



Yuvee, Inc.

**Mobile Business Description for our
"NeoKeys"-branded product line**

Tim Higginson, President



What is NeoKeys?

- NeoKeys is a patented¹ technology that
 - applies to touchscreen devices
 - provides the core system by which just what the user needs is presented at the time the user needs it
 - This can be called “WYSIWYN” – what you see is what you need
 - The ability to do this effectively is fundamental to making small-screen mobile devices work for users, whether it is the baseline device or apps installed by the user

1. Patents issued and pending in the US and other countries.
Go to www.yuvee.com to see a current list.



Two Keys Areas of Demand in Mobile

1. Users are demanding an ever-expanding, richer and more immersive mobile user experience
2. Operators/carriers have two fundamental issues confronting their businesses that they must solve
 - how to generate more high margin revenue from data services
 - how to avoid being relegated the role of simply providing a data pipe



Overview of Mobile Market

Consumers quickly adopt new physical user interfaces when it enhances users' lifestyle preferences

Examples

iPhone multi-touch

iPod clickwheel

Cameras in phones

- 1+ billion mobile devices shipped each year
- Smartphones are fastest growing category
- # of mobile phone users = 40+% people globally
- Data services (web, apps, services) are the core drivers for users and operators
- Increasingly undifferentiated smartphone form factors – touchscreen rectangle (with increasingly cluttered screen)



Our NeoKeys technology satisfies **BOTH** demands

- For users, our products create an unparalleled new mobile user experience that
 - is far richer, more varied and expansive, and more immersive
 - can be implemented in a wide range of device designs
- For operators, our products
 - generate very substantial new mobile data revenue for operators
 - provide them a powerful new and independent role as sponsored link provider with the optimal channel to connect mobile users and websites



What are we?

- We are the NeoKeys[®] Mixed Media Keypad
 - an entirely new, patented, external (physical or virtual) interactive feature
 - for touchscreen and physical key devices
 - among other benefits: creates the single best channel for connecting users and websites on small screen mobile devices – in other words: the Google role on mobile

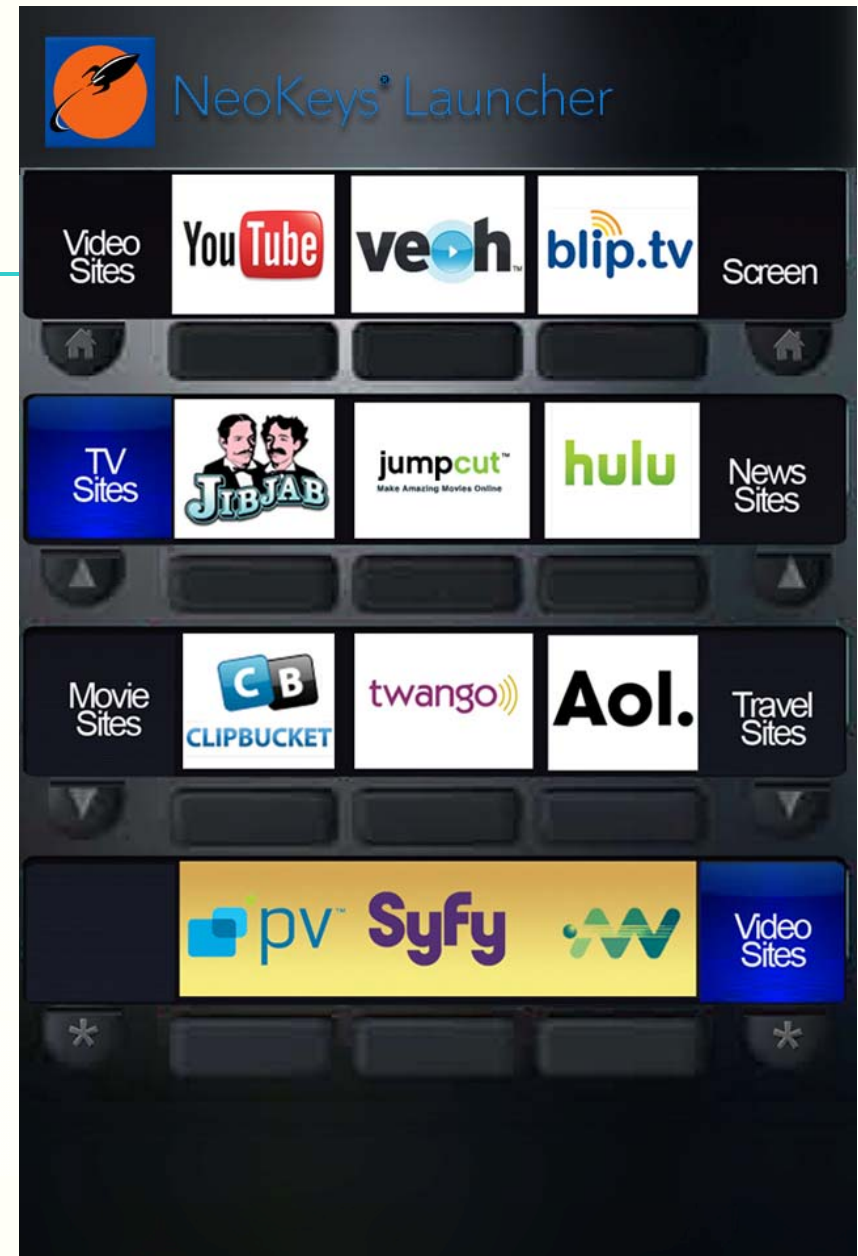


What can it look like ...
as an app on a touchscreen
mobile device



What can it look like?

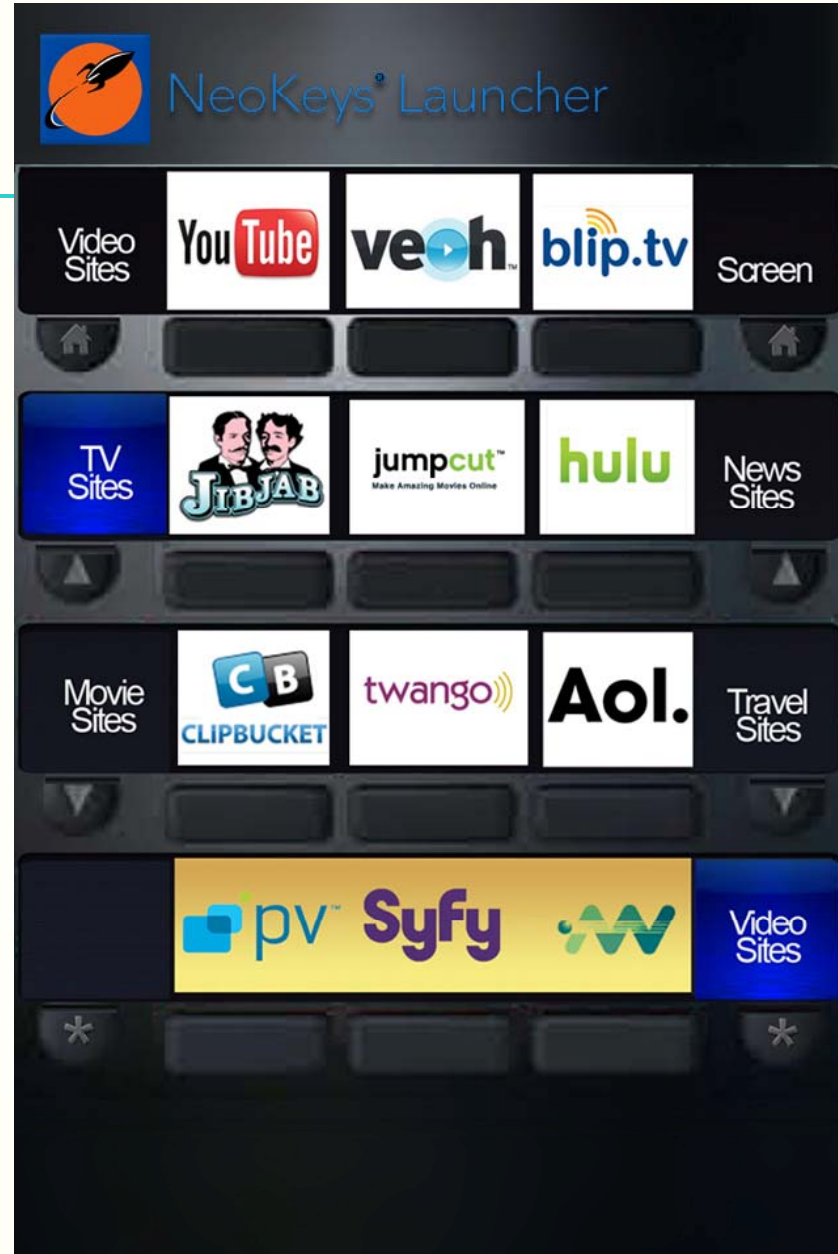
- This is a screen capture from a touchscreen mobile device
- This image demonstrates the NeoKeys' system's ability to organize, present and provide the user with access to an almost infinite range of data, apps, files, folders, system controls, app commands, etc
- In this specific image, we show websites organized and presented by high-level category on the right column (with "video sites" category selected) and a series of sub-pages listed in the left column, with the content of the selected left column item shown in the middle 12 keys: branded, one-click access to a set of video sites and tv channels
- In the same way, applications or data in folders or text or any other type of information can be organized, presented and accessed quickly and easily using a unified system that is instantly learned by users





What can it look like?

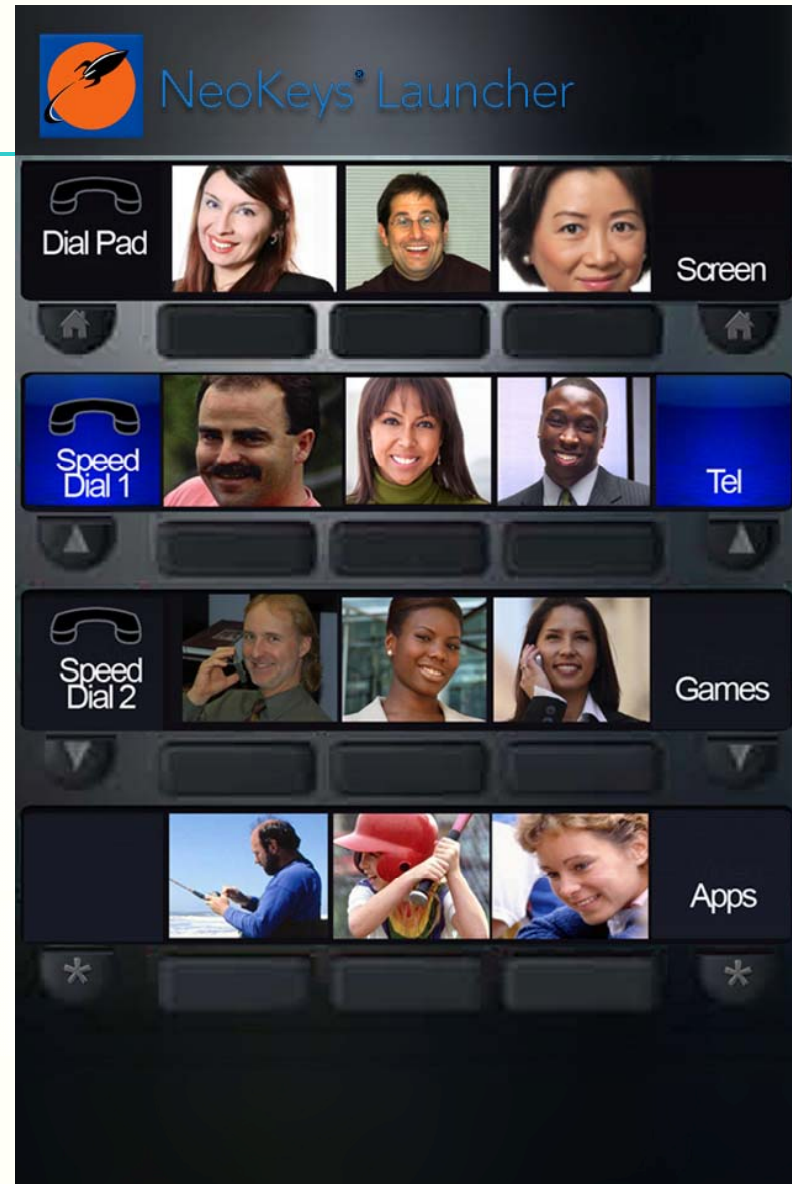
- This is a screen capture from a touchscreen mobile device
- Website and TV channels (and apps, etc) directly accessible using one click, branded keys, organized by easily accessible category and subcategory
- **Unlimited ad inventory of the single most effective mobile sponsored links**
 - Puts the operator in the role Google plays in the Internet on mid-size PC screens





What can it look like?

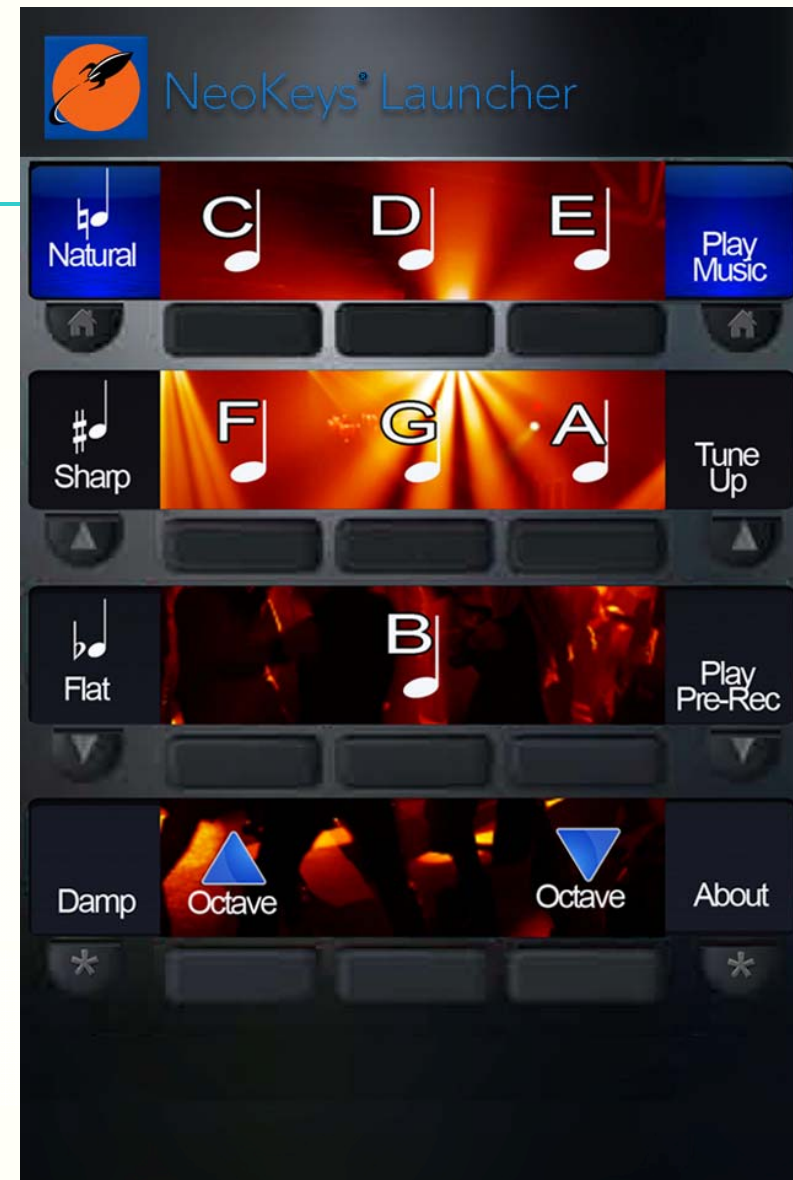
- This is a screen capture from a touchscreen mobile device
- Social speed dialing





What can it look like?

- An unlimited number of other innovative applications
- This is a screen capture of a musical instrument application





What else can it look like?

- There are a myriad of ways to implement the NeoKeys technology on devices and in apps
- Contact us for more information



What can it look like ...

**on next generation mobile
touchscreen devices with a
physical keypad**



What can it look like?

- Web and TV channels (and apps, etc) directly accessible using one click, branded keys, organized by easily accessible category and subcategory
- **Unlimited ad inventory of the single most effective mobile sponsored links**
 - Puts the operator in the role Google plays in the Internet on mid-size PC screens





What can it look like?

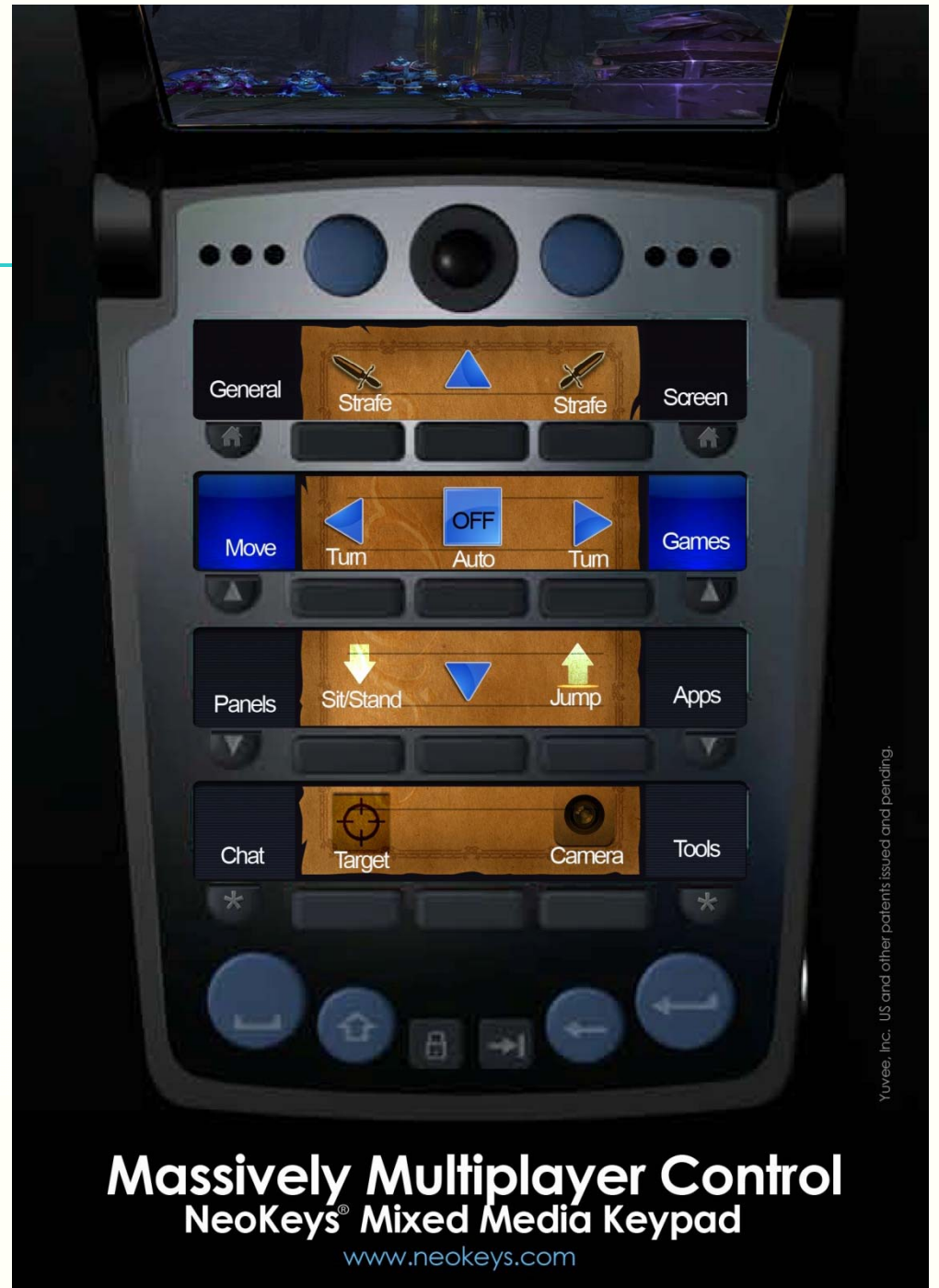
Social speed dialing





What can it look like?

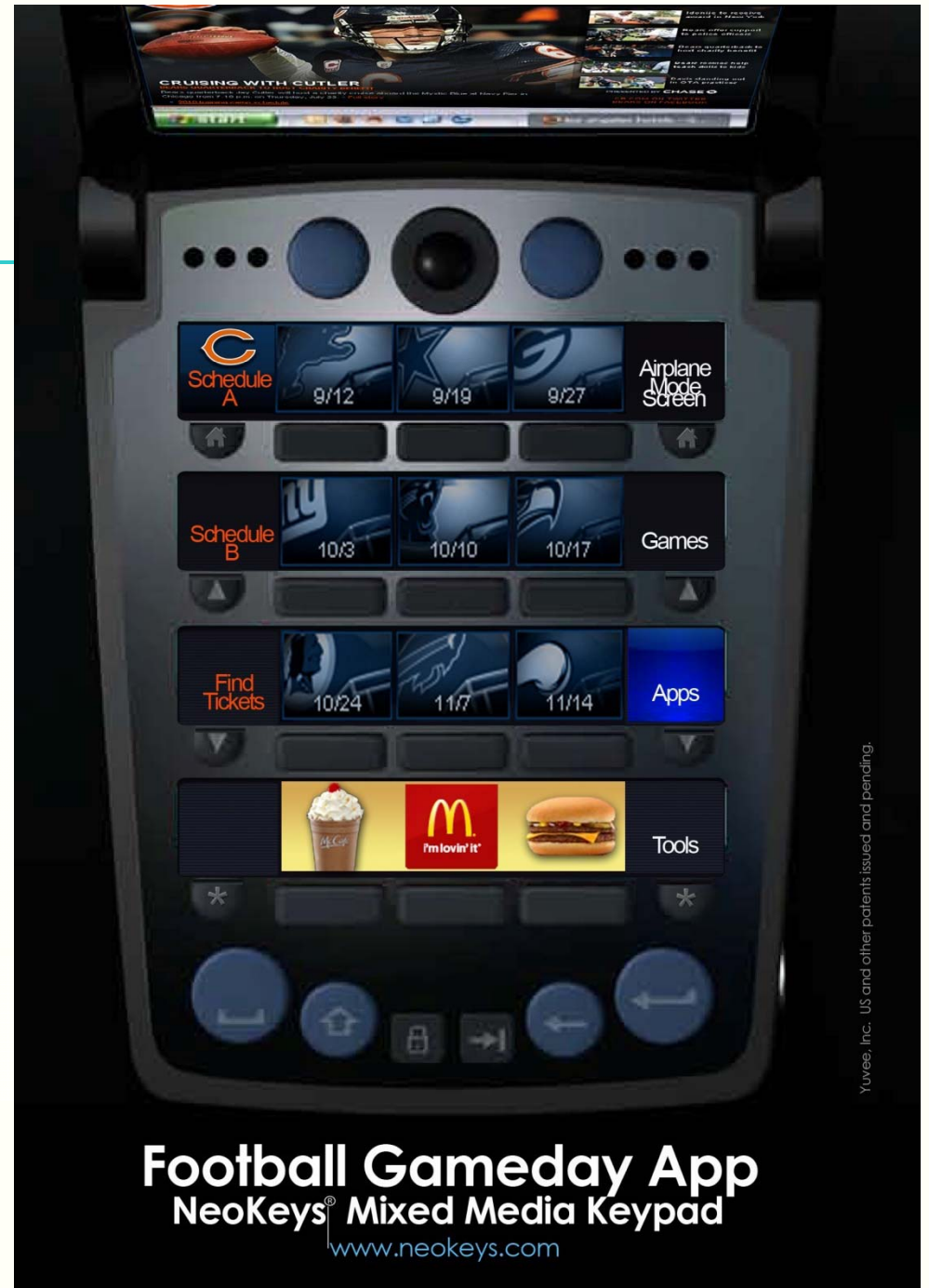
Immersive multiplayer mobile gaming (or any other app or service, including augmented reality, mobile business apps, etc) with full suites of commands easily accessible in a mixed media multi-"on-keypad menu" what-you-see-is-what-you-need logical framework





What can it look like?

Paid placement keys drive new mobile data revenue with no additional fees to subscribers





What else can it look like?

- There are a myriad of ways to implement the NeoKeys technology on devices and in apps
- Contact us for more information

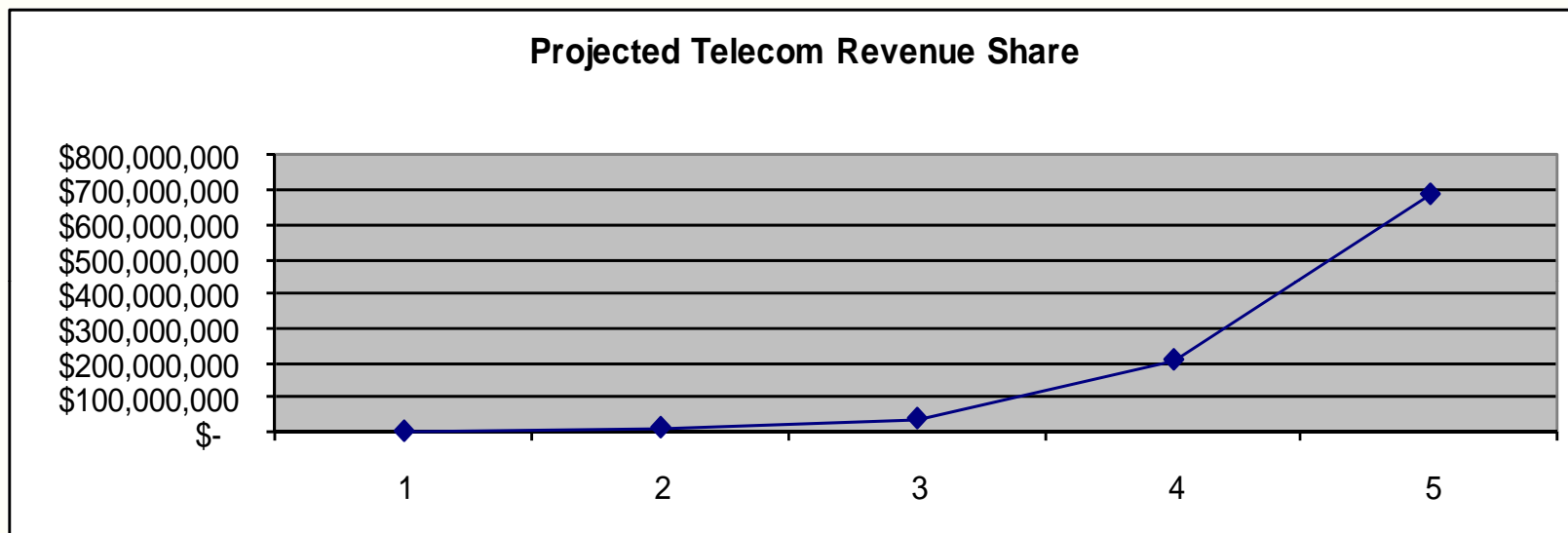


Other Business Lines

- WebTV and IPTV remote controls
- Automotive controls
- Medical device controls
- Small form factor keypads for PCs/tablets
- Etc.



Sample Revenue-share Projections for the NeoKeys Launcher for mobile phones



- Subscriber Data ARPU = 200% increase
- Customer support costs = 20% decrease
- Annual new revenue to operator = \$500,000,000+

based on an operator with a 40M subscriber base and no additional fees to subscribers



Additional Information

- Visit www.neokeys.com
 - Extensive information and multimedia presentations
 - Translated in 8 languages
- White papers
 - See list on next page
- Other Yuvee websites
 - www.yuvee.com
 - www.neokeyslauncher.com



List of White Papers

1. NeoKeys: How it works ... and why it is critical to ... current and future touchscreen devices
2. What is the NeoKeys Mixed Media Keypad?
3. The Challenge of Touchscreen Clutter (or Making Mobile Screens Big)
4. The Non-Subscriber Revenue Imperative – ROI on Telecoms CapEx
5. Richness+Simplicity: The Holy Grail of Mobile UI
6. Yuvee - Mobile User Experience Conference – UX Designers Den Slides
7. Monetizing the Keypad Real Estate on Mobile Devices
8. The Changing Face of User Input on Mobile Devices
9. Compound versus Elemental Devices – New Mobile Device Market Strategies
10. The Incredible Shrinking Search Results Page (original and updated versions)
11. Dynamic Keypads: Terminology (original and updated versions)



Read or download the white papers from

- www.yuvee.com/prWhitePapers.php
- www.slideshare.net and www.scribd.com
- Tim Higginson's profile on www.linkedin.com
- Find them using a Google, Bing or other search



About Yuvee

- Yuvee
 - develops and licenses advanced user interfaces and related whole device designs for mobile and converged contexts that make the next generation mobile and converged lifestyle effortless and immersive, including the mobile Web and apps
 - provides advisory services in multiple areas relating to mobile and converged devices including
 - differentiated, physical and graphical user interface design
 - mobile and converged device design
 - business innovation management processes (“BIMP”) optimization



Global Patent Portfolio

- Patents issued and pending in US, Australia, Canada, China, Korea, etc.
- See list available at www.neokeys.com



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