



DATA SHEET



XOOMERANG DELIVERS UNPARALLELED MOBILE MULTIMEDIA EXPERIENCE

Only Xoomerang can leverage VeriSign's client and server expertise, extensive carrier relationships, and unmatched mobile media technology leadership to help you reach millions of mobile users worldwide.

A User Experience Worthy of Your Network

VeriSign services are secure, reliable, flexible, scalable—and proven. Xoomerang leverages VeriSign's infrastructure via a tightly coupled, client-server architecture so you can deliver the personalized experience your users demand.

Alliances with Carriers and Handset Makers

VeriSign has built strong relationships with carriers and handset makers. Xoomerang allows you to take advantage of our knowledge of user models and our global subscriber reach.

The Global Reach You're Looking For

VeriSign client applications are embedded in millions of mobile handsets worldwide. A pioneer in embedded devices, we've developed and integrated clients in native, J2ME, and BREW—and our clients are pre-loaded onto dozens of handset models.

VeriSign® Xoomerang for Destinations:

A mobile media enablement solution that empowers users to Publish, View, and Interact with their favorite popular online destinations.

+ The easiest way for mobile users to connect with their favorite destinations

Social networking has undergone staggering growth on the Internet. But extending the rich media experience of your online destination to mobile devices hasn't been easy. Here's why:

- Current solutions are clumsy, keeping mobile users from enjoying unfettered access to your personalized services and preventing you from increasing traffic and further engaging users.
- Media content remains trapped on phones, making it difficult for users to share your unique services with other network members.
- Dedicated client applications all behave differently, and subscribers are unable to enjoy the full-resolution experience that keeps them coming back to your destination.
- Establishing and maintaining relationships with multiple carriers is complicated, costly and time-consuming.

Now there's Xoomerang from the Messaging and Mobile Media division of VeriSign. Xoomerang is a new solution that makes it easy to broaden your network beyond the Internet to mobile users worldwide. VeriSign's dynamic, client-server mobile solution combines anytime/anywhere mobile accessibility with the personalized experience of your online social destination.

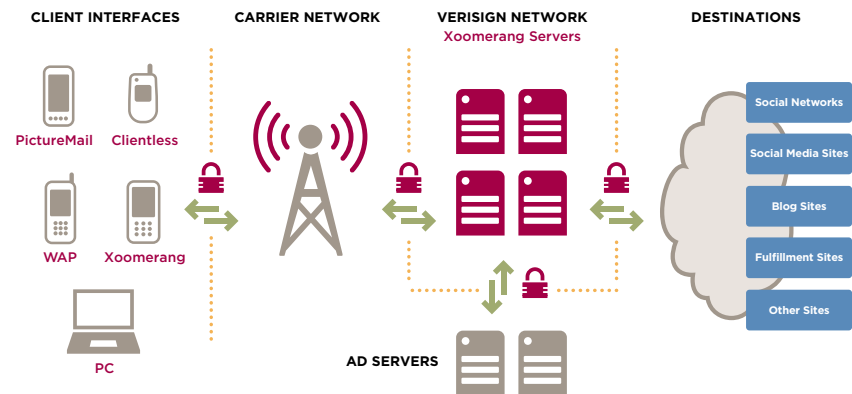
With Xoomerang, mobile users rely on an intuitive interface to **Publish, View, and Interact** with all their favorite destinations—including yours. Xoomerang leverages the VeriSign digital infrastructure to spare you the complexities of integrating your destination with carrier networks. And it allows your members to focus on sharing life's moments as they happen, all with a simple push of a button.





XOOMERANG FEATURES

- *Single point of access to every users' favorite destinations*
- *Enables interactions unique to each destination*
- *With a single click, users upload media content to multiple destinations at once*
- *Continuous shooting and publishing of photos and videos*



+ Focused on the interactions users want most.

We make it easy for them to keep connected to your network. With Xoomerang, they can:

- **Publish:** Capture and publish videos and pictures to any and all of their favorite destinations.
- **View:** Explore media across destinations or view the latest comments on a friend's Wall.
- **Interact:** Set their status, leave a comment on a cool video or a friend's Wall, Edit, Tag, Comment, Post, Rate, Save, Create, Enhance, and more.

+ Drive growth beyond the Internet.

Xoomerang is the only solution that enables you to grow your business by reaching mobile users where and how they live—anytime, anywhere.

- Accelerate time-to-market by relying on VeriSign to handle all implementation complexities.
- Strengthen your operational intelligence with enhanced analytics that provide helpful insights into mobile user interactions and transaction drivers.
- Ensure every user has access to new services and features. The server-based Xoomerang client updates automatically as you add functionality.
- Become part of a growing catalog of destinations, including social networks, social media sites, storage and fulfillment, blogs, and other online services.

+ A single solution for a world of users.

We take the pain out of achieving media-rich, two-way interactions between destinations and any mobile device, on any network.

- The Xoomerang gateway provides a single point of integration. Just connect once for access to all users within a carrier's network.
- Let VeriSign broker all carrier agreements on your behalf.
- Use Xoomerang to boost exposure and adoption of your services in markets like Europe and Asia, where Internet penetration is low but mobile use is high.