



INTERACTIVE COMMERCE EXCHANGE

The ICE T-Commerce Vision

“Convenience, Convergence & Diversity”

Satisfy the Needs of:

The Consumer

The Industry

To achieve the reality of the type of iTV and T-Commerce all of us envision, iTV developers must develop software and services that address the basic needs of not just the average user, but of the cable/satellite industry as well. This is what ICEtv offers.

The basic needs of the user and the industry are “Convenience”, “Convergence” and diversity. Without these key, fundamental points addressed contemporaneously by any solution introduced into the market, iTV and T-Commerce will remain elusive and continue to languish.



The Consumer

“The more needs you can meet simultaneously, the better.”

James L. McQuivey, Ph.D., Forrester Research – “What People Really Need”

	NEED	Solution
Convenience	<u>COMFORT</u> Accessible Technology	<u>SIMPLE SERVICE</u> Ease of access & use
Convergence	<u>CONNECTION</u> Touch each aspect of their lives	<u>MULTI-PLATFORMS</u> TV, Internet, Mobile
Diversity	<u>VARIETY</u> Choice	<u>DIVERSITY</u> Diversity of offerings & services

Convenience: For the user, the primary concern is the level of comfort they have with using any iTV application. The front end GUI must be easy to figure out, easy to understand and simple to use. Every aspect of it must be completely intuitive, starting with one button to activate it, to a few simple strokes to finalize a purchase.

Convergence: To truly inculcate iTV into the default lexicon of services and concerns of the average user's everyday life, iTV must be more than just a service on their TV, it must be something available in every other commonly used equipment – mobile and internet. That's why ICEtv has developed a service and solution that crosses into these platforms and allows advertiser to manage campaigns across them.

Diversity: Lastly, users enjoy a menu of different items to choose from, as well as to refine and personalize. ICEtv's front end solutions allow such personalization as data listing increases the more advertiser use ICEtv to reach consumers.



The Industry

“The more conveniently you can meet needs, the better.”

James L. McQuivey, Ph.D., Forrester Research – “What People Really Need”

Convenience = Cloud Technology

Unburden the Front and Head Ends

Convergence = Cloud Technology

Bridge Platforms – TV, Internet, Mobile

Diversity = Revenue

Diversity of Offerings and Services (“Cloud”) = Diversity of Revenues

Convenience: ICEtv is developed to retain the smallest front and headend footprint possible. The vast majority of the processing of our frontend application is conducted in our Cloud. This is also true for headend implementation in walled garden headends. All processing, again, remains in our Cloud, leaving the need for only a gateway through the headend.

Convergence: For cable/satellite, the philosophy must be the same – to be a relevant and prevalent part of a subscriber’s life, iTV services must cross platforms from the TV to mobile and internet. Creating this ICE “Cloud” assures success.

Diversity: With diversity of platforms and of service and data/product offerings, there is a high level of revenue diversification. This is offered cable/satellite immediately through ICEtv, which is designed to list additional data beyond our initial offering of music/video sales for live broadcast and DVR viewings.



Be Unique, but Standard

- Standardization is KEY
- Don't reinvent the "wheel"
- Leverage the ICE "Cloud"

ICE provides a unique technology that leverages existing standards to platform our new standard for iTV implementation. Our focus was to create a system that can launch on what is already deployed by cable/satellite.

Our achievement is a ubiquitous system that can be launched and duplicated with the minimal amount of integration and implementation effort by cable/satellite. We have created a "Cloud" technology that implements a "Cloud Marketing" and "Cloud Commerce" solution that reaches across platforms, converging the subscriber's multi-screen life into a single virtual screen.

