Agenda

- 1 V-ENABLE Overview
- 2 Voice Search and the DA Market
- 3 Multi-Modal Approach: Optimal User Experience for Mobile
HQ: San Diego, Calif.  Headcount: 65 Worldwide
- V-ENABLE Software, Ltd., Engineering & Development Center, Delhi, India

Venture Funded backed by Arcturus Capital, Palisades Ventures and Softbank Capital, Sorrento Ventures, and Tempo Capital Partners (UK)

A History of Industry Firsts
- 1st. To Launch Commercial **Voice Enabled Search** Applications (movies, ringtones, wallpaper, etc.)
- 1st. and Only Mobile “Multimodal” Granted Patent (8 more pending)
- Over **30 Million** multimodal searches & **>Million** 411 queries per month via Mobile411
V-ENABLE received the industry’s first & only multimodal mobile patent grant.

Patent #7,054,818 includes 42 claims that provide a formidable position regarding any voice search document using XML and other mark-up languages.
Voice Search and the DA Market
The “411” on the US DA Market

411 MARKET

Basically Unchanged Since 1966
• High Universal Recognition
• Established Traffic & User Loyalty
• Similar Call Experience Across Operators
• Opportunity to Differentiate/Innovate

High Volume & Margin Service in Transition

U.S. directory assistance market (411 operator)  $9.4 billion
Internet yellow pages, wireless and local search  $3.4 billion (2006)
Kelsey Group, 2006
$13 billion (2010 30% CAGR)

MOBILE SEARCH

T2. Search Users by Search Objective (in millions)
Q3 2007 Search Users (Total N=5,793, Information N=1,772, Content N=1,265, Local Search N=3,503, Websites N=1,015)

Local Listings – The Most In Demand

Source: Nielsen August 2007 Mobile Media Survey

1: Which of the following methods, if any, did you use to search for information (news, sports scores), local listings (phone numbers, addresses) or mobile content (ringtones, games) on your mobile phone in the past 30 days?

2: …and of which did you search for?

Search user universe is drawn from data user universe
Mobile411: The Forefront of 411 & Local

- Text input capabilities complement voice search
- Carrier Grade Data

YP & Directories + Online/Local Search

$13.6B + $3.4B = $17B

411 Directory Assistance

Over 65% mobile
What is Mobile411™?

- The benefits of voice 411 (fast, easy)
- The richness of Local Search (Category Search, Browse, Suggestive)
- Personalized Experience (Suggestive text, My searches, Recent)
- Additional Revenue Strings (Unobtrusive and Relevant ads)

✓ Best of All.....Always a live agent available
Don’t Force the user to speak but give the option (selecting items is faster, preferred).

Clearly Set User Expectations for input. Voice Search is new, different. Instructions/tutorials help less tech savvy users.

Enable easy text input (recent searches, suggestive text, history)

UI Design should be focused on primary user goal (Bus. Name lookup, not monetization.)

Simplicity is key. Too many features/options confuses UI/end user. Leave added functions at the end (maps, directions, save, more info).

Always a live agent available, automation is not perfect.
Mobile411 Differentiation: Search Behavior

- Search variety (type and kind) determines the ability to monetize traffic
- Mobile411 has the highest % of the most desired ad traffic
- Category or type searches are 4-5x greater (best to monetize)
- Mobile411 ability to serve residential listings viewed as traffic loyalty builder
- VE has multiple methods to monetize residential transactions

<table>
<thead>
<tr>
<th>Dial 411</th>
<th>Mobile411 Performance FY 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Name</td>
<td>75-80%</td>
</tr>
<tr>
<td>Business Type</td>
<td>3-5%</td>
</tr>
<tr>
<td>Residential</td>
<td>15-18%</td>
</tr>
<tr>
<td>Other/Content</td>
<td>3-7%</td>
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</tbody>
</table>

Based on industry estimates.
First of all, compared to using traditional operator-based 411, how does the overall Mobile411 experience compare?

- **63.9%** believe that the Mobile411 experience is superior to 411
- **21.5%** believe that they are equal or comparable services
  - **8.9%** believe that traditional 411 is superior
  - **5.7%** have no preference

85% of subscribers rate Mobile411 equal or superior to traditional 411
Mobile411 : User Study (Actual Subs)

- What is the most Useful Mobile411 capabilities
  - Seeing listings displayed on a map
  - The ability to get Driving Directions
  - The ability to use both voice AND text
  - The ability to bypass the traditional 411 operator

n=700 :: Actual Metro/Alltel Mobile411 Subscribers
Mobile411™ Differentiation: Voice Search

- Voice drives superior levels of usage, product loyalty and differentiation
- Voice Input is a must have for Mobile. When do you need 411 info most????
  ...while driving.

NOTE: Only Microsoft (via Tellme) and V-ENABLE have voice enabled local search assets & technology.

Users prefer to speak business type & locations!

Mobile411 Learning:
- 60% of all business category searches benefit from the ease of voice
- 30% of all business name+category searches benefit from the ease of voice
- 70% of all city/state inputs are originated using voice
- Clear long tail effect (1000s of non traditional categories and merchants)
- Voice builds user loyalty and high customer satisfaction

Voice Rated Top Most Useful Features of Mobile411 (Customer Study)
Mobile411 IVR Survey

- What is the most common place or location from where you use Mobile411?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>Use it while at work</td>
</tr>
<tr>
<td>34%</td>
<td>Use it at home</td>
</tr>
<tr>
<td>31%</td>
<td>Use it while Driving</td>
</tr>
<tr>
<td>14%</td>
<td>Use it while traveling</td>
</tr>
<tr>
<td>13%</td>
<td>Said Other</td>
</tr>
</tbody>
</table>

OPUS Research, Dec. 2007

- 66.7% of 411 calls were made in the car.*

*Source: Opus Research (12/07), n=556

In the past year, when using your mobile phone, where did you make most of your calls to 411?

- Home: 19.8%
- Office: 3.6%
- In car: 66.9%
- While walking: 6.3%
- Other: 3.4%

At home or in the office people typically have access to the desktop Internet. By contrast, the available information in the car is limited (unless users call friends or family at their computers). Even though DA predates the Internet, we would argue that mobile DA usage should increasingly be seen in the larger context of Internet search behavior.
Mobile411: Ad Strategy (Local Search Model)

- Non-obtrusive, highly relevant, local ads.
- Partner with existing online ad inventories and companies with large salesforces (Superpages, AT&T Yellowpages (Ingenio))
- Backfill with mobile ad inventory (Yahoo, Google, AOL)
- Place the most relevant and profitable ad based on clicks and bids.
- Voice Search powers more searches, opportunity to show more ads, drive revenue.
- Rev. Share with partners, carriers.
Questions

Collin Holmes
VP, Product Management
Collin.holmes@v-enable.com

www.freemobile411.com