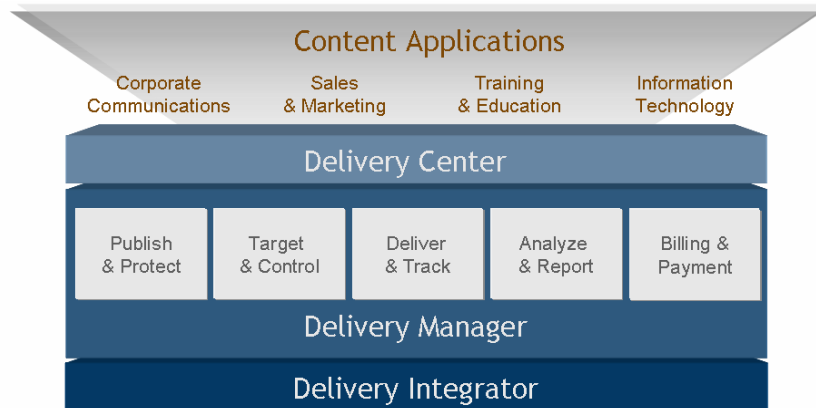


Ignite provides the industry's most secure and scalable Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets – from rich media content for training and communications to software patches and virus updates –to anyone, anywhere, at any time. Ignite's patented Content Delivery Solution overcomes network and connectivity constraints that have limited the ability to reach online audiences with the highest quality, secure rich media. Ignite's Solution has been deployed around the globe at companies like Accenture, BearingPoint, Sabre, and Procter & Gamble.



Ignite's Content Delivery Solution is a suite of software products and networking technology that enables you to manage the entire lifecycle of content publishing and distribution. Our solution provides you with the tools you need to publish, protect, target, deliver, track, and measure any type of digital content – from high-definition video and media-rich PDFs to software executables and patches. Our solution is in use today supporting a variety of business initiatives, including corporate communications, training, customer support, and software delivery. Ignite's solution gives you the ability to reach your target anywhere, anytime, over any network connection – without creating additional load on your existing network.

Ignite realizes that you need real-time, context-sensitive interaction to take your content to the next level of effectiveness. We support all your business initiatives, whether they be surveys on corporate communications, testing in an eLearning environment, confirmation of virus patch updates, or click-through advertising campaigns.

Ignite Content Delivery Solution

Ignite's Content Delivery Solution is comprised of the following components:

Delivery Center – The Ignite Delivery Center provides you with complete branding control over your distributed content viewing experience. The Delivery Center provides superior full-screen viewing experience across all types of content, devices, and

media players and supports online, offline, and on-demand interaction with content.

Delivery Manager – The Ignite Content Delivery Solution is built on a single unified publishing, packaging, and delivery platform. The Delivery Manager is a web-based application that supports your workflow and lifecycle of publishing and delivering content. In addition, this centralized application provides for administration of user and system level roles, security parameters, and delivery options.

Delivery Integrator – Ignite's Delivery Manager is built on open standards and XML-based design features that provide a highly extensible platform for integration with existing enterprise applications and data sources. The following sections walk through each of these components in more detail.

In a single day, Ignite enabled 500 GB of data to be delivered to a customer's end users with less than 1% of that traffic passing through the customer's corporate WAN.

Ignite Delivery Center

The Ignite Delivery Center enables efficient and secure delivery of your content to end user desktops and other mobile devices via the Ignite content delivery platform.

With the Ignite Delivery Center, you have complete branding control over the end user experience. The Delivery Center provides superior full-screen viewing experience across all types of content, devices, and media players in addition to supporting online, offline, and on-demand interaction with content. You can customize the look and feel of the Ignite Delivery Center and deploy it in a variety of ways (e.g., as a standalone Windows desktop application, embedded within standard HTML pages or other applications, or simply as a silent, background application).

With the Ignite Delivery Center, your employees, business partners, and customers can reliably and securely receive full screen video, packaged files, software, and other digital content regardless of where they are or how they're connected to the Internet. Ignite's Delivery Technology gives you unprecedented reach while leveraging your existing infrastructure, thereby delivering worldwide scalability on demand with no additional hardware, software, or bandwidth purchases required. Intelligent routing and delivery software ensures that your users experience fast delivery and access to content wherever they are, regardless of global or local traffic conditions.

Ignite Delivery Manager

The Ignite Content Delivery Solution is built on a single unified publishing, packaging, and delivery platform. The Delivery Manager is a web-based application comprised of modules that support your workflow and lifecycle of publishing and delivering content: Publish & Protect, Target & Control, Deliver & Track, Analyze & Report, and Billing & Payment. In addition, administration of user and system level roles, security parameters, and delivery options is done through this centralized application. The following pages describe each of these modules in more detail.

Mobile Device Support

Ignite gives enterprises the ability to target, deliver, track, and report on content or notifications to mobile devices. Through the Ignite Delivery Manager, content administrators within an enterprise can manage content delivery to all registered devices such as iPod®, iPhone®, iPod Touch®, and Windows® Mobile-enabled devices. Employees within an enterprise can individually

select, for any media type, the device on which they would prefer to view their content.

Benefits of the Ignite Solution

- Single unified publishing, packaging, and delivery platform
- Secure delivery of any type of file as well as prevent unauthorized distribution or editing
- Efficient use of resources – deliver over any connection, anywhere, without impact
- Delivers superior end-user experience – completely control the branding of the user interface
- Support for enterprise live streaming, including access to extensive real-time and historical data regarding audience participation
- Always-available access. Users can view content at any time – online, offline, or on demand – and anywhere – in the office, on the road, or at home.
- Turnkey, global deployments. Companies like Accenture, Sabre, and Procter & Gamble trust Ignite to distribute their most confidential and time-sensitive media and software.

Publish & Protect

Ignite's Publishing capabilities are provided via an easy-to-use web-based application that enables you to inventory and combine pieces of content into delivery packages. Whether your content is video, HTML, Flash, presentations, PDFs, software, or any other digital content – or any combination of the above – our easy-to-use publishing wizards provide a streamlined method to publish and control the delivery of your content.

For each delivery package, you have the ability to specify how you want the content to be delivered: pushed or pulled on demand. Certain content or communications, such as virus description updates, system security patches and company-wide alerts, may require urgent delivery. In those cases, the Ignite platform can be instructed to force a non-polite delivery of content to targeted end users. You can also choose the method for when and how users are notified of new content deliveries (e.g., via an on-screen Delivery Alert or via a customized email). You can also choose not to notify the user at all. For example, you can choose a silent, background install for virus patch upgrades.

Ignite protects your content during all phases – publishing, targeting, delivery, receipt, and use – through a multi-layer combination of encryption, content parsing, and DRM capabilities. Multiple security barriers around your critical assets provide the most secure protection possible, making unauthorized content capturing, viewing, duplicating, and altering virtually impossible.

DRM—Embedded into every content delivery is a set of rules for enforcement of digital rights management. Ignite provides a unique combination of proprietary digital rights controls that can be used standalone or in combination with other industry standard technologies from Microsoft, VeriSign, or others. Ignite’s integrated DRM provides customizable rules that control the use of content, including such properties as controlling the viewing dates and times of content, preventing the copying, emailing or transferring of content, and automatically purging or expiring content.

Encryption—Ignite uses a variety of industry-standard encryption methods to ensure content is secured from unauthorized access. The Ignite solution can be configured to only encrypt the content for transmission or to encrypt the content at all times, even as it resides on or is viewed on the end user’s device.

Digital Signatures—All content is digitally signed to detect tampering. You have the option of applying your own digital signature and encrypting either before publishing content into our system or prior to sending content out of our system, providing multiple layers of content security. All Ignite Delivery Centers are configured to automatically reject any content with missing or broken digital signatures.

Content Parsing—As part of the delivery process, Ignite fragments the content into many tiny packets so the content appears as normal network traffic and does not overload network resources. Therefore, the content is not transferred as a single file, but as thousands (or potentially millions) of tiny packets that are individually meaningless until reassembled by the Delivery Center. The encryption and digital signature protocols applied by Ignite render any subset of the content inaccessible.

Virus Control—Using multiple, industry-leading virus detection programs, Ignite automatically scans all content loaded into the Delivery

Manager. Customers who elect to digitally sign their own content can also elect to scan their content for viruses prior to signing and encryption.

For further details on Ignite security, refer to the *Ignite Security Overview*.

Target & Control

Ignite’s patent-pending Targeting capabilities enable you to pinpoint the delivery of content to whom and to where it’s needed by performing criteria-based distributions. The Ignite Targeting module uses data created and collected through user’s interactions with past deliveries, such as completion of profile or survey information, as well as imported data to build a rich set of targeting criteria in real time. Ignite’s targeting engine overcomes many of the limitations of most SQL-based targeting applications and allows you to deliver content to millions of users based on complex criteria in real-time.

Ignite’s Targeting module also supports delivery triggers, which are set by rules that can be invoked to create customizable delivery events. Examples of these event triggers include sending security patches to out-of-date computers or delivering additional training material to users who incorrectly answered a question.

In addition, a set of checks and balances produces an auditable chain of custody, enabling you to establish a customized, secure content control and approval process.

Deliver & Track

Ignite’s powerful, patented Delivery technology enables you to centrally manage and control the deployment and content delivery network. Ignite’s bandwidth management intelligence and delivery optimization technology provide for low- to no-impact delivery of large files over your network. In a 10 month period, Ignite delivered over 30 terabytes of data to one of its global customers with less than 1% passing through the customer’s corporate WAN.

The Delivery Center client polls the Delivery Manager on a regular basis looking for new deliveries or requesting an on-demand delivery. Based on delivery rules established during the Publish & Protect process, the client is notified that a new Delivery Package is available and provided with the names of each content element, along with the time and date by which the client must acquire and store the package. To reduce the delivery load over the WAN, the Delivery Center client determines which elements are already available.

Packages are downloaded based on the Intelligent Delivery Optimization hierarchy. Please refer to the *Ignite Delivery Technology Overview* for more information.

The Delivery Manager enables system administrators to customize the delivery process and to optimally conserve network resources while improving file delivery performance for users. The Delivery Manager enables control of network utilization, prioritization of bandwidth usage, and configuration and control of the delivery grid and content caches. System administrators can lock any or all delivery preferences against changes by the end user and centrally manage those preferences, even after deployment.

In addition to tracking the successful delivery of packages, Ignite also provides the ability to track interaction with and feedback within the content itself. Ignite's profiling capability allows administrators to create custom questions that are presented to the user during the install or registration process. Similarly, Ignite also efficiently delivers and captures the results of surveys and questionnaires to gather additional feedback from end users. Surveys are useful to collect feedback about the effectiveness of content, measure employee satisfaction, gauge learning and development progress, and compile documentation for compliance issues. These responses can be used to target content and for reporting.

Analyze & Report

With Ignite's Reporting capabilities, business users and administrators can quickly and easily measure the effectiveness of content deliveries. Ignite's Reporting goes beyond just summary information to provide true business analytics, which help you identify trends and patterns. This feature allows you to respond to dynamic content demands in real time. Ignite's analysis can occur at an aggregate level or at a granular level – even down to an individual person or a single device.

All delivery and usage transactions are tracked and stored in the Delivery Manager. The system keeps track of information such as how many times a user views content, how much of the content is viewed, who is and isn't using new content, whether or not the user responds to questions, and the answers to those questions. This auditability of content usage provides for powerful analysis of content effectiveness, compliance, and, if needed, the accurate targeting of supplemental or remediation content.

Reporting and analysis can be performed directly within the Delivery Manager. Ignite provides commonly used reports, and additional custom reports can be easily created using Ignite's web-based reporting wizard. In addition, data can be exported in a format compatible with your enterprise reporting system, business intelligence tools, or data warehouses.

Billing & Payment

Ignite's Billing & Payment capabilities enable you to capitalize on your content to drive new, profitable revenue models. From distribution of subscription-based content to syndicated content to tracking cross-promotions of other products and services, Ignite's solution can support your growing business needs.

Ignite Delivery Integrator

Ignite's Delivery Manager is built on open standards and XML-based design features that provide an extensible platform for integration with existing enterprise applications and data sources. By using these secure interfaces, existing applications and data can be leveraged as sources of content, directory lists for targeting and delivery of content, as well as initiating triggering events for delivery of content.

Ignite's open architecture provides the following features and benefits:

- Improve time-to-market by leveraging content and data from your existing enterprise applications.
- Improve security and identity management through direct access to established directory services.
- Increase communications effectiveness by using previously defined workgroups, lists, information directories, etc.
- Leverage your investment in existing enterprise applications by importing data from standard sources such as CRM or exporting data to existing reporting and analytics systems.

Examples of these interfaces include:

Directory Synchronization

Ignite provides several methods for integration or active synchronization with your existing list management application, such as Microsoft Active Directory, PeopleSoft, SAP, Microsoft Exchange, Lotus Notes, and other applications.

Import / Export Services

Ignite provides for the importing and exporting of various types of information. For example, Import Services allows user authentication data to be imported into the Delivery Manager database, which can be used for targeting, reporting, and authenticating users as they complete the client Delivery Center installation process. Export Services allows data to be exported in specific formats, such as XML, HTML, PDF, CSV, etc.

Third-Party Applications

To enable integration with other third-party systems, such as PeopleSoft, SAP, or your proprietary legacy systems, Ignite provides interfaces to support various client-side and server-side functionality.

Portal Integration

With the ability to customize the user interface, Ignite's Delivery Manager and Delivery Center are easily integrated with various portal systems. On-demand targeting and various interfaces and presentation tools allow the end user to access the Ignite-delivered content from their company's intranet portal.

E-Learning Suite Integration

Using Ignite Delivery Manager, e-learning managers can build their courses, package them for delivery, and allow users to take courses offline as well as online.

content wherever they are, regardless of global or local traffic conditions. Multiple security barriers around your critical assets provide the most secure protection possible, making unauthorized content capturing, viewing, duplicating, or altering virtually impossible.

To experience Ignite's Content Delivery Solution firsthand, visit our website at www.ignitetech.com and click on the "Experience Ignite" link.

Enterprise Live Streaming

Ignite gives enterprises the ability to implement a high-quality live streaming solution that is scalable, network-friendly and ensures higher audience participation. Ignite's live streaming solution also provides stream publishers with extensive real-time and historical data audience participation. For further details, refer to the *Ignite Enterprise Live Streaming Overview*.

Summary

The mission of Ignite's Content Delivery Solution is simple: To identify and use the most secure and efficient routes for delivery based on the individual user needs and content delivery demands.

Ignite's solution gives you unprecedented reach while leveraging your existing infrastructure, thereby delivering worldwide scalability on demand with no additional hardware, software, or bandwidth purchases required. Intelligent routing and delivery software ensures that your users experience fast delivery and access to