



***Mobile Phones  
Not Just For Data***

● show me your Vringo  
**Vringo**

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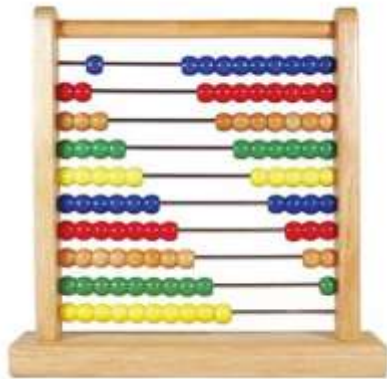
# Two Views of the World: Telephony vs. Computing

COMPUTING	TELEPHONY
	1876: First telephone patent
	1880: First wireless phone call
	1915: First US coast-to-coast phone call
	1927: Rotary dial service
1944-1963 – ~1990: Mainframes	1946: First commercial mobile call
1965-1970 – ~2000: Minicomputers	1961: Touchtone service
1971-1981 – ...: Personal Computers	1973: 1G mobile network
1993-1996 – ...: PDAs	1991: First GSM deployment
1996-2000 – ...: Smart phones	2001: First 3G deployment

**THE FUTURE: Universal connectivity/computing,  
everywhere to everywhere, always available, nearly free**

# The Computing Perspective

- Smartphones are great little computers
  - 1 Ghz processor
  - 32GB storage
  - 480 x 800 screen



**More powerful than the PCs that fueled the  
1999 Internet boom!**



# What's Missing in this Picture?



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# The Telephony View

- Phones are for voice calls
- Call quality is paramount
- Mobile phones are finally reliable enough
- Smartphones add PDA capability  
... nice, but not mission-critical
- For consumers, biggest changes of last 40 years are voice mail and caller-id!!  
Infrastructure (even VoIP) is almost irrelevant.

# The Long and Winding Road



# The Collision

- Users want phone calls to always work
- Operators protect phone core
- Telephony APIs heavily protected
  
- Developers want full access
- Big screen wasted during calls

# Prime Real Estate

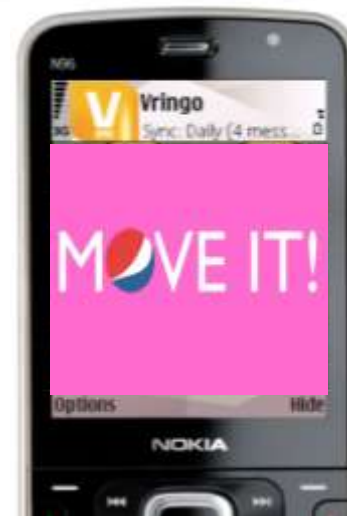
- Handsets are still “all about the phone call”
- Video calls have never been popular
- Social networks have come to the home screen
- But big screen is still empty and available: before, during and after every call
- Personalization
  - I choose what I see
  - I see what you are doing
  - I project my identity to you





# Before the Call

- Ringtone
- Ringback
- Video
- You choose for me
- Ad-paid calls
- Channels
- Pre-call guidance
- Web dialer



# During the Call

- IVR/Web sync
- Data share
- Video/LBS projection
- Whiteboard share



# After the Call

- Email / SN recap or followup
- Video branding
- Ad / Call to action

Context-appropriate  
advertising

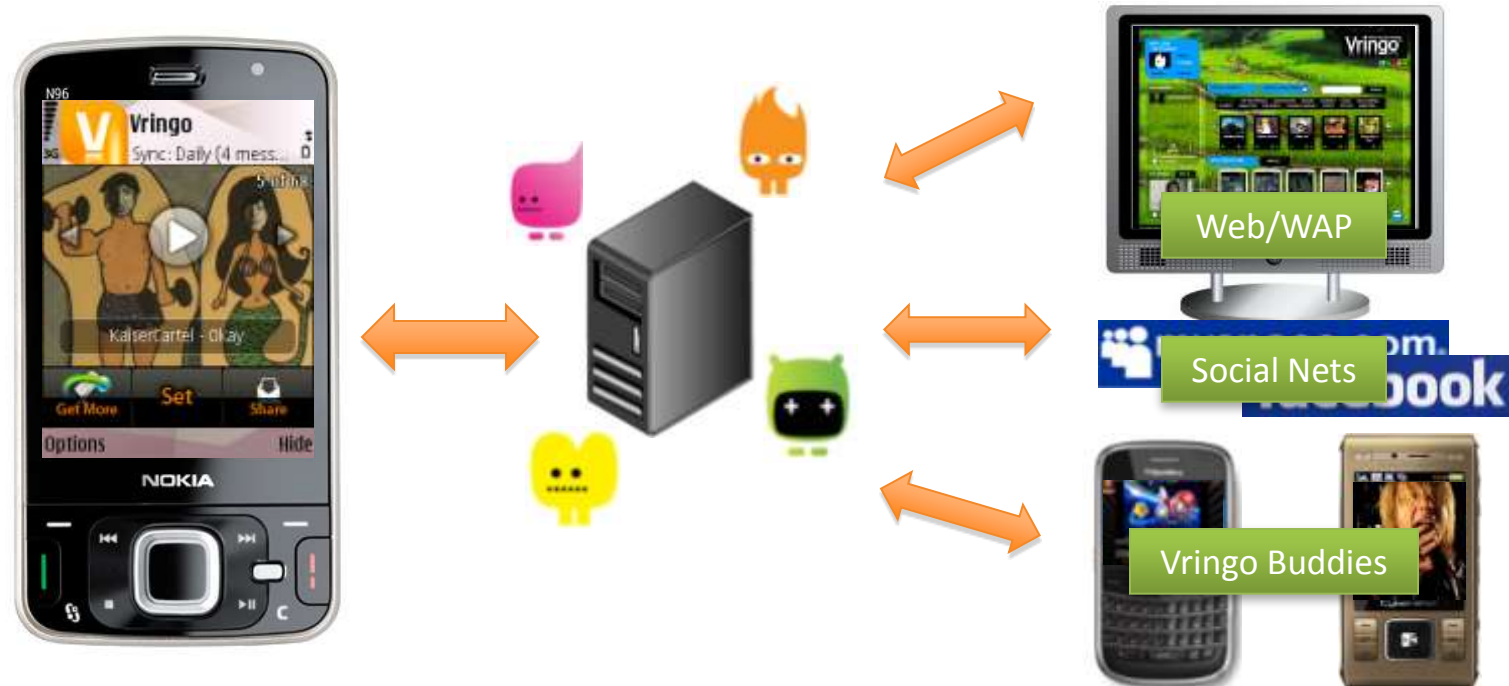
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Receive relevant  
commercial messages  
(post-, pre-roll, post-call)

# The Vringo Advantage: *Distributed Application Architecture*

At Vringo's core is *QuickSync*, a patent-pending client-server system that enables never-before-seen video and social ringtone features, syncing all video ringtone content from a user's phone with Vringo's Web and WAP platform, as well as her social networks and friends' phones...



# About Vringo

Founded in 2006

Video ringtone pioneer and leader

Now launching with global operators

Nearly 1 million early adopters reached

Pre-linked on Sony Ericsson devices, compatible with 300+ handsets

Largest video ringtone library – 5,000 clips and counting – from Marvel, Turner and more







**Thank you**

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