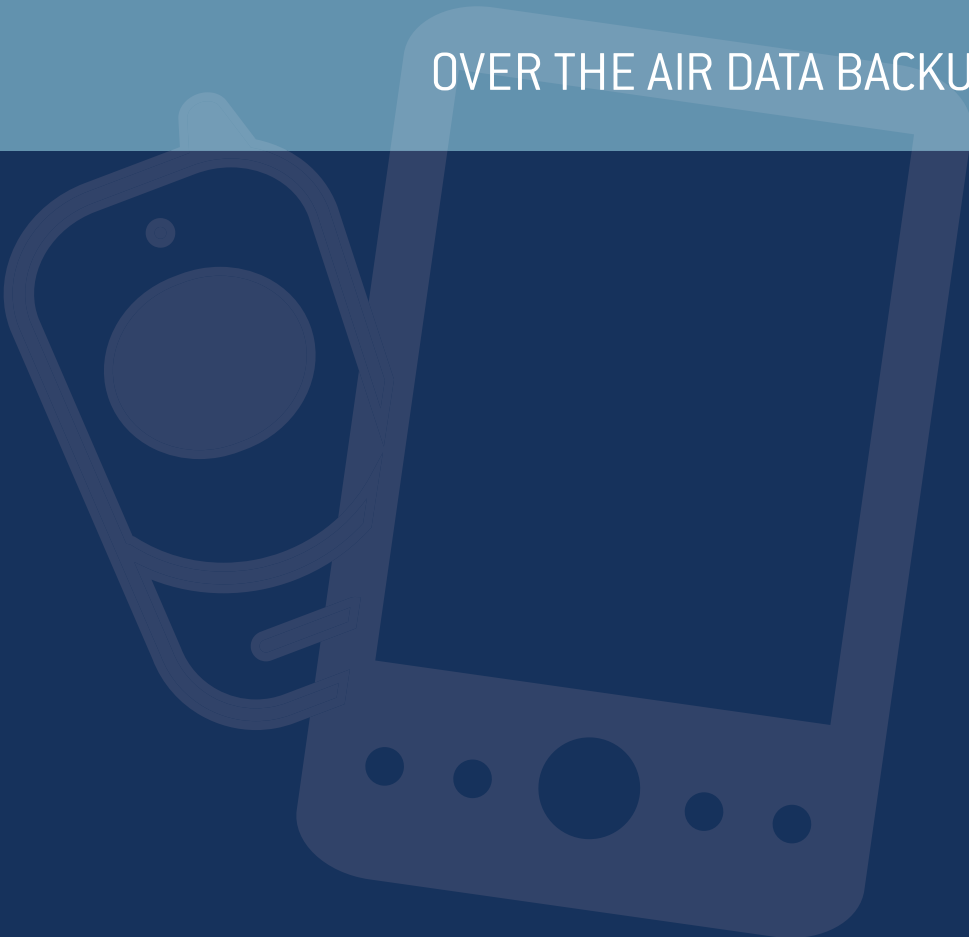




CELLESYNC

OVER THE AIR DATA BACKUP AND MEDIA SHARING





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In today's mobile society, users see their personal content as a lifeline. As the variety and volume of mobile phone data increases, the need for intelligent data management becomes a must. Cellesync is the most comprehensive solution for Over-the-Air data backup and sharing.

AT A GLANCE

- Automatic backup of phone and SIM content: Phonebook, text messages, calendar, ringtones, images, audio and video
- Smooth integration of OTA and POS backup assures increased subscriptions and usage
- Simple content transfer – with silent mode and user initiated options
- Web portal access for content viewing and management
- Rapid, easy restoring of phone content during upgrade process or in the event of a lost phone

BENEFITS FOR SUBSCRIBERS

Subscribers enjoy secure backup of personal data, including phonebook, text messages, calendar, images, videos and audio files. Cellesync ensures that all data is restored in the event of a lost or stolen phone, and also allows for easy phone upgrade, with no re-entering data.

In addition, Cellesync offers subscribers the ability to access and share their personal data via the web, including posting data to content sharing and social media websites.

BENEFITS FOR OPERATORS

Cellesync improves customer satisfaction by reinforcing the connection between the users and their handset content. This satisfaction translates into revenues by increasing network usage and direct service fees.

Cellesync increases ARPU by eliminating the six-month period it generally takes for a user to return to customary usage levels after losing contact data. Operators also achieve greater customer loyalty and retention, by providing an easy upgrade path to new handsets with no concern or hassle of data transfer.

Fully integrated with Cellebrite's Point of Sale products, Cellesync assures immediate service activation, achieving adoption and usage at a much higher rate than other OTA solutions.

SERVICE ACTIVATION AT RETAIL POS OR OVER THE AIR

Achieve higher user adoption by allowing activation in two convenient ways:

- **Point of Sale:** Your POS sales staff can activate Cellesync and perform the initial backup at the same time as issuing a new phone purchase, using Cellebrite's UME device. You achieve dramatically higher sign-up conversion when users are connected before leaving the store!
- **Website registration:** At any time, your users can sign up for Cellesync OTA backup from your website. The application is delivered via SMS, and the user is then ready for backup, restore and content viewing.

ACCESS ANYWHERE

Users can interact with their backup data by accessing a web portal. They enjoy the ability to view, edit and manage their phone content from any web browser. Customers can even upload phone data directly to content sharing sites such as Facebook, YouTube and Flickr.



ROBUST DEPLOYMENT

Not only is Cellebrite the most comprehensive solution for your customers, it also is the most comprehensive deployment platform. By integrating with Cellebrite's UME products at retail POS locations, you achieve the widest coverage of service activation, backup activity and data restoring.

Our easy deployment will have you up and running with the most secure and reliable OTA backup solution in a matter of weeks.

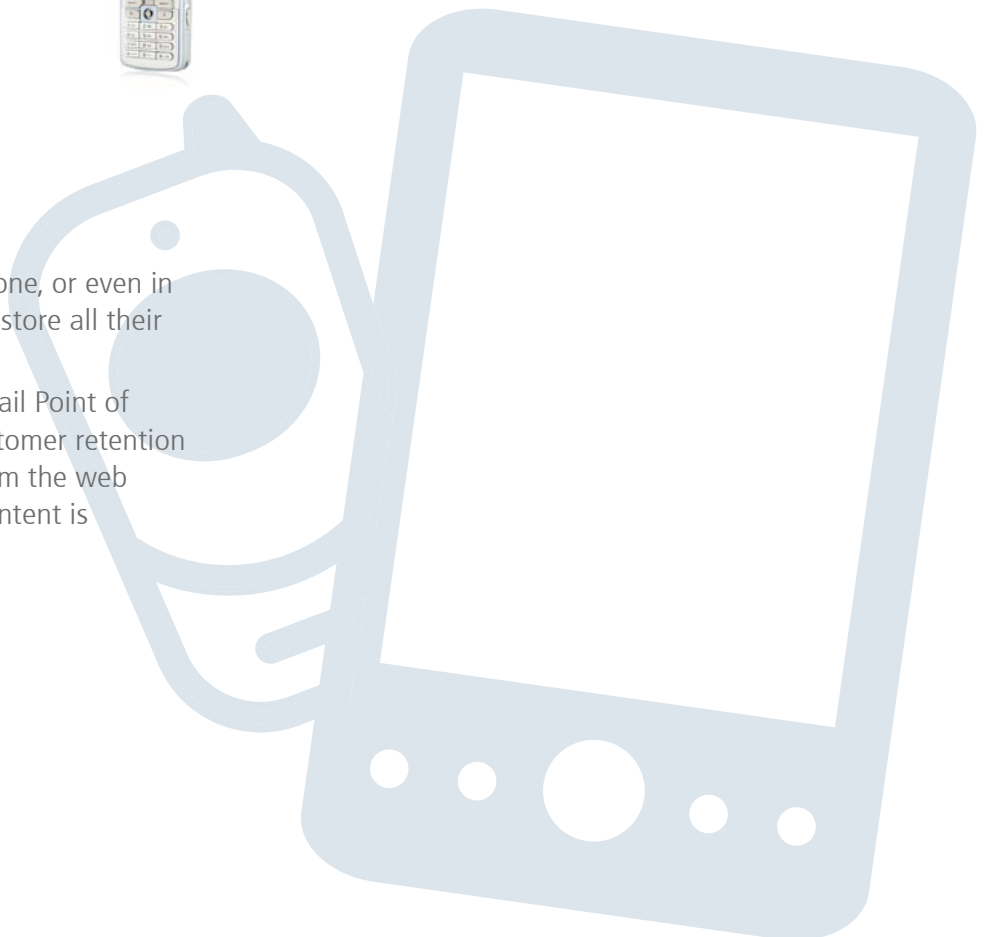
- Architecture hosting can be deployed on operator server arm or Cellebrite-hosted server farm
- Hundreds of handset models supported:
 - Combination of mobile application and SynchML covers both new and old devices
 - J2ME, Symbian, Windows Mobile, BREW, iDEN & BlackBerry
- Synchronization with Outlook



SECURE DATA RESTORE

In the case of upgrading to a new phone, or even in the event of loss or theft, users can restore all their data in just seconds.

Data restoration can occur at your retail Point of Sale, easing the handset sale and customer retention activity. Users can also send a link from the web portal to their new phone, and the content is delivered automatically.



ABOUT

Founded in 1999 by a team of highly experienced telecom and mobile telephony professionals, Cellebrite is a global company known for its technological breakthroughs in the cellular industry.

The pioneers in mobile phone to phone content transfer, today Cellebrite provides a complete range of solutions for the mobile retail industry, from stand-alone content transfer at the point-of-sale (POS) to Over-the-Air (OTA) mobile applications for subscriber content backup and management.

With proven ability to impact sales of phones, upgrades, and services, Cellebrite customers include the world's largest mobile operators and deployments by more than 140 major carriers.

Building on its expertise in mobile data technology, in 2007, Cellebrite introduced a new line of products targeted to the mobile forensics industry.

Using next-generation extraction methods and analysis techniques, Cellebrite's Universal Forensic Extraction Device (UFED) is able to extract and analyze data from more than 3000 phones and mobile devices, including smartphones, and GPS systems.

In use by military, law enforcement, governments, and intelligence agencies across the world, Cellebrite's UFED is the tool of choice for thousands of forensic specialists in police, special forces, tax fraud, customs, border control, and anti-terror investigations in more than 60 countries.

www.cellebrite.com
sales@cellebrite.com

HEADQUARTERS Cellebrite Ltd.

94 Em Hamoshavot St.
Petah Tikva 49130
Israel
Tel: +972 (0)3 926 0900
Fax: +972 (0)3 924 7104

USA Cellebrite USA Corp.

266 Harristown Rd., Ste. 105
Glen Rock, NJ 07452
USA
Tel: (201) 848 8552
Fax: (201) 848 9982

GERMANY Cellebrite GmbH

Vattmannstrasse 1in
33100 Paderborn
Germany
Tel. +49 (0) 52 51 54 64 90
Fax. +49 (0) 52 51 54 64 9 49