users to truly engage with mobile games
- Shortens learning curve for new games
- Creates new categories that broaden game appeal
- Rapidly unleashes developer creativity



Game Anywhere= Game Revenue



- Game Anywhere
 - Fun, fast, and interactive
 - Game with ease (not with buttons)
 - Small, ergonomic, wireless
- Increased revenue for all
 - Increase game sales
 - Increased data plan revenue/adoption
 - Decreased churn
 - Handset/Game/Zeeemote bundle opportunities
 - Increased user satisfaction
 - Retail presence for gamers



Press Coverage Led to Strong Leads



The Boston Globe

xconomy | Kendall Square
Business • Technology in the Experimental Economy



FierceMOBILE CONTENT

washingtonpost.com

Gadget Review

TheStreet.com

SFGate.com



Movilae

PCWorld

ME MOBILE ENTERTAINMENT



Telegraph.co.uk

RCR Wireless News

guardian.co.uk

The Register

FT.com
FINANCIAL TIMES

inside-handly.de

GAMINGBITS



MobileTech News



The Next Console

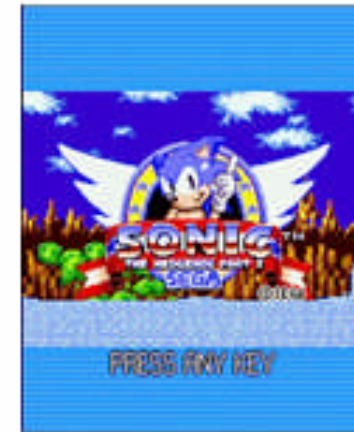
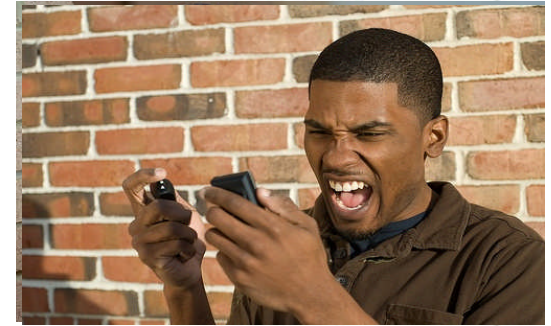


- Phones today can support the graphics and processing requirements for more immersive gaming
- Zeemote enables the user to take advantage of the game platform they are already carrying
- The Zeemote transforms phones with A/V out (N75, N95) into a portable gaming console (two player, head-to-head play is now possible on mobile devices)

***Helps handset manufacturers and carriers
tap new markets and users***



Some of the great
games ready today





Zeemote ready Publishers/Developers



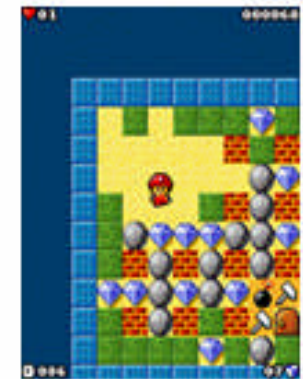
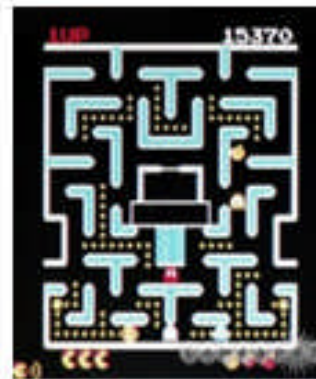
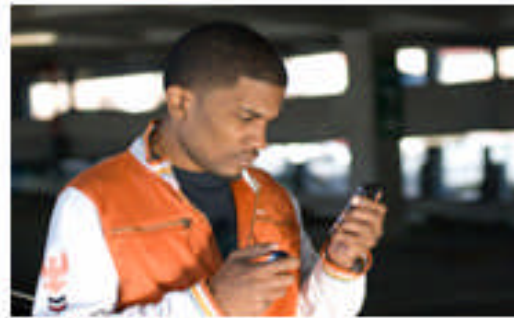
.....Many more coming soon



Every game genre is enhanced



- Action / Adventure
- Racing
- Retro
- Shooters
- Puzzles





Product status



- 2 Patents issued, 14 more pending
- Fully tested and validated
- Consumer focus groups completed
 - San Francisco
 - London
 - Boston
- First customer shipments July '08



Key findings



- The Zeemote JS1 thumbstick excited and pleased the avid gamers – the sweet spot we have been targeting with our feature set
- The Zeemote JS1 makes mobile gaming dramatically better
- The more time people spend playing games with the Zeemote JS1, the more they like it
- People love the shape; it is very comfortable
- The size is just fine for bringing it everywhere
- The device has global appeal – it pleased avid gamers in Boston, LA, London