



# Rightsizing Content For Mobile

Introducing an  
**On-Device Streaming Video  
Optimization 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 pushed the **average monthly data usage to over 20GB/month** and it continues to grow

Even if satisfied with current service, subs 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 patented, disruptive solution **optimizing streaming content**.  
The results are happier subscribers and increased operator profitability.

**Delivers up to five times more streaming content  
with less resources**

Improves S-sat, profitability, competitiveness, loyalty

Supports a great user experience for  
considerably less data

**Reduces data traffic before it hits the  
last mile network**





# Understanding CORA 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 – even while roaming
- A monetization and revenue generating opportunity
- 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
- An on-device caching method using valuable device memory
- A centralized QOS that is a cumbersome or a 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

**NETFLIX**

 **YouTube**

**prime video**  


**fubo<sup>TV</sup>**

**sling**

**peacock**  


**HBOmax**

**hulu**

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



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

## MNO/MVNO Benefits

- Deliver more content for less
- Flexibility with pricing plans to be more competitive and profitable
- Upgrade, retain, and win-back customers
- Reduce traffic congestion from data intensive content
- Anonymized subscriber analytics

## Subscriber Benefits

- Improved content streaming
- Prolonged battery life while streaming videos
- More competitive plans to choose from
- Avoid throttling on unlimited plans
- Stream more content!







Learn how to YOU can have happier subscribers and increased profitability today! Schedule a full demo and Operator Test Drive!

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