FXI Technologies AS

Any Screen Computer

for

Android Bazare Conference (”ABC”) 2012

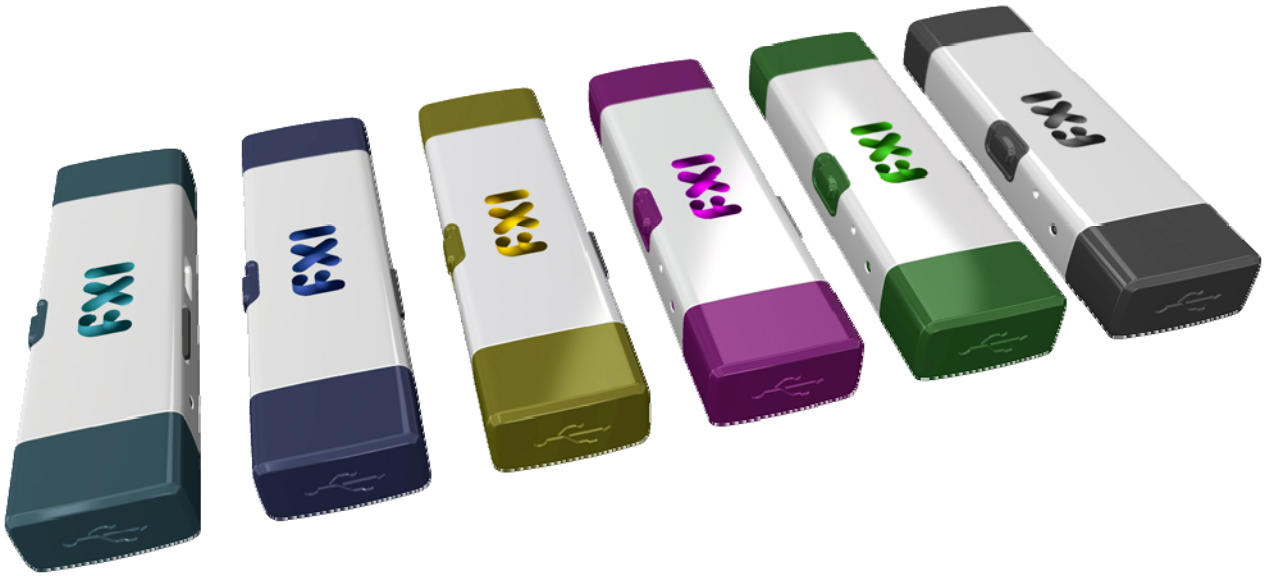
March 24th, 2012

Introducing World's First Any Screen Computer

Now Your Apps
Follow You To Any Screen Anytime

Who is FXI Technologies

- FXI Technologies is a software and hardware manufacturing company headquartered in Norway, with operations in Finland, US and APEC.
- The CEO was the co-founder and CEO of Falanx Microsystems, which was acquired by ARM and resulted in the highly successful and game changing adoption of GPUs in Smart Devices through the Mali brand.



Introducing the “Cotton Candy” cStick

Housing an incredible amount of processing horsepower, Cotton Candy is the world’s first any screen computer, weighing only 21 grams.

It serves as the ideal companion to smartphones, tablets, notebook PCs and Macs as well as adds smart capabilities to existing displays, set top boxes and game consoles.

A new category of computers making any screen smart and connected

- **A new category of USB stick based computing devices** that provide Any Screen Computing extending an unified user experience to all screens
- Marks the shift from the mobile compute era to the internet of things era, driving Internet connectivity from one billion to **100 billion devices**
- Connectivity to any screen device through **USB** or **HDMI**
- Provides wireless connectivity through WLAN or Bluetooth **connecting all screens to Internet services:**
  - Placed in the intersection between the USD 10 billion cloud computing and the USD 17 billion (display only) screen based consumer electronics markets

Market trends - CONVERGENCE

- **Screens are turning smart;** smartphone technology platforms are rippling into other screen based consumer products (e.g. TVs, set-top boxes etc.), driven by convergence in consumer usage patterns of different applications
  - On the go / always: Smartphone
  - On the couch: Tablet
  - At work: Laptop
  - Lean back: TV

- **Convergence in consumer usage** patterns leads to convergence across markets, value chains and technologies
  - Convergence in apps and content
    - One app works on multiple devices
  - Convergence in performance and screen resolutions
    - The same HD video stream on 3” iPhone and 42” LCD TV

Market Challenges - FRAGMENTATION

- **Eco-systems competition:** Fragmentation constructed by owners of walled garden eco-systems to secure customer lock-in.

- **Life-cycle heterogeneity**: Fragmentation in features and computing power between different device categories due to differences in product life-cycles and market dynamics (e.g. mobile vs. TV).

Fragmentation leads to inefficiencies

- **Higher cost for 3rd parties** like software developers, content aggregators and Operators, that channel content and services to the screens across multiple eco-systems and device categories

- **Frustrated consumers**, experiencing complexity in managing their personal content or being unable to use familiar applications across all devices.

- **Less freedom of choice**, as eco-systems lock consumers to a certain type and brand of devices

Cotton Candy defragments & enables

- **Serves as a technology bridge** between any display, the 3rd party Internet services and any input device across ecosystems.
- **Provides consistency in user experience** across all screens in a cost effective manner.
- **Enables any screen to be smart**, both existing installed base and future displays in a consumer friendly and cost effective way.
- **Opens up for the internet of things** with smart screens being embedded in long-lived product categories like home appliances and automotive.

Technical specifications

	Cotton Candy Any Screen Computer
Availability	Limited distribution in March, Pre-orders in March
OS	Android 4.0 (Ice-cream Sandwich) Linaro Linux Ubuntu v3.3
Ports	USB2.0 MicroUSB HDMI 1.4a microSD
CPU/GPU	ARM Cortex(TM)A9 at 1.2Ghz Quad-core ARM Mali(TM)400
Memory Internal/External	Up to 64GB
Connectivity	WiFi 802.11b/g/n Bluetooth 2.0
Video/Audio/Media	Video: 80p/720p/1080p decode MPEG-4 – SP/H.263/H.264 AVC/MPEG-2/VC1 Audio: MP3, AAC, AAC+, Real Audio Imaging: JPEG, GIF, BMP, PNG
Input	Off-the-shelf Bluetooth (mouse, keyboard, remote controllers etc.) Off-the-shelf USB devices (mouse, keyboard, 3G modems etc.) Wi-fi / Bluetooth connectivity to iPhone/Android phones / tablets FXI USB virtualization of host I/O when connected to Win/Mac/Linux
Power	USB powered

Initial market response

Over 140 articles written with overwhelmingly positive reception from a wide range of media

With the broad acceptance of Cloud computing, and the advancement in processor technologies, the concept of a "screenless PC" is a natural evolution in the form factor of computing devices. In all practicality, the connectivity, flexibility of use and multi-screen compatibility, FXI's AnyScreen Connected Companion is like a computer built specifically for the Cloud.

Jon Peddie,
President Jon Peddie and Associates

"*The future is any screen computing. The story is so popular that it's actually bringing down our server today*"
Avram Piltch, Laptop Magazine

"*that really is cool*"
Rich Fisco, former PC Magazine Editor, Reviewer for Consumer Reports

"We are truly impressed by the concept of this device, it weighs only 21 grams and is expected to be available in volume during the second half of 2012, with suggestions that it will likely be priced sub-$200
- Hexus

Last Gadget Standing – Top 10 Finalist in CES 2012

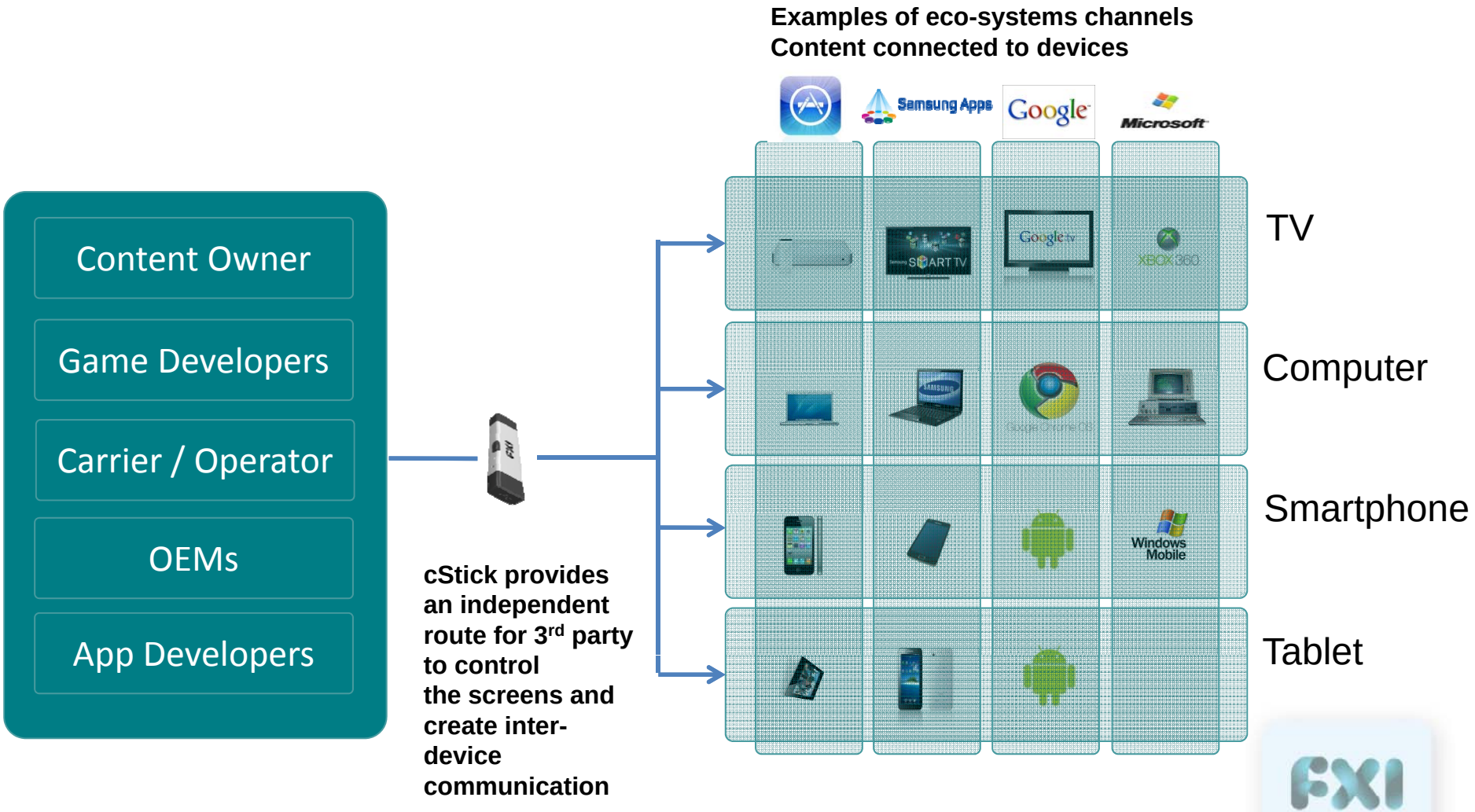
A world of screens is ready for Cotton Candy

1.4 billion+ TV Sets doubling to 3 billion in 2015

1 billion+ computer screens in the world, doubling to 2 billion in 2014

.....And then you have the mobile phones, picture frames, in-car entertainment systems, side-displays etc. etc

One device – any screen – any ecosystem



Providing mobility and flexibility to Subscribers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+

=

Lean back TV experience
Access your content, videos, pictures, games, etc.


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Desktop computing
Work with your documents, presentations, calendars, spreadsheets, etc.


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Windows/Mac/Linux Companion
Access to secure storage, enterprise environment, separate your private and development environment


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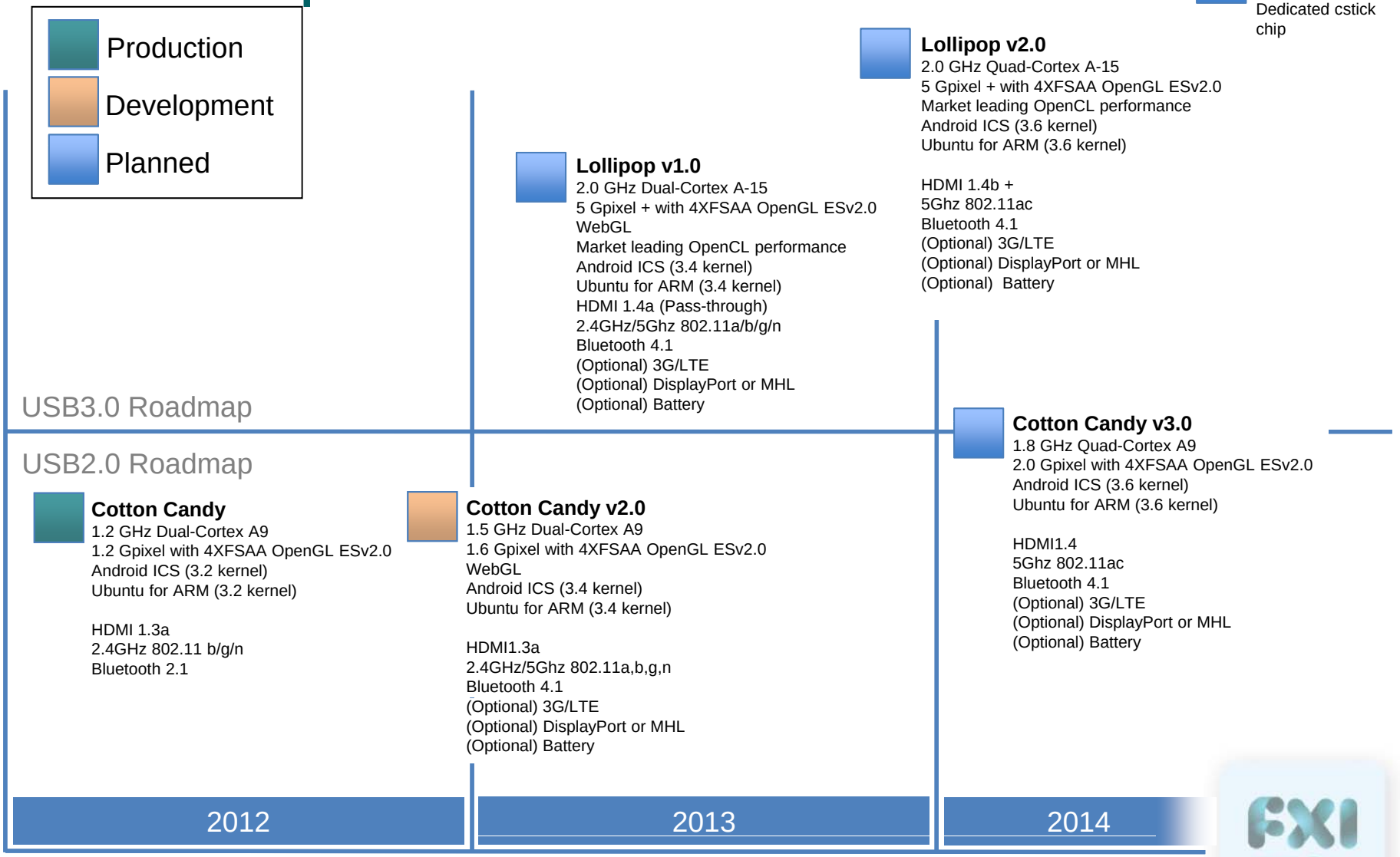
Embedded Applications
Enable for example touch screens cloud connectivity to world of new devices

Roadmap


Production
Development
Planned
CandyBar v2.0
USB4.0
Dedicated cstick chip
Lollipop v2.0
2.0 GHz Quad-Cortex A-15
5 Gpixel + with 4XFSAA OpenGL ESv2.0
Market leading OpenCL performance
Android ICS (3.6 kernel)
Ubuntu for ARM (3.6 kernel)
HDMI 1.4b +
5Ghz 802.11ac
Bluetooth 4.1
(Optional) 3G/LTE
(Optional) DisplayPort or MHL
(Optional) Battery
Lollipop v1.0
2.0 GHz Dual-Cortex A-15
5 Gpixel + with 4XFSAA OpenGL ESv2.0
WebGL
Market leading OpenCL performance
Android ICS (3.4 kernel)
Ubuntu for ARM (3.4 kernel)
HDMI 1.4a (Pass-through)
2.4GHz/5Ghz 802.11a/b/g/n
Bluetooth 4.1
(Optional) 3G/LTE
(Optional) DisplayPort or MHL
(Optional) Battery
USB3.0 Roadmap
USB2.0 Roadmap
Cotton Candy v3.0
1.8 GHz Quad-Cortex A9
2.0 Gpixel with 4XFSAA OpenGL ESv2.0
Android ICS (3.6 kernel)
Ubuntu for ARM (3.6 kernel)
HDMI1.4
5Ghz 802.11ac
Bluetooth 4.1
(Optional) 3G/LTE
(Optional) DisplayPort or MHL
(Optional) Battery
Cotton Candy
1.2 GHz Dual-Cortex A9
1.2 Gpixel with 4XFSAA OpenGL ESv2.0
Android ICS (3.2 kernel)
Ubuntu for ARM (3.2 kernel)
HDMI 1.3a
2.4GHz 802.11 b/g/n
Bluetooth 2.1
Cotton Candy v2.0
1.5 GHz Dual-Cortex A9
1.6 Gpixel with 4XFSAA OpenGL ESv2.0
WebGL
Android ICS (3.4 kernel)
Ubuntu for ARM (3.4 kernel)
HDMI1.3a
2.4GHz/5Ghz 802.11a,b,g,n
Bluetooth 4.1
(Optional) 3G/LTE
(Optional) DisplayPort or MHL
(Optional) Battery
2012
2013
2014

IPR – Four patent families

- Graphics / application processing on memory devices
  - Protects the core of cStick concept
  - Granted in UK / Pending US
- Protocol for generic communication over master/slave interface
  - Protects implementation details on computer connectivity to cSticks
  - Pending PCT filing
- Silicon IP core for optimal cost effectiveness for application processor on memory devices
  - Enable lower cost cSticks and microSD form factor
  - Pending PCT filing
- Application Processor on memory device with display output
  - Protect device form factor and use case
  - Pending UK / PCT filing

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Thank You!!

Q&A