

Japan's First Mobile Navi & Blogging Service



A Business Overview at MobileMonday Tokyo

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Presenters:

Mandali Khalesi, CEO & Michael Harris, CDO
Naviblog Corporation
www.naviblog.jp

Company Overview

Naviblog: Japan's first LB moblog/mobsearch service

Founded: July 21, 2005 (Tokyo, Japan)

Founders: Mandali Khalesi (CEO) & Michael Harris (CDO)

Capital: 15 million yen

Background Industry Trends (Japan)

1. Explosive growth in the blog-related IT service industry
2. 300%+ pan-carrier growth in GPS-enabled handsets over the next 18 months
3. Sustained business/consumer interest in GPS search capability

Why Naviblog?

1. Combines mobile GPS-enabled map searches with moblogging
2. No applications to download – a pure XHTML service
3. Rights to 3-click moblog search system (patent pending)
4. Easy-to-use, pertinent search results, and allowing for self-expression in the locality

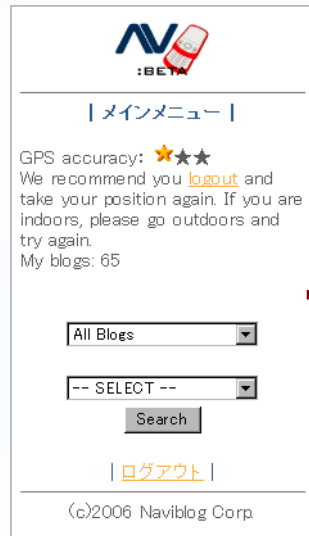




Naviblog Mobile leverages the following factors:

- Ease of use (3-click-to-go search method)
- Speed (10-15s for search results to load, 3x the speed of other services)
- MapBlogs (combining search results and clickable mobile maps)
- Low cost, high-speed rollout (independent of handset runtime OS)
- Profitability (reducing time-to-breakeven by using a B2B revenue model)

Avg. 2-3 clicks
= 10s to 15s



MAIN SEARCH PAGE: Category selection



RESULTS MAP PAGE
(click the blog icon)



BLOG PAGE

Navigator bar
Functionality: category

Session management bar
(go to menu/logout)

Note: The "Search" button is added here only for visual convenience. In the mobile application, the application immediately executes the request upon selection of the Category item.

Announcing: Naviblog hits China



Naviblog + Beijing DG = Naviblog China

- **Naviblog Mobile:** 1st Navi & Blog service in Japan
- **Beijing DG:** Only China Telcom with a GPS license
- **Naviblog China:** 1st POI search/naviblogging service in China

China's blogging market

- Booming with various ISP services for young trendies
- Blogging is the next-generation of SMS
- Growing need for location-blogging for the masses

Taking China by storm

- Current situation: the needs on the ground
- Nie, Beijing DG Telecom (Beijing)



Setting the Gold Standard

- Keio says: Naviblog top in 5 mobile usability categories
- Naviblog 2.0 to be released in Summer 06 includes:
FOAF capability, map zoom-in/out/scrolling, multimedia
- Fall 2006: Naviblog is the undisputed leader of location-enhanced moblogging



We Challenge You

- Naviblog 2.0's multimedia functionality will be a World First
- Will preview our technology at the Naviblog 2.0 pre-release club party
- Challenge: create a hot-deployable, low-footprint, blow-you-away multimedia mobapp

Conditions

- Apply by May 31st at info@naviblog.jp
- Create a 10 min demonstration
- Come to the Tokyo club party in late June 06, let the crowd decide