



GLOTO MEDIA PLATFORM

PRODUCT OVERVIEW

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OVERVIEW

The Gloto[®] Media Platform[™] provides marketers with an efficient, unified system to quickly deploy and manage mobile-to-Web social campaigns and applications. It offers a single hosted solution for brand-safe content management, automated content moderation, and cross-channel campaign analysis; seamlessly integrating with third-party social networks and platforms. It is based on patented mobile-to-Web technology and is designed to let marketers easily attract and engage their audience while amplifying reach.

Gloto's standalone platform has proven scalability for peak performance and offers unprecedented flexibility for digital media ingestion, distribution, and monetization. Using Gloto's self-serve tools, customers can:

- Significantly increase revenue, audiences, and monetization per user
- Enhance engagement and syndicate content across mixed mediums
- Increase brand loyalty and reach via the mobile channel and popular social networks
- Safely leverage the exploding popularity of user-generated content and location-based experiences

Gloto's customers are able to dynamically create and seamlessly distribute, in a geographically or demographically targeted fashion, monetizable campaigns and applications across mobile and web, and manage the entire experience from a single interface. The platform is completely open and has three technology components that work in concert to enable engaging experiences for end-users. Figure 1 depicts the high-level workflow across the three internal components.

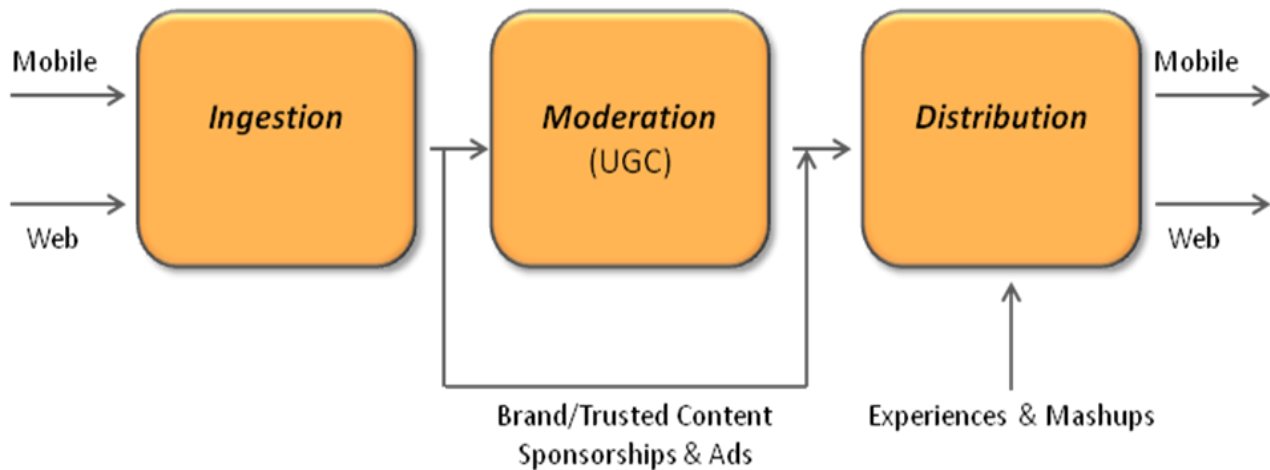


Figure 1 – Gloto Media Platform Workflow

The Ingestion component handles all incoming content and supports all standard data channels and input methods including SMS, MMS, email, Instant Messaging, Mobile Web, PC Web, smartphone applications, RSS/XML, and third-party feeds via APIs on popular sites like Facebook[™], Twitter[™], Flickr[™], and Foursquare[™]. The Moderation component provides an automated filtering interface tailored to efficiently process all types of user-generated content (UGC) in a brand-safe fashion. Brand content or content from trusted publishers that does not need to be moderated typically skips the Moderation step and proceeds directly to the Distribution stage. Content in the Distribution component is guaranteed to be brand-safe and is

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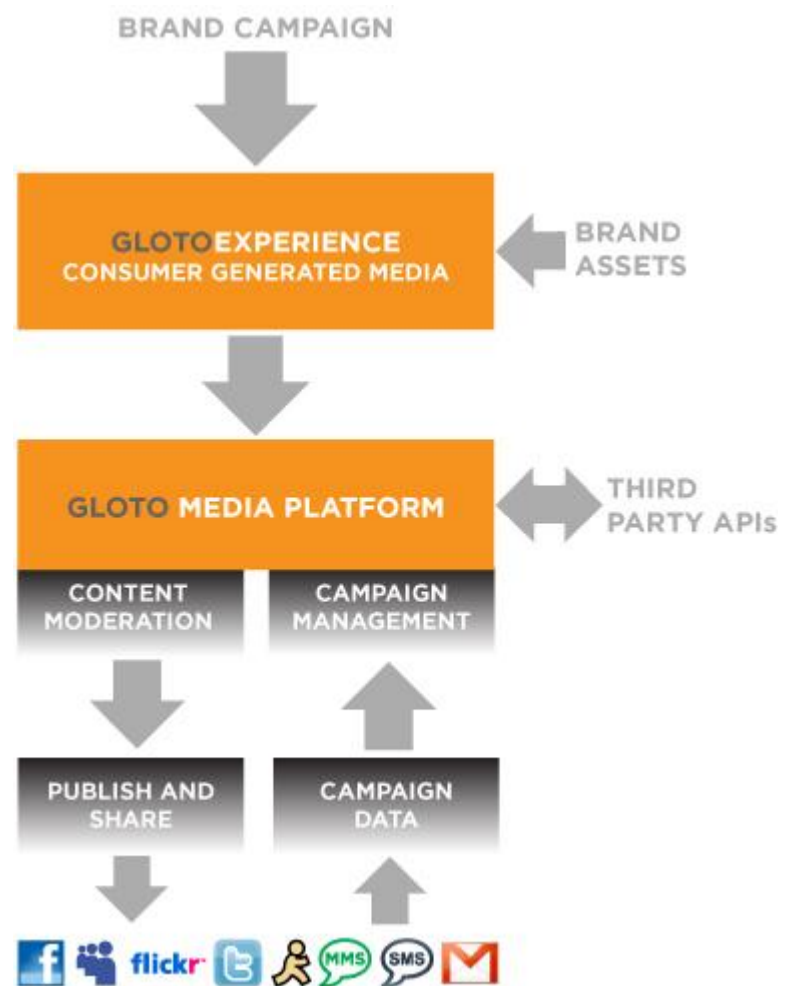
available for inclusion in engaging GlotoExperiences™ or other third-party mashups and creatives. The final step in the process is publishing of the final product across mobile and web to drive audiences and revenue. The Gloto Media Platform also allows brands to include unique sponsorships or advertising units into the creative for additional monetization opportunities.

PRODUCT FEATURES

Gloto's platform is feature-rich and provides all of the elements necessary to quickly deploy and manage engaging campaigns. It has a comprehensive, well-documented API that enables third-party developers and external platforms to take advantage of its advanced content management services. The technology is designed for private labeling and provides a guaranteed service level agreement (SLA) as a hosted service.

Key features include:

- Ingestion & Distribution
 - All mobile formats and protocols (SMS, MMS, WAP Push, Mobile Web/WAP, HTML 5, Smartphone app, Apple Push notifications)
 - All web formats and protocols (RSS/XML feeds, embedded iFrames, email, IM, widgets, desktop)
- Moderation
 - Customer-defined automatic language filters
 - Filter by location (GPS, IP address, area code, carrier triangulation)
 - Automatic visual spam filter
 - Photo, video, and audio
 - API Integrations – Facebook FBML, Google KML, Twitter, Foursquare, Flickr, etc.
- Ad Networks - DART, Millennial Media
- Analytics - Google, Flurry, Omniture
- Third-Party Systems – Kiptronic/Limelight, Akamai, Singlepoint, Sybase 365, OpenMarket, Compass
- GlotoExperience™ - photo mosaics, caption contests, geo-caching, location-aware contests, photo puzzles, morphing



ABOUT GLOTO

Gloto delivers agencies, brands, and publishers a powerful way to drive brand-safe, integrated media campaigns across mobile and Web channels, incorporating customer participation and rich brand elements through the interactive GlotoExperience™. Privately funded, Washington DC-based Gloto enables engagement for industry leaders across numerous verticals.