

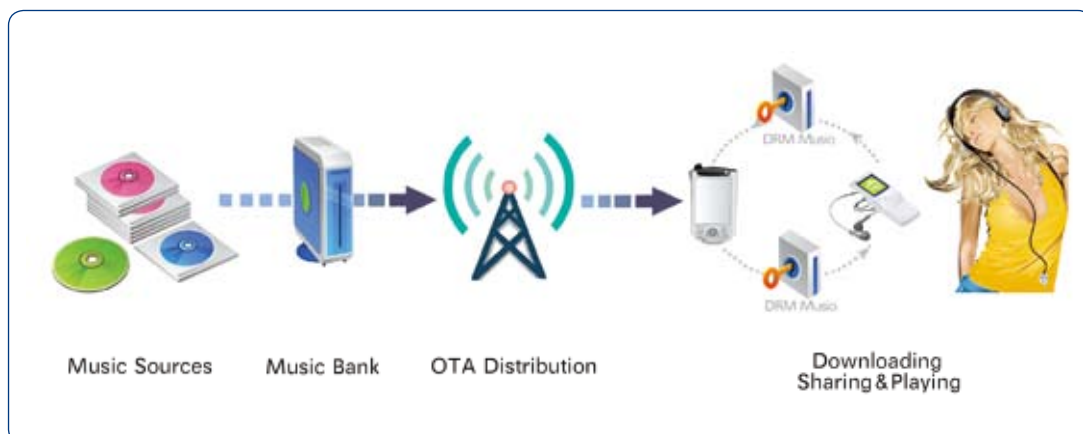
Music Delivery Solution (MDS)

MDS is a complete end-to-end music delivery solution developed for mobile operators and handset manufacturers to launch music services to consumers with the active participation of the music industry. ACCESS provides a variety of client technologies for the flexible delivery of MDS, including solutions designed for most major platforms, with scalability and flexibility to meet customer demands.

MDS Advantages

- Optimized for most platforms, including Symbian, Java™, WinCE and BREW
- MDS client can be downloaded by the user, or preloaded by mobile device manufacturers
- Easy-to-use Music Shop with Powersearch is integrated with the MDS for music shopping convenience
- Simple, human-friendly user interface
- Proprietary Digital Rights Management (DRM) Pachy DRM that also supports secure, monetizable song sharing among users

Overview of MDS

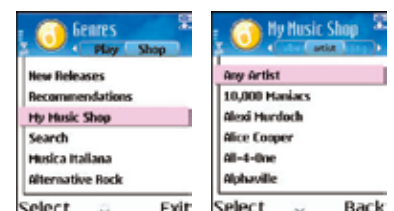


Benefits for Mobile Operator

- Participate in massive music market revenue opportunity with mass market solution
- ACCESS quickly provides the market solutions for both legacy phones and others and the optimized solutions for upcoming mass market phones
- Multiple and flexible business model supported
- Small file size enables Over-the-air download of music with minimal bandwidth usage
- Over-the-air download makes it possible for users to buy music anytime and anywhere, then put the operators in the centre of the mobile music revolution and revenue opportunities
- MDS music sharing system is designed to ensure music labels, artists, operators and other service providers to be compensated for the music that is shared among users
- Web backend administration system for easy reporting, operations and maintenance

MDS's easy-to-use 'Music Shop'

- 1-Stop Shop
 - Full Track
 - Ringtone
 - Ringback Tone
- Organized in easy to search categories
 - Genres
 - New Releases
- Charts: Top 10 Rock, Top 10 songs
- Special Promotions
- Personalized Recommendations
 - Based on 'My' preferences and buying patterns
- 'My Music Shop'
 - Catalog stored in your local phone & memory card





Music Delivery Solution (MDS)

MDS's Music Sharing

Share your recommendation to friends

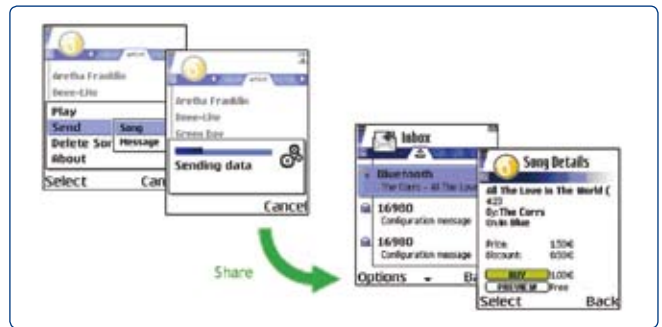
- SMS
- MMS

Share a song with friends with DRM Super Distribution

- Bluetooth® technology
- IrDA
- Removable Flash Memory cards

Choose preview or purchase

- Your friends can enjoy free preview before purchasing



Components of MDS

Music Player Client



Seamless and easy to use with best total music experience

- Supports full track songs, ringtones and future services
- Personalized programming (playlist, artist chart, my favorites...)
- Music search and discovery
- Purchasing & downloading
- Sharing music experience with friends
- Supports advertising
- All integrated into a single music client

Compelling Music Devices/Attractive music iconic form factor and appearance/Simple music access keys/Sufficient storage space

Music Server Platform



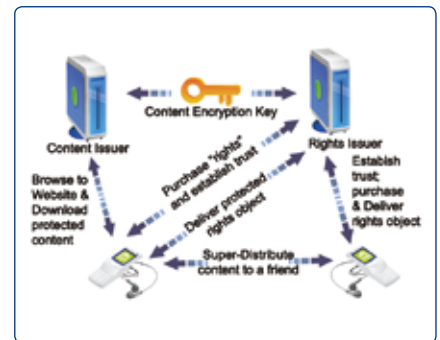
Versatile, secure and enabling operators to offer flexible services

- Supports full track songs, ringtones and other future services
- Secure DRM technology protecting music contents & license
- Music search engine
- Music hosting and OTA downloading
- Music promotion & marketing support

Flexible business model support, a la-carte, subscription or advertising supported model

MDS's Pachy DRM

- Supported by all major record labels, currently in use with major operators
- Lightweight, portable, low impact client side code
- Mobile 'tuned' and optimized design
- Server support for multiple client side DRMs (Pachy DRM OMA and Microsoft)
- Servers built on Java and UNIX
- Secure, monetized Super-distribution
- Content backup
- Seamless phone upgrades (licenses follow user's identity)
- Promotions (limited usage terms)
- Subscriptions
- Revocation: license(s) and/or device
- Applicable as a client solution or new/enhanced JSR
- Client implementations in both C/C++ and 100% Java MIDP-2.0
- OEM pre-integration, or pre-install, or OTA install
- Extensible, upgradeable (even OTA)
- Content agnostic (ring tones, games, music, video, etc.)



Powered by **ACCESS media** We Make Media Mobile™

ACCESS Media Solutions Inc.
 ACCESS Media Solutions Inc. is a technology and service provider of advanced entertainment application platform for mobile devices. ACCESS Media focuses on easy to use, personalized, consumer friendly media applications designed for the mobile platform.
 (Floor 3, China Data Kingdom Mansion, No.1 North Wangjing Road, Chaoyang District, Beijing 100102, China)
<http://www.accessmedia.com.cn>

© 2008 ACCESS CO., LTD. All rights reserved. ACCESS is a trademark or registered trademark of ACCESS CO., LTD. in the United States, Japan and other countries. The BLUETOOTH word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by ACCESS CO., LTD. is under license. BREW is a trademark of QUALCOMM Incorporated. The IrDA Feature Trademark is owned by the Infrared Data Association and used under license therefrom. Java, all Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc. in the United States and other countries. Microsoft is a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries. Symbian and all Symbian-based marks and logos are trademarks of Symbian Limited. All other products and brand names may be trademarks or registered trademarks of their respective owners. Specifications are subject to change without prior notice.

ACCESS CO., LTD.
 Hirata Bldg, 2-3-10 Sarugaku-cho, Chiyoda-ku, Tokyo 101-0064 Japan
 PHONE +81-3-5259-3511 FAX +81-3-5259-3544
 E-mail: adinfo@access.co.jp

ACCESS Systems Europe GmbH
 Essener Strasse 5 TZU-IV D-46047 Oberhausen, Germany
 PHONE +49-208-8290-6464
 FAX +49-208-8290-6465

ACCESS (Beijing) CO., LTD. (爱可信(北京)技术有限公司)
 Floor 3, China Data Kingdom Mansion
 No.1 North Wangjing Road, Chaoyang District, Beijing 100102, China
 PHONE +86-10-64396000
 FAX +86-10-64396001

Developer

ACCESS CO., LTD. Taipei Office
 Suite105, 17F/B, No.167, Tun Hwa N.Rd., Taipei, 10549, Taiwan
 PHONE +886-2-2717-1999 EXT. 1151-3
 FAX +886-2-2717-2199

ACCESS SEOUL CO., LTD.
 8F/9F, PAXTOWER, 231-13, Nonhyun-Dong, Gangnam-Gu, Seoul, 135-010, Korea
 PHONE +82-2-513-2000
 FAX +82-2-513-2010

ACCESS Systems Americas, Inc.
 1188 East Arques Avenue, Sunnyvale CA 94085 U.S.A.
 PHONE +1-408-400-3000
 FAX +1-408-400-1500

<http://www.access-company.com>