



"Vringo... offers an eyeful"

USA Today

"Vringo... the next big thing in the ringtone"

The New York Times

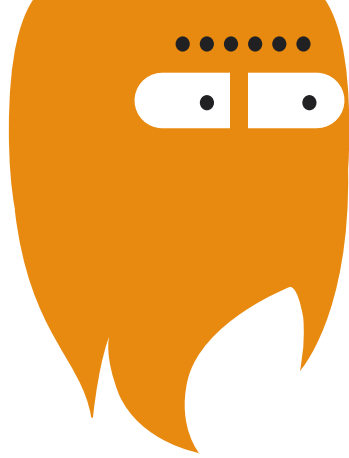
show me your Vringo
VringoTM

The Definitive, Social, Mobile 2.0 Experience



"Announce yourself to your friends! When Vringo buddies call each other they see one another's Vringos"

Vringo users can take any content from anywhere and turn it into a visual ringtone. Vringo then enables users to share this content during every phone call. Vringo has combined all the aspects of online sharing and community with the central part of the mobile experience—the call. Vringo makes mobile Personalization 2.0 a reality.



The Vringo Experience

Vringo lets users set their own visual or video ringtone and choose the video, avatar, slide show or picture they want their friends to see when they call. Users can choose content from a variety of sources to create their "Vringos". Users can browse Vringo's own large collection of premium content licensed from TV, video and music clips. Users can also import content from Vringo partner sites or from almost anywhere on the Web. Users can even create Vringos using their phone's camera or pull pictures or video from existing social networks. Vringo is the next generation in mobile personalization.

Vringo is a completely hosted, client-server-based solution, making it easy to use and just as easy to manage. Vringo is the first viral mobile application allowing users to seamlessly join a community, then choose, create and share video ringtones.

There is a version of Vringo available for every mobile phone that has a data connection and an Internet browser. The full Vringo client is available on a large number of Java, Symbian and Windows Mobile handsets. Current versions of Vringo can be found at www.vringo.com.

How Does It Work?

- Users register either online or through their mobile device.
- A simple download process puts the software on the user's mobile phone.
- Users seamlessly invite buddies from their phones' contact lists.
- Users select or create Vringos on their mobile phones or online.
- When buddied Vringo users call each other, they see one another's Vringo.

Awards & Nominations

- Chosen by AlwaysOn as an "OnMedia Top 100 Winner".
- Shortlisted for "Best Mobile Social Networking Service", Global Mobile Awards, GSMA Mobile World Congress 2008.
- Sony Ericsson Special Recognition Award Winner: "Best Use of Phone Functionality".
- MIPCOM Mobile and Internet Award winner: "Best Mobile Service for Social Community & User Generated Content".

Why Vringo?

- Vringo has created a unique value proposition in personalization.
- No one else does what Vringo does – we have filed over 20 patents on our technology.
- Vringo offers a unique client-server architecture.
- The service is available on a wide range of handsets.

Who Is Vringo?

Vringo's management team includes seasoned entrepreneurs and mobile and Internet veterans who comprehend the nuances of developing a strong mobile product. Vringo understands that empowering users to share content is the key to success. Vringo is a privately held company with offices in New York, England and Israel.

The Vringo Management Team:

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