



Red Bend Software, the leader in Mobile Software Management (MSM), provides software solutions for managing firmware, applications and devices over the air. The company's award-winning MSM products enable device manufacturers, mobile operators and software developers to increase revenues, improve the mobile user experience and achieve faster time to market by remotely managing their software assets on mobile devices.

Red Bend's software has been deployed in more than half a billion mobile devices and adopted by eight of the top 10 handset manufacturers, including Kyocera, LG Electronics, Motorola, Sharp, Sony Ericsson and ZTE, as well as dozens of other leading companies in the mobile, M2M and WiMAX markets. Unlike device management vendors with proprietary end-to-end systems and manufacturers' internally developed solutions that are platform specific, Red Bend is the only company offering independent client software that is interoperable with any standards-based server and that works with any platform on any type of mobile device.

Founded in 1999, Red Bend is a privately held, venture capital-financed company with 100 employees. Red Bend's corporate headquarters are near Boston, Massachusetts, with offices in China, Israel, Japan, Korea and the U.K.

■ Target Markets

Red Bend's mobile software management solutions deliver significant advantages to device manufacturers, network operators, platform providers and application developers. The company's client software is designed for mobile phones, mobile broadband PC cards and modems, WiMAX mobile devices, machine-to-machine (M2M) modules and other wireless equipment to:

- Enhance revenues through consumers' broader adoption of new services and features
- Improve time-to-market for new mobile devices, applications and features
- Lower warranty and service costs by eliminating costly device recalls and reducing service calls
- Increase customer satisfaction and retention by resolving problems more quickly and providing consumers with a continuous stream of enhancements
- Reduce risks of deploying new technology

■ Mobile Software Management Solutions

vRapid Mobile® for Firmware Updates

Red Bend's vRapid Mobile for Firmware Updates enables device manufacturers to improve the mobile user experience with new features and firmware versions, and to deploy and install the updated firmware over the air (FOTA) to deployed devices. vRapid Mobile has been adopted by the world's leading manufacturers of mobile phones and wireless devices, and is proven in millions of accurate and secure firmware updates. Red Bend is the FOTA market share leader, with vRapid Mobile embedded in 64% of FOTA-enabled mobile phones, according to Ovum.

- Identifies the essential changes from an existing version of firmware to a new, updated version
- Reduces the new updated firmware to a compact package, up to 97% smaller than can be achieved through other techniques, to allow for efficient over-the-air delivery
- Installs the new firmware within the limited memory available on a wireless device
- Manages different versions of updated firmware and their deployment on a variety of devices
- Is the first to support Background Updates to give consumers the full functionality of their phones during the update process

vRapid Mobile® for Software Management

vRapid Mobile for Software Management enables service providers, mobile phone manufacturers and software developers to enhance, customize and manage the software assets of mobile phones at any point during the handset lifetime. vRapid Mobile optimizes the management of all software on the mobile device, both downloaded and pre-embedded. It creates new revenue opportunities for the entire mobile value chain to deliver applications, software features and services easily and reliably over-the-air to smartphones and feature phones in the hands of consumers.

- Service Providers can instantly deliver new revenue-generating services to the entire subscriber base, without being constrained by the software capabilities of existing handsets or waiting for new handsets to ship
- Manufacturers gain substantial flexibility and efficiency in their software maintenance processes, and can provide consumers with the ability to personalize their phones to match their lifestyles
- Software Developers benefit from a dramatic reduction in time-to-market for deploying new features and versions of their applications, as well as an expanded addressable market for their software

vDirect Mobile™ for Device Management

Red Bend's vDirect Mobile is an OMA DM compliant and interoperable Device Management Client for mobile phones and wireless devices. vDirect Mobile is standards-based software that works with any Open Mobile Alliance (OMA) device management (DM) server to allow operators to provision, configure, support and update mobile devices over the air. As the industry's leading independent DM client, vDirect Mobile enables operators and manufacturers to break the dependency of closed DM systems.

- Operators can instantly manage deployed devices with DM applications built on vDirect Mobile including: FOTA, SCOTA, configuration management, diagnostics, provisioning, security profiles and more.
- Device manufacturers can benefit from Red Bend's vast experience and large installed base. vDirect Mobile offers minimal integration effort to improve time to market and provides the flexibility to comply to any use case or standards requirement from operators.

Leading Customers

Red Bend's mobile software management solutions have been selected by leading device manufacturers worldwide, including:

- Borqs
- China Mobile
- Fujitsu
- Intel
- JRC
- Kyocera
- Lenovo
- LG Electronics
- Motorola
- NEC
- NTT DOCOMO
- SANYO
- Sharp
- Sierra Wireless
- SIMCom
- Sony Ericsson
- Telit Wireless Solutions
- Toshiba
- ZTE

Support for Standards

Red Bend is committed to fostering and adopting industry standards in order to advance the maturity and growth of the mobile software management market. The company takes an active and leading role in promoting the development of high quality standards through working with organizations such as the Open Mobile Alliance. Red Bend's products support:

- DM 1.1.2
- DM 1.2.1
- FUMO 1.0
- SCOMO 1.0

Management

- Yoram Salinger, President and Chief Executive Officer
- Sharon Peleg, Founder and Chief Technology Officer
- Udi Dagan, Chief Financial Officer and Chief Operations Officer
- Yoav Boazy, Executive Vice President of Global Sales
- Morten Grauballe, Executive Vice President of Products
- Alon Kleinman, Executive Vice President of Research and Development
- Lori Sylvia, Executive Vice President of Marketing

Investors

Red Bend Software is a privately-held company and has successfully attracted venture capital financing from Carmel Ventures, Greylock Partners, Infinity, Pitango Venture Capital, Poalim Ventures and Coral Group.

About Red Bend Software

Red Bend Software, the leader in Mobile Software Management (MSM), provides software solutions for managing firmware, applications and devices over the air. The company's award-winning MSM products enable device manufacturers, mobile operators and software developers to increase revenues, reduce support costs and achieve faster time to market by remotely managing their software assets on mobile devices. Red Bend's software has been deployed in more than 620 million mobile devices and adopted by eight of the top 10 handset manufacturers, including Kyocera, LG Electronics, Motorola, Sharp, Sony Ericsson and ZTE, as well as dozens of other leading companies in the mobile, M2M and WiMAX markets. Unlike device management vendors with proprietary end-to-end systems and manufacturers' internally developed solutions that are platform specific, Red Bend is the only company offering independent client software that is interoperable with any standards-based server and that works with any platform on any type of mobile device. Founded in 1999, Red Bend is a privately held, venture capital-financed company with offices in China, Israel, Japan, Korea, the U.K. and the U.S. Visit www.redbend.com.



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