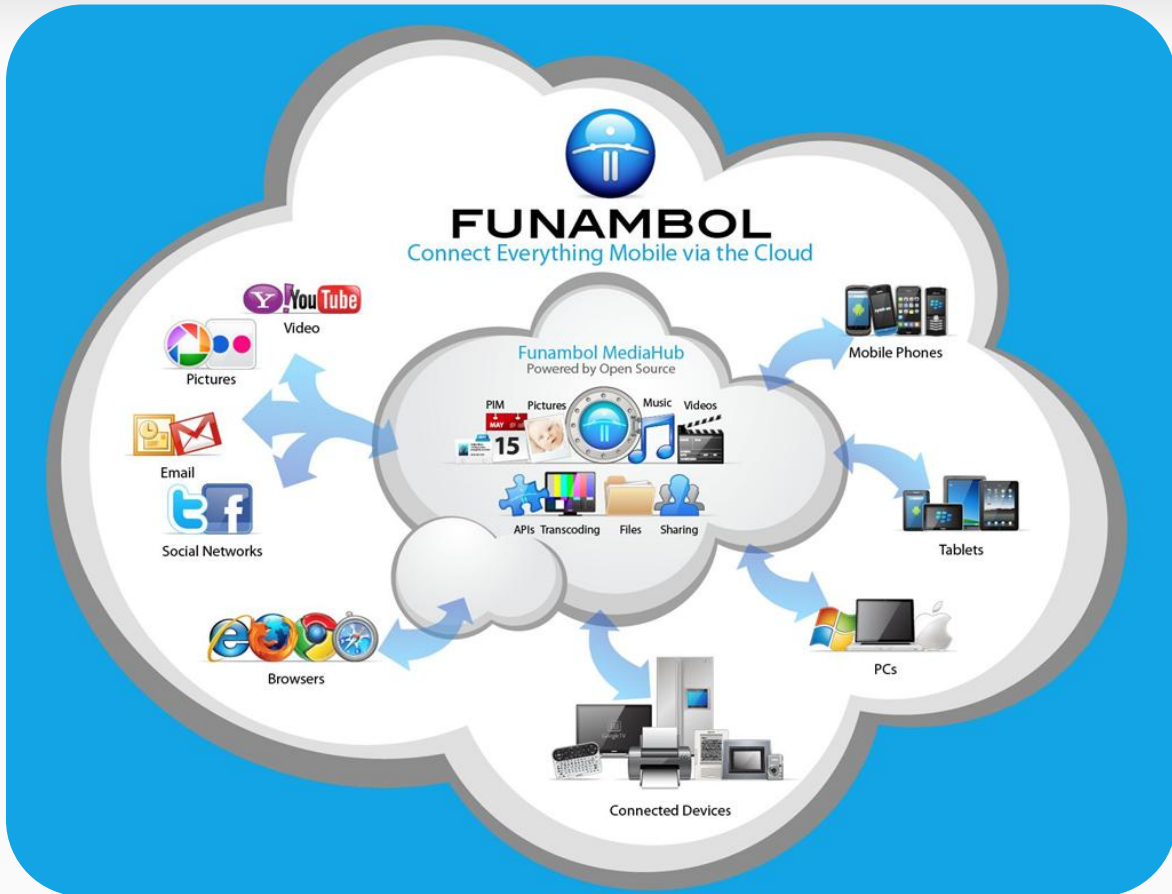




FUNAMBOL



Funambol MediaHub™ FAQ

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Overview

Q: What is the Funambol MediaHub?

A: MediaHub uses wireless networks (e.g. cellular or WiFi) to sync PIM data (e.g. contacts and calendars), rich media (e.g. pictures, videos and music) and files between smartphones, tablets and computers, and to allow connected devices (e.g. TVs) to access this data and media via the cloud.

Q: What does MediaHub do?

A: MediaHub syncs, secures and shares your data and media via the cloud -- it:

- Syncs data and media with mobile devices and allows connected devices to access this via the cloud
- Secures data and media in the cloud and on other devices so that if a device is lost or you get a new one, a backup is available (although not all data and media are available on all devices)
- Shares data across devices, including Outlook on PCs and Mac Address Book on Mac OS computers, and allows you to share media with systems such as Facebook, Flickr and Picasa

Q: What are the main MediaHub components?

A: MediaHub consists of software (apps) on mobile devices and a sync server and portal in the cloud. The device software syncs data and media with a user's online account in the cloud which is accessed via the portal. Data and media in the cloud can be synced with other devices and shared with other systems.

Q: What is an example of how MediaHub is used?

A: A user syncs the data and media on their phone or tablet with their online account in the cloud. The user can then sync their computer with the same account such that the computer is now in sync with the phone or tablet, i.e. it has the same data and media. The user can share media (such as pictures or video) with systems such as Facebook, Flickr or Picasa.

Q: Can users specify which data to sync across devices?

A: Yes, settings allow users to choose which data and media to sync on each device and whether syncing is two-way, one-way from device to online account, or one-way from online account to device.

Q: Who is MediaHub for?

A: MediaHub end users are people who want an easy way to share data and media across their mobile phones, tablets and computers. The user's data and media content are secured in their personal online cloud account, which offers a backup in case of data loss on one or more devices. Funambol offers MediaHub as a white-label (brandable) solution for mobile service providers so they can provide it as a value-added service to users, subscribers and customers.

Q: Why did Funambol create MediaHub?

A: As people get more mobile devices, such as tablets, mp3 players, ebook readers and game players, as well as new devices such as internet TVs, epicture frames, WiFi cameras and connected cars, syncing via cable no longer suffices. MediaHub uses the cloud to easily sync, secure and share data and media. The cloud is available while people are moving, so unlike point-to-point or proximity based approaches that only stream, data and media are always available. Furthermore, sync is the killer app for mobile devices because internet connectivity is not always available or fast, plus it is more cost effective to use WiFi to access rich media (such as video) than cellular networks. MediaHub is a killer app for anyone who wants an easy way to keep their life in sync across all of their devices.

Compatibility

Q: What data and media does MediaHub sync?

A: MediaHub syncs PIM data (i.e. contacts, calendar, tasks, notes), rich media (i.e. pictures, video, music) and files. Not all data and media are synced across all devices, it depends on the device's capabilities.

Q: What devices does MediaHub support?

A: It syncs smartphones (Android, iPhone, BlackBerry and Nokia Series 60 3rd edition+), tablets (iPad and Android) and computers (Windows and Mac OS). On Windows, if Outlook is present, PIM data can sync with it. Not all data and media are synced on all devices, it depends on their capabilities (e.g. photo sync is only one way (device to cloud on Nokia S60). Note that MediaHub clients are open source, enabling them to be adapted by developers for a broad array of devices.



Q: What internet services does MediaHub work with?

A: Pictures that have been synced to a user's online account can be shared with Facebook, Flickr and Picasa. It is also possible to import your Facebook friends profile photos into your online address book (which can be subsequently synced with your mobile devices). It is also possible to import contacts from Yahoo! and Gmail, and a Google calendar. Data that can be imported (as just described) can be imported as frequently as desired (for updates). Videos can be posted to YouTube.

Q: What browsers does MediaHub support?

A: Internet Explorer (IE) 7+, Firefox 3.6+, Chrome 9+ and Safari 5 (and Safari for iPad).

Q: How does MediaHub work on mobile phones?

A: A user typically downloads a mobile app from the app store/market/world for their device. When the app is first run, they can follow the on-screen instructions for initial setup and ongoing use.

Q: How does MediaHub work on tablets?

A: In the same manner as described above.

Q: How does MediaHub work on computers?

A: It requires a sync client that can be downloaded and installed on the computer, which can be done from the portal, once the user has created their online account and logged in.

Q: How does MediaHub work with connected devices?

A: It depends on the device but typically these devices allow you to display pictures from an online media service such as Facebook, Flickr or Picasa. The basic scenario is that MediaHub syncs mobile photos to an online MediaHub account and from there, photos can be shared with an online media service which can be viewed with a connected device. This is not the only way but it is the simplest. MediaHub also offers an API to enable developers to create apps to access and display content on connected devices (more details below).

Q: How does MediaHub work with the cloud?

A: MediaHub includes a web portal on the cloud that users can log into to access their online account. MediaHub also consists of a sync server in the cloud as well as a database and file server, to keep data and media secure and backed up.

MediaHub is flexible to allow full integration with cloud services such as Amazon EC2. For example, the entire system or selected components can reside in the cloud or in-house.

Open Source, Licensing and More

Q: How does the open source aspect of MediaHub work?

A: MediaHub is available in two editions, a free open source Community Edition and a commercial Carrier Edition (see below for their differences). Community Edition can be downloaded and used for development and internal organizational needs. It uses the AGPLv3 open source license which allows it to be freely used for internal purposes, however, if used to provide a service to people outside an organization, the source code for the entire solution must be made available or a commercial license must be purchased to forgo this requirement. Carrier Edition uses a standard software license which does not require open sourcing any code, to protect the intellectual property of customers.

Q: How do the versions compare?

A: The commercial version includes the web portal and all of the functionality for deploying a service to large numbers of users, such as over-the-air setup of mobile devices, scalability, fault tolerance and load balancing. As noted, the commercial version also uses a different license agreement.

Q: What are MediaHub's system requirements?

A: The requirements for the MediaHub sync server (and portal, if using Carrier Edition) depend on the number of users and type of data synced. It is possible to install and deploy the solution on a low-powered Linux server, which is fine for individual, development or light use, but for deployments with large numbers of users and significant amounts of rich media, substantial hardware and software are required. For details, contact a Funambol sales agent.

Q: Does Funambol host or sell licenses for MediaHub?

A: Funambol can host the MediaHub service for someone (branded with their logo and look-and-feel) or companies can purchase a license and deploy it on-premises.

Q: When is MediaHub available?

A: MediaHub is available now.



Q: What languages is it available in?

A: The software has been designed to be multi-lingual. Out of the box, the portal (which is the main interface for users) is available in English and Italian. Not all aspects of the software have been translated, including the apps/clients, however, the entire solution can be localized for any language.

Q: How can I try MediaHub?

A: You can try it on the myFUNAMBOL Portal at <http://my.funambol.com>. The open source version can be downloaded from the Funambol Forge at <https://www.forge.funambol.org>. If you are a service provider with 100,000+ users, you can request an evaluation version from our sales team at <http://www.funambol.com/contact/contactsales.php>.

Q: How much does MediaHub cost?

A: There are two aspects, the end user price and service provider cost. Service providers are responsible for setting the price for end users. Funambol can suggest pricing models. The cost of MediaHub for service providers depends on their needs, for details, please contact the Funambol sales team at <http://www.funambol.com/contact/contactsales.php>.

Q: How does MediaHub compare to other solutions?

A: The following chart compares MediaHub with other solutions. For more information, please contact the Funambol sales team at <http://www.funambol.com/contact/contactsales.php>.

Company	PIM Sync	Rich Media Sync	File Sync	Cloud Based	Open Source	Cross Device & Platform Sync	Extensive Mobile Support	White Label Solution	Integrated Device Mgmt	Trusted Source
Funambol	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Real Networks	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
Dropbox	✗	✗	✓	✓	✗	✗	✗	✗	✗	✓
Flickr	✗	✓	✗	✓	✗	✗	✗	✗	✗	✓
Google	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗
MobileMe	✓	✓	✓	✓	✗	✗	✓	✗	✓	✓

Q: Does MediaHub use SyncML?

A: MediaHub uses SyncML to sync PIM data and an alternative protocol to sync rich media.

Q: Is there an API for building apps that access MediaHub?

A: Yes, MediaHub comes with a full set of Server APIs (SAPI) for complete control of admin and user functions. SAPI can be used to develop custom applications and services that access user data. SAPI guarantees that virtually any connected device can fully access MediaHub content.

Q: How can I get more information about MediaHub?

A: More information can be found on the Funambol website at <http://www.funambol.com> or by contacting the Funambol sales team at <http://www.funambol.com/contact/contactsales.php>.

About Funambol, Inc.

Funambol is the leading provider of personal cloud sync solutions for mobile phones and connected devices. The commercial version of Funambol has been deployed at leading mobile operators, service providers and device manufacturers worldwide. The company is headquartered in Foster City, CA (Silicon Valley). For more information, visit www.funambol.com or follow Funambol at twitter.com/funambol.

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