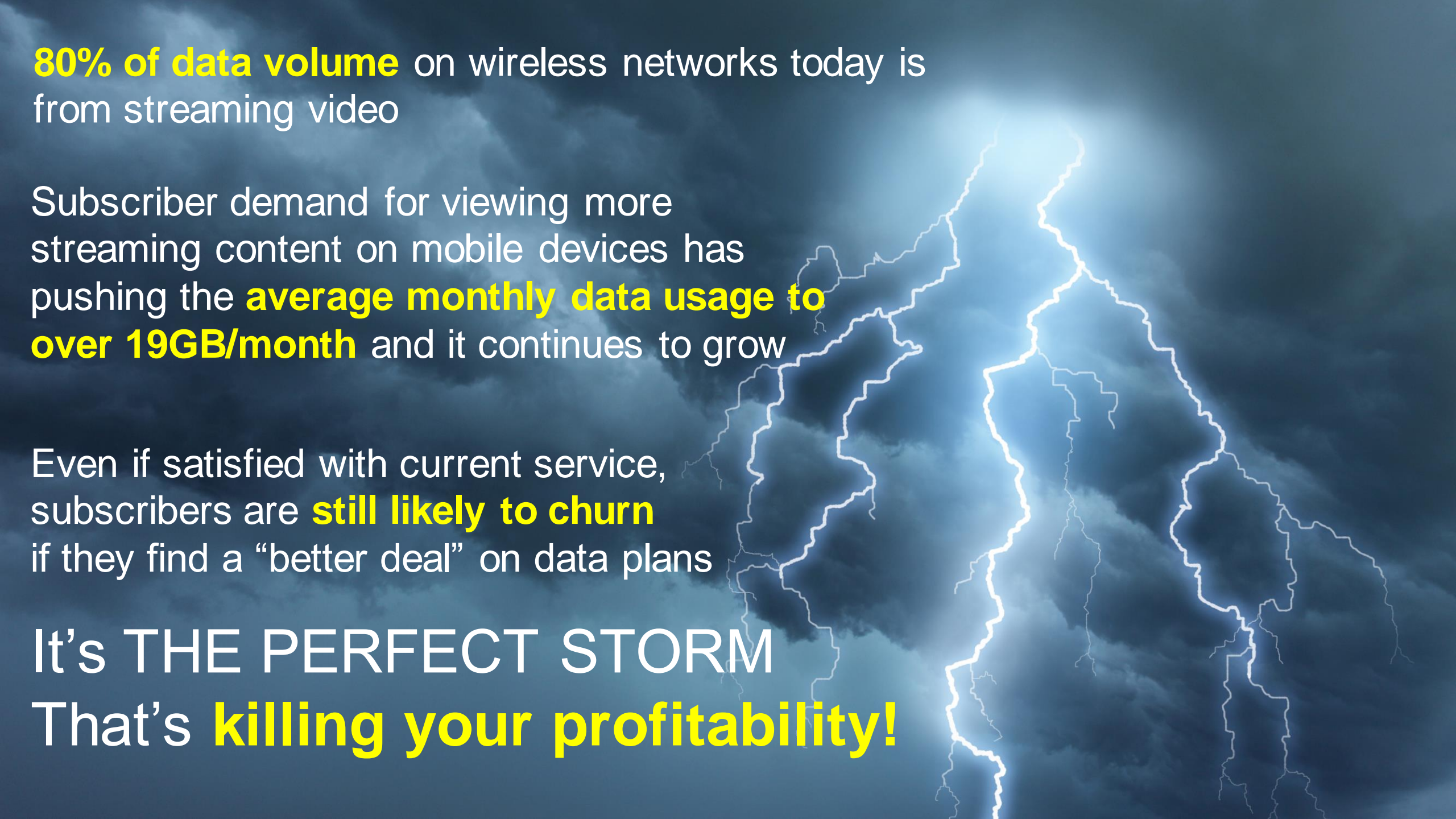




# Rightsizing Content For Mobile

Introducing an  
**On-Device Steaming Video  
Traffic Management Solution**  
For Happier Subscribers and  
Increased Operator Profitability





**80% of data volume** on wireless networks today is from streaming video

Subscriber demand for viewing more streaming content on mobile devices has pushing the **average monthly data usage to over 19GB/month** and it continues to grow

Even if satisfied with current service, subscribers are **still likely to churn** if they find a “better deal” on data plans

It's THE PERFECT STORM  
That's **killing your profitability!**

# A Totally Different Approach

CORA<sup>SM</sup> Mobile Edge (ME) addresses the problem in a completely different way than traditional approaches. We have created an entirely new solution that addresses this emerging problem based on *actual market realities*.

Requires no network installation or upfront capital investment

Provides anonymized user behavior intelligence

Reduces data footprint and energy use regardless if on home network or roaming

**Easily deploys to the device for scalable, smart content shaping**



# The Solution

CORA ME is a patent pending, hybrid solution that works **on the device making it part of an Operator's traffic management strategy.** The results are happier subscribers and increased profitability for operators.

**Deliver up to ten times more streaming content with less resources**

Improves profitability, competitiveness, loyalty

Supports a great user experience for considerably less data

Manage traffic **over the entire network** even while roaming



# Understanding CORA<sup>SM</sup> ME

## CORA ME Is



A light-weight, background application that can be easily deployed in several ways



An on-device solution that rights sizes content for specific mobile device and manages data use while on cellular and roaming.



A revenue generating opportunity that provides anonymized behavior intelligence that can be leveraged and monetized



A collaborative way to increase customer loyalty and reduce churn



AI-driven strategies intelligently shape data-intensive content with scalpel-like precision

## CORA ME is NOT



A WIFI off-loader or a browser-based compression tool



A centralized QOS that is a cumbersome and complex operating expense



Hardware that requires CapEx or additional infrastructure



Punitive on-network throttling method



Hacking at your subscribers' experience with an inadvertent machete-like manner

# Deliver More Content with Less Resources

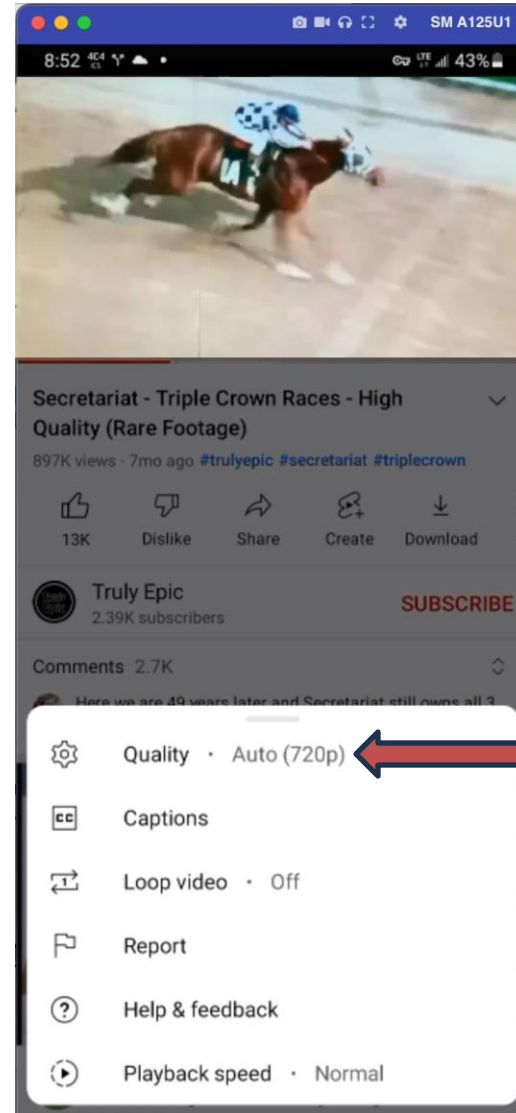


CORA ME empowers the device to request **optimized streaming video content at the device level**, because it's the **SIZE** of the **CONTENT** being delivered that is causing the problem.

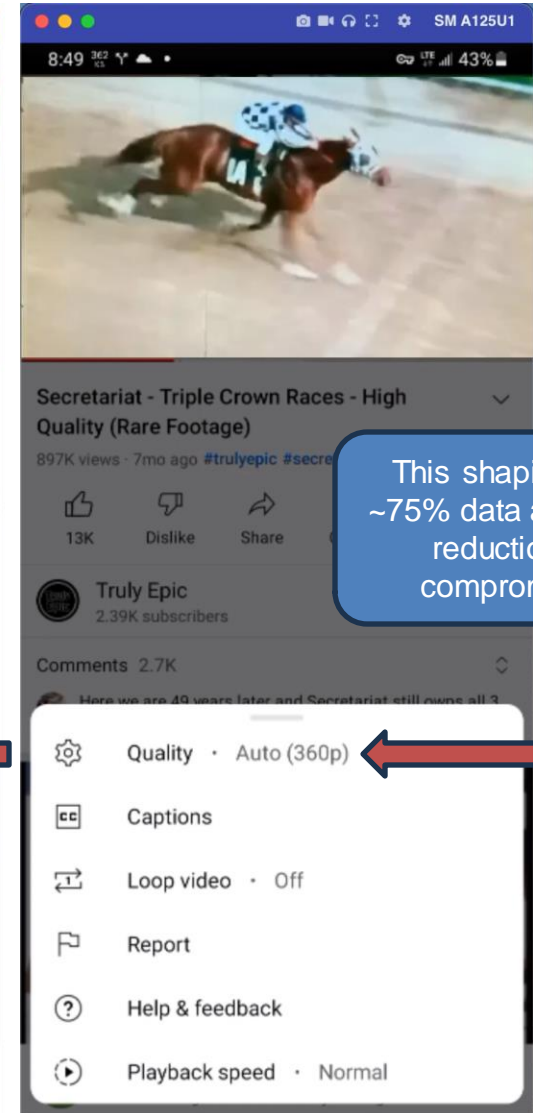
**Now *all operators* can have a modern and explicit solution to manage all the data-intensive, streaming video content they must deliver!**

# Content Optimized for the Device by the Device!

CORA ME uses **smart content shaping technology** to request **the right size** before it is sent across the network to the device, thus freeing up the network for other operations.



Device Without CORA ME



CORA ME On-Device

[Watch the Side-by-Side Video Demo](#)

# Real Time Video Shaping Demo



By lowering the data delivery loads, less processing has to happen on the device.

CORA ME shaped content is consistently delivered more smoothly resulting in decreased impact across the network.





# Manage CORA<sup>SM</sup> ME with the Enterprise Console

**Accounts**  
Here is where you can manage your accounts.

Account ID	Group	Device OS	CORA version	Installed	Status	Enabled
+12087467439	Inland	iOS	1.0.2	Aug 16, 2022 at 5:30 AM	Active	<input checked="" type="checkbox"/>
+12087903059	Inland	iOS	1.0.2	Aug 24, 2022 at 11:10 A...	Active	<input checked="" type="checkbox"/>
+12087905525	Inland	iOS	1.0.2	Aug 23, 2022 at 5:11 AM	Active	<input checked="" type="checkbox"/>
+12087918883	Inland	iOS	1.0.2	Aug 22, 2022 at 9:38 AM	Active	<input checked="" type="checkbox"/>
+12146687910	UA Testers				Provisioned	<input checked="" type="checkbox"/>
+12146687910	UA Testers				Provisioned	<input checked="" type="checkbox"/>
+12146687910	UA Testers	iOS	1.0.4	Dec 23, 2022 at 6:21 AM	Active	<input checked="" type="checkbox"/>
+12146687910	UA Testers	Android	1.0.7-RELEASE	Nov 13, 2022 at 12:45 ...	Active	<input checked="" type="checkbox"/>
+12146687910	UA Testers	iOS	1.0.4	Dec 23, 2022 at 2:01 AM	Active	<input checked="" type="checkbox"/>
+12146687910	UA Testers	iOS	1.0.3	Nov 23, 2022 at 2:06 AM	Active	<input checked="" type="checkbox"/>

Know at-a-glance the status, version and other details about your Accounts

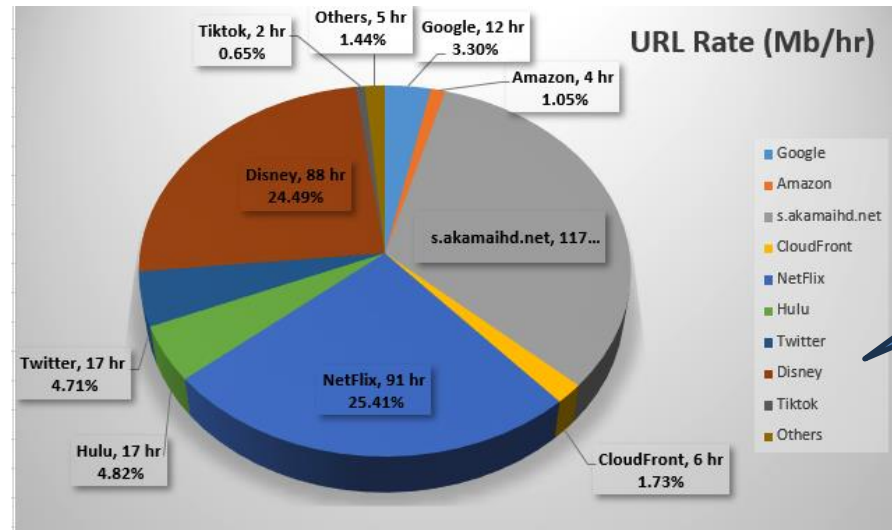
**Aggregate Report**  
Here is where you can manage your reports.

Select group: Low  
Select platform: ALL  
Date range: 12/09/2022 to 01/09/2023

Platform	Control Group	Published Projected	CORA Optimized
amazon	3.54 GB	~0.5 GB	~0.2 GB
netflix	3.54 GB	~0.5 GB	~0.2 GB
viki	~2.5 GB	~0.5 GB	~0.2 GB
youtube	~1.7 GB	~0.5 GB	~0.2 GB

Enterprise Console allows you to generate data savings reports by plan, group or user

Manage each group, subscriber and subscription plan.



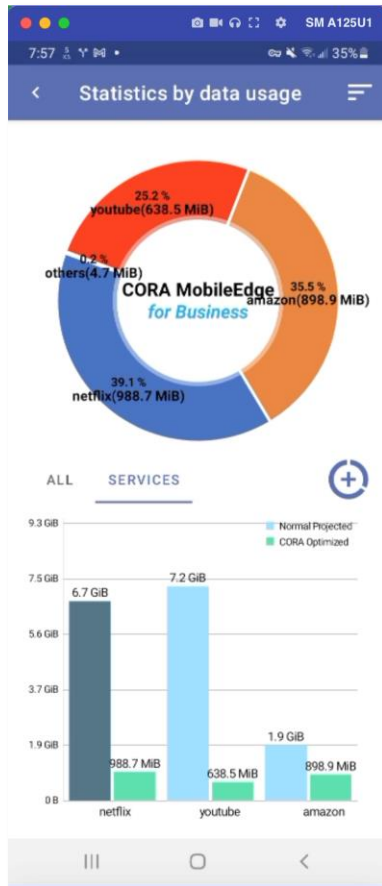
Anonymized Behavior Intelligence is collected and available for operators to leverage.



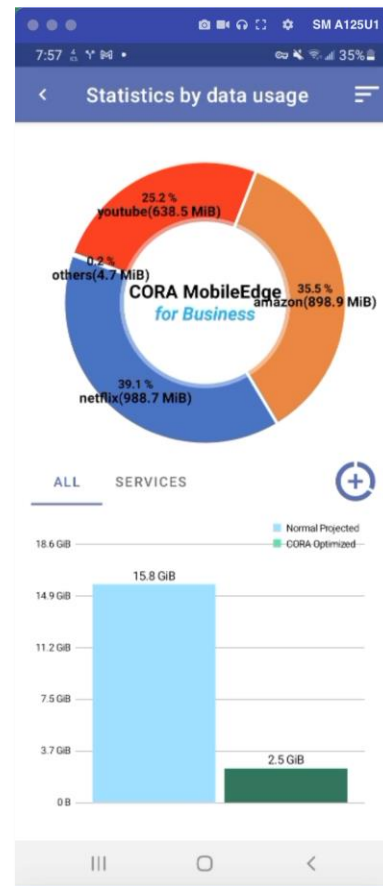
And more! We're continually adding capabilities to better serve you!

# CORA<sup>SM</sup> ME On-device Data Savings Reports

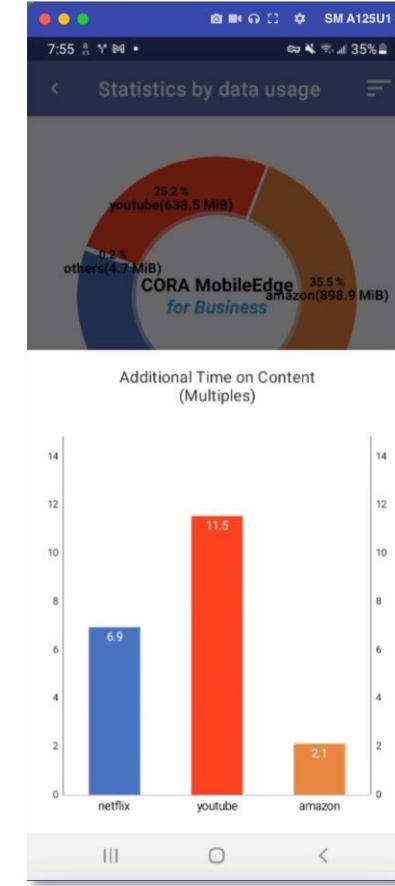
Optional CORA ME on-device data savings reports allows users to view their data-savings in real time and creates “stickiness” with subscribers.



Data savings shown on streaming services.



Aggregate data savings on streaming services.



Additional time spent on streaming services (6.9 times more Netflix, 11.5 times more YouTube, and 2.1 times more Amazon).



# Scalable CORA<sup>SM</sup> Mobile Edge Deployment Options

## **CORA ME Operator Apps**

Allow your subscribers to download your Operator instance of the CORA ME mobile app via SMS, email, QR code, etc.

## **CORA ME for Cellular Routers and Fixed Wireless Access**

Uses the same CORA ME technology to right size content for all mobile devices accessing the cellular routers and FWA base stations.

## **CORA ME SDKs**

Embed CORA ME smart content shaping libraries into an existing mobile app that you are already deploying to subscribers.

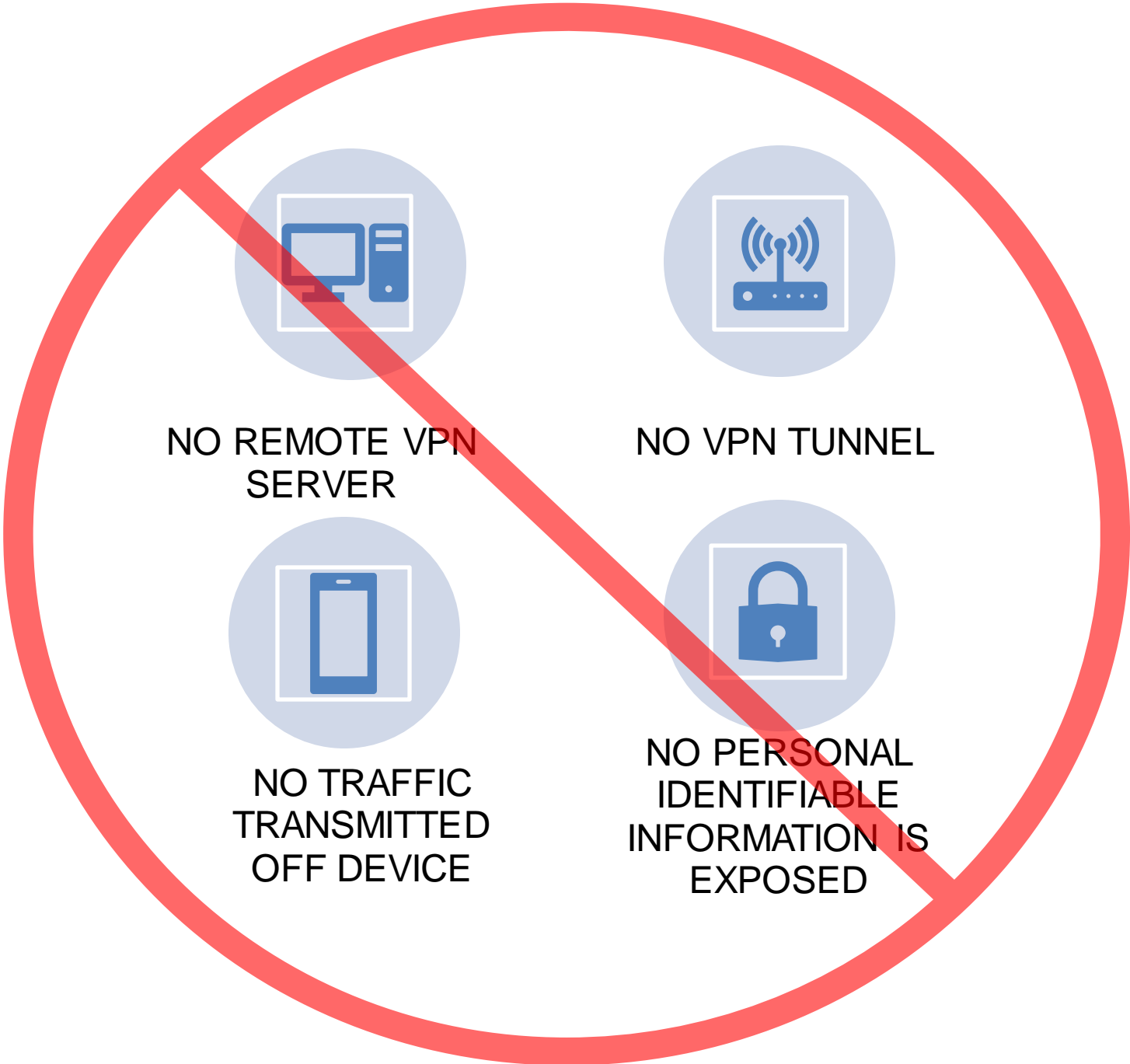
## **CORA ME for Mobile Core**

(In development)

Uses Rest APIs to integrate CORA ME device deployment and management onto the mobile core network for ultimate scalability.



# CORA<sup>SM</sup> ME Security Overview



# CORA<sup>SM</sup> ME Benefits Overview

## MNO/MVNO Benefits



Deliver more data with less impact to bottom line



Flexibility with pricing plans and be more competitive and profitable



Retain and win-back customers



Reduce traffic congestion from data intensive content



Anonymized subscriber metadata



Better customer satisfaction

## Subscriber Benefits



Faster content download



Prolonged battery life while streaming videos



More competitive plans to choose from



Avoid throttling on unlimited plans



Stream more content!



# Technology + Marketing and Sales Service We Are Here to Help You Maximize Success



REVENUE AND  
PROFITABILITY PLANS



MARKETING AND  
SALES PLAYBOOKS



SUBSCRIBER  
STICKINESS



UTILIZING BEHAVIOR  
INTELLIGENCE



# Global Impact

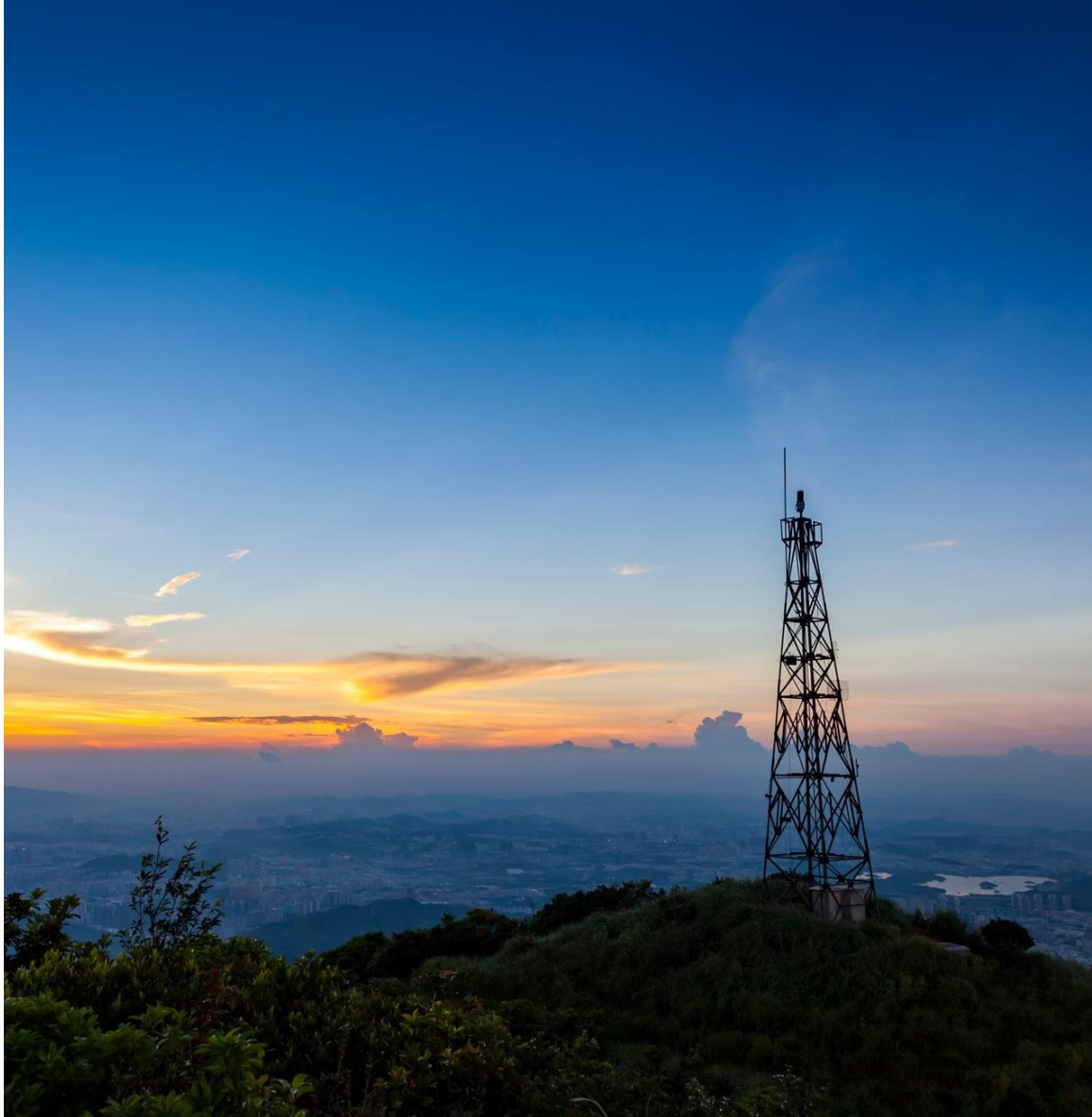
## Sustainability

- CORA ME's content rightsizing capabilities prevents the waste of data while streaming video
- Data savings equals network wide energy savings

## Accessibility

- CORA ME is well-suited to serve independent operators in rural, low-income areas
- Helps close the digital divide in developing parts of the world
- Enhances the data delivery performance of legacy and overburdened networks
- Promotes democratization of content worldwide





## **Our Mission**

To assist Mobile Operators and Enterprise Consumers of SatCom be more profitable while improving subscriber access and satisfaction and decreasing data and energy costs via the progressive means of **rightsizing content for mobile through on-device intelligence.**