



Software: The “Secret Sauce” for Increasing Flash Memory Sales

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Portable Computer
Car Phone
Pager
Cell Phone
Blackberry
Migo
iPod
??



The Mobile Market: What Consumers Want

- ▶ Security
 - ▶ Data Secured
 - ▶ Leave no trace on "guest" PCs
- ▶ Data Mobility + Portability
 - ▶ Files + Folders
 - ▶ Backup
 - ▶ Music, Photos, Videos, Games
- ▶ Information Sharing
 - ▶ Web Connectivity , Speed
 - ▶ Email
 - ▶ Photo Sharing
 - ▶ Social Networking
 - ▶ Search Capabilities



Mobile Desktop

Complete Move of PC Information

Movement of ALL Personal Settings

Accessible + Usable on any guest PC

Complete Language Compatibility



The Mobile Market: Use Cases



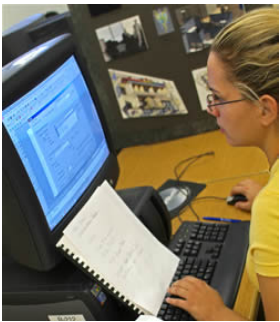
The Commuter: Office → Home → Office

- ▶ 50 Million + commuters use multiple computers every day
- ▶ 100 million people work from home at least one day a week
- ▶ "Hot Desking" – Sit at a different terminal or use a different PC daily, file stays with you
- ▶ Can save \$\$\$ - No extra laptop, software licenses, etc



The Road Warrior: Office → Hotel → Office

- ▶ Uses multiple devices – laptops, mobile phones, PDAs,
- ▶ Avoid airport hassles and theft – Approx. 9MM laptops stolen last year



The Student: Dorm → Class → Dorm → Lab → ...

- ▶ No file left behind – student doesn't have to worry about "Deep Freeze" – all files are on the drive
- ▶ Return home for holiday break and access their files
- ▶ Parents save – Student does not need a laptop



▶ The Challenge

- ▶ Increase sales of high-end flash drive
- ▶ Create a clear differentiation against competitors

▶ The Solution...Provided by Migo

- ▶ OEM Flash drive SKUs preloaded with MigoSync software
 - ▶ Incorporated user feedback mechanism (registration, updates, etc) into the software
 - ▶ Compatibility with Windows 2000,,XP, and Vista *plus* availability in 14 languages provided a wide market audience for partner to sell the combined software + hardware
 - ▶ Collaboration with partner on packaging design and advertising highlighted functionality and consumer benefit of software as a **VALUE ADD** to the drive

▶ The Result

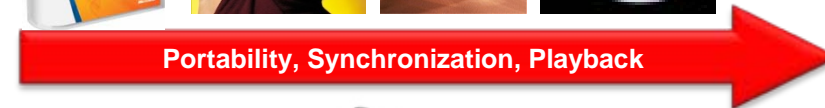
- ▶ Overall device sales increase d by 200%
- ▶ International (non-US) market accounted for 65% of overall device sales
- ▶ OEM Partner was able to maintain a 25% ASP margin vs. competitors



Office documents + files, Photos, Videos, Music



Portability, Synchronization, Playback



Host
Computer



USB Device

SD Cards

Portability, Synchronization, Playback



Interoperability, Portability & Sync

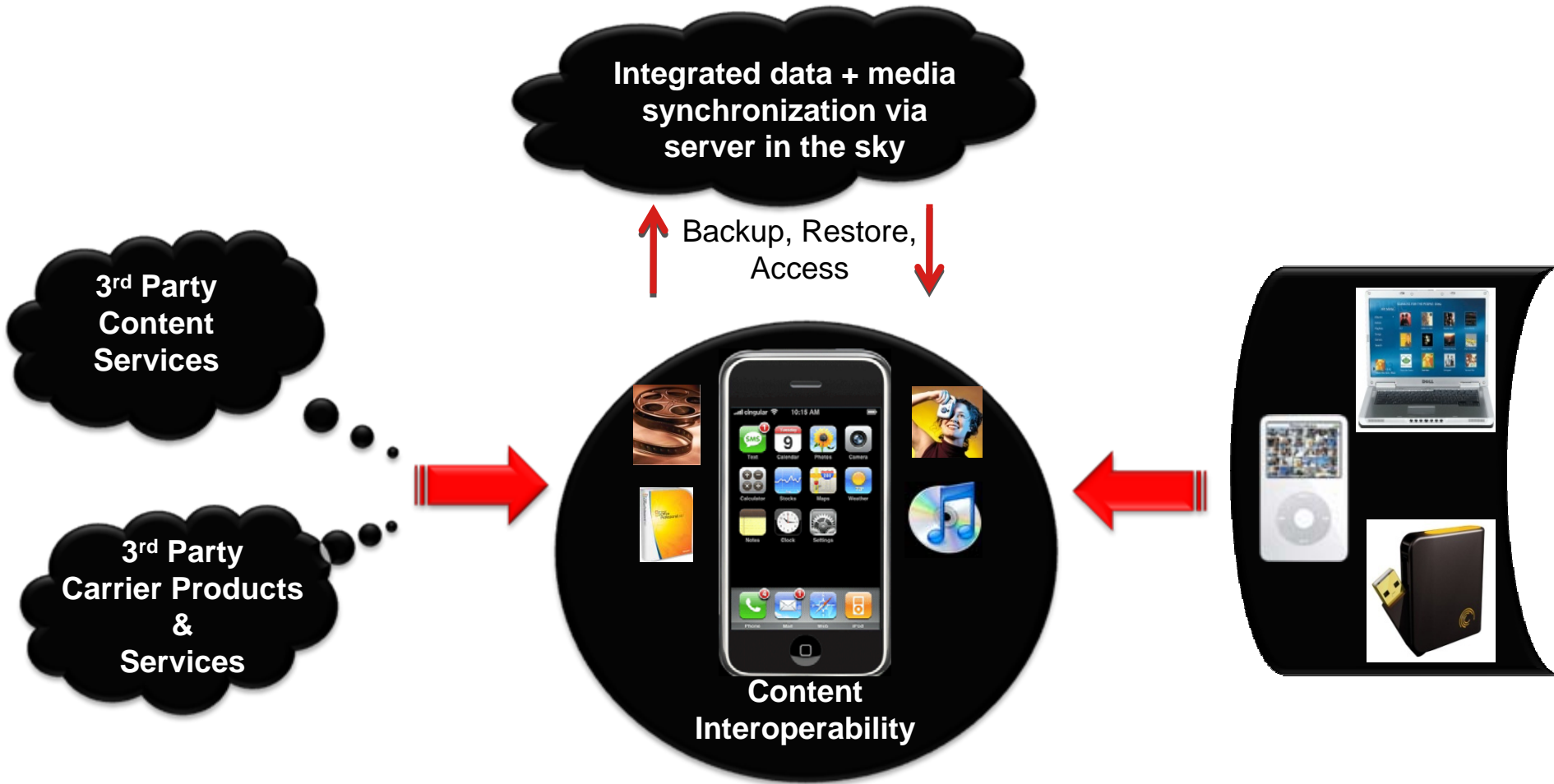
Security & Privacy

Backup, Restore, Recovery

PC/Device Optimization



Center of Gravity Moves to Mobile Phone



Solutions to connect Acquisition, Management & Sharing between the phone and the entire device landscape

