



**BREW 2005**  
conference

# Global Entertainment Developer Success Story

**Nimish Shrivastava, PhD.**  
**President, CEO**  
**eMbience Inc.**

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# Agenda

- **Quick snapshot about us**
  - Background
  - Product Portfolio
- **Two case studies**
  - Masttones
  - AccuWeather
- **Challenges & lessons learned**
- **Recommendations for success**



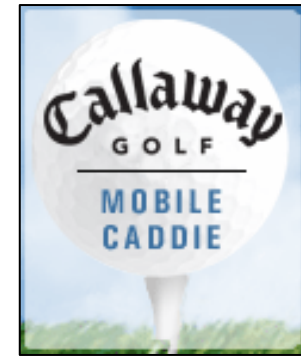
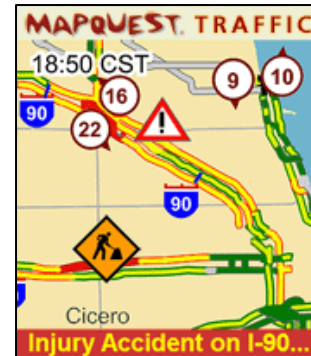
# Background

- **Founded in 2000; Elite BREW® Developer for QUALCOMM**
- **Develop & publish “Infotainment” applications for mobile phones – both proprietary & partner apps**
- **Launched more than 50 mobile applications on 100+ devices & on more than 15 operators worldwide**
- **Leverage our LBS Media platform to delivery content for all apps**
- **Partner with name brand content providers, including AccuWeather, Callaway Golf & MapQuest**
- **Our core areas are:**
  - **Ringtones/Wallpaper**
  - **Picture Messaging**
  - **Community/Communication; Information such as Movies, Sports, Horoscope**
  - **Location-based services (LBS) such as Weather,**
  - **Traffic & Telematics**

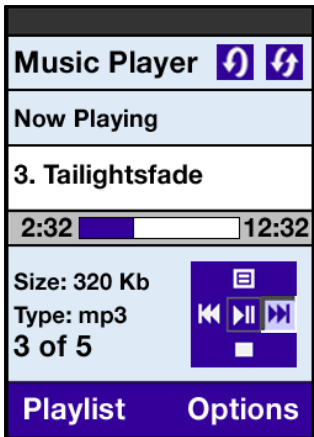
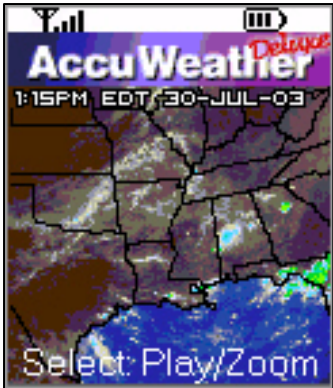


# Product continuum

- Our product portfolio follows a continuum from full ownership to technology innovation with partners:
  - Leading with our own products in specialized markets
  - Building & publishing products for selected vertical markets with well-known brand names with existing, large customer bases
  - Agent for technology innovation (ie. CMIX with QUALCOMM, Music player for a leading OEM)



# Partner apps



# Case study -- Masttones

- **A South-Asian themed content delivery application**
- **Allows for:**
  - Various types of content (ringtones, wallpaper, music, animations, animated ringtones) preview & download
  - Search for content
  - Create your own content
  - Gift to others
  - Changing menus & graphics on the fly from the backend
  - Content storage in the backend



# Masttones continued

- eMbiience studied the Indian market, globally
- Chose BREW<sup>®</sup> for function & worldwide distribution
- Focused on constantly updated content, easy user experience & a “desi” feel to the product
- Re-used key components of a media delivery platform used for Modtones, close partner
- Put a lot of effort in convincing Verizon of the market & launched in 2004
- Now on most BREW operators
- Our entry into the Indian market was with Tata – launched this year
- The rest is history



# Case study -- AccuWeather

- **Delivers comprehensive weather, radar animations including predictive radar for over 100 U.S. markets & international cities**
- **Other cool features of AccuWeather**
- **Product allows for local television station branding within the app on the fly**
- **A “wake-up” alert which can be controlled by the user**

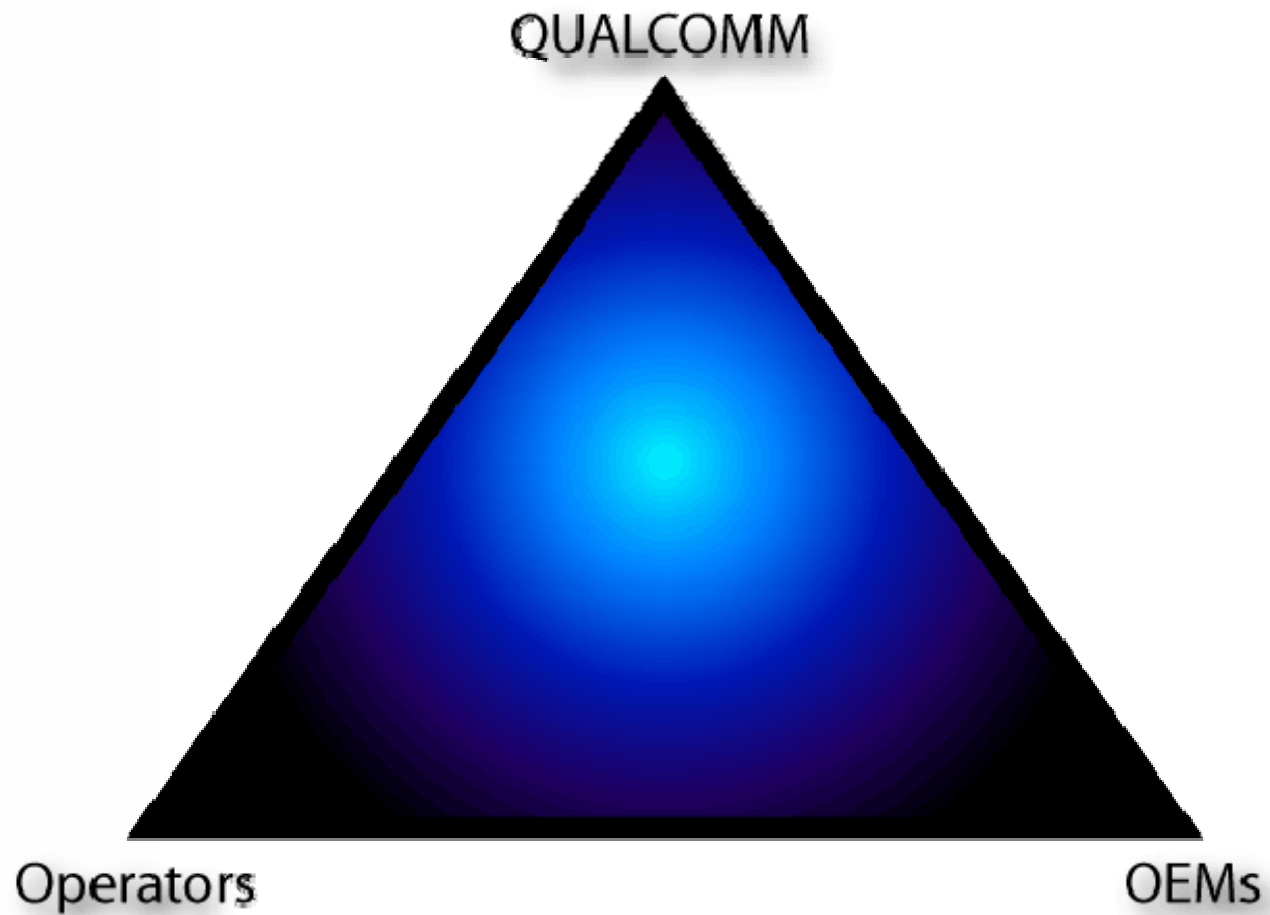


# AccuWeather continued

- Referral came to eMbience through QUALCOMM
- Launched in 2003 in all US BREW operators
- Launched in Tata in 2005
- Learned to develop a step ahead of consumer expectation thru monitoring of consumer behavior via built-in reporting
- BREW technology made it a cinch to constantly evolve app functionality
  - SMS wake up alerts



# Challenge #1



## Challenge #2

**Accept that consumers drive the market,  
*not* technology!**

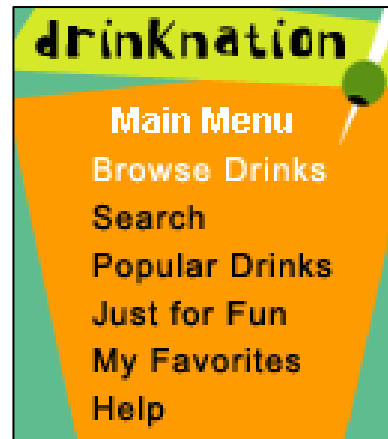


# Lesson learned

- **Wine Cell'r is a collection of wine, searchable by grape, region or price**
- **eMbiENCE conceived of a clever method of searching for wine based on comprehensive parameters**
- **We loved the idea, consumers didn't**
- **Learned from the Wine Cell'r debacle & developed Drinknation**
- **Searchable database of over 5,000 cocktail recipes**
- **Conducted user groups studies**
- **Focused on end user experience**
- **Check out the final result....**



# Drinknation simplicity



# Keys to success

- **Leverage what you have & re-use it**
  - eMbiience platform ended up being a powerful tool on which we built not only Modtones & Masttones, but Nascar, Undercover Brother, NHL hockey, etc.



# Keys to success, continued

- **Make cultivating relationships a priority**
  - QUALCOMM grew to trust & believe in our expertise in BREW, referred numerous partners eMbiENCE's way
  - OEMs are key players, get to know them
  - Operators are your allies, get to know them
- **Never keep your eye off consumers**
- **Understand each handset's advantages & how to leverage various aspects of BREW e.g. CMX**

