

# novatium

*computing for the next billion*

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imagine

a world without computers

*that is how emerging markets like india are*

# the indian market opportunity by 2010

45 million to homes

40 million to small- and mid-sized businesses

10 million in education

5 million in rural areas

*100 million by 2010, 200 million by 2015*

emerging markets are  
home to three billion people

providing computing to them  
is technology's greatest business opportunity

*computing in emerging markets is a big blue ocean*

# emerging markets

large numbers

low but increasing incomes

limited ability to pay upfront

high penetration of mobile phones

lack of installed base of computers

state-of-the-art mobile data infrastructure

*need: \$100 devices with \$10 per month*

# networks

lan

dsl

cable

city wifi

cellular

*leverage ubiquitous, broadband connectivity*

## two types of devices

small + portable; always-on, always-connected

big + fixed; desktop experience, on-demand access

*create mobile and pc continuum*

# problems with “mobiles as computers”

input

output

power

bandwidth

operator control

# problems with MIT's \$100 laptop

desktop experience missing  
buyers need \$100 million  
focus only on education  
not available now

the full-sized computer  
is the right solution

# three issues hinder pc adoption in emerging markets

affordability  
desirability  
manageability

*all three have to be solved simultaneously*

novatium has solved all three issues

# affordability

use the guts of a mobile phone  
use the business model of the mobile industry  
reduce power consumption

desirability

appliance-like

provide a desktop-like experience

enable all existing applications to run

create a value proposition for software developers

# manageability

eliminate need for desktop management

eliminate viruses and spyware

enable instant-on/off

# the solutions

Nova netPC and Nova netTV

*computing made affordable and simple*

the price point

\$100 for Nova netPC

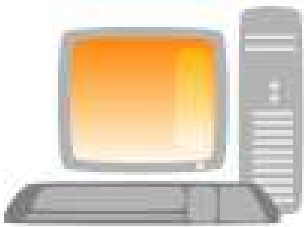
\$10 a month for computing, connectivity and apps

*computing as a utility*

# Novatium's Offerings

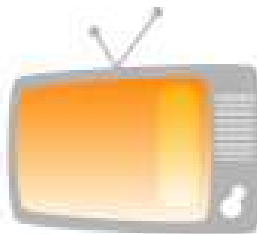
## Nova netPC

**Computing**  
+  
Entertainment  
+  
Communication



## Nova netTV

**Entertainment**  
+  
Computing  
+  
Communication



## Nova Nion

**Communication**  
+  
Computing  
+  
Entertainment



**Novatium Platform\***

A common platform that goes into all these devices



Nova netPC

# Novatium's Nova netPC

**Nova netPC is a network computer that delivers a complete desktop computing experience with zero management at a very affordable price.**

A computer that is driven by a Server over a LAN/ WiFi/ Broadband Network

\$100

## Complexity free

No viruses, no hanging,  
No software/hardware upgrades

## Obsolescence free

Life of more than 6 years

## Maintenance free

No hard disk crashes



# Key Features

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## Desktop

Windows  
Linux  
Unix



## Applications

MS Office, Open Office  
IE, Firefox  
Custom Applications  
ERP, CRM



## Entertainment

Games  
Chat  
VoIP  
Video Conferencing



## Multimedia

Streaming audio  
Streaming video



## Storage

Server  
USB



## Display

CRT  
TFT  
TV



## Peripherals

Local Printer (USB)  
Webcam (USB)



## Connectivity

LAN  
WiFi  
Broadband

# Benefits

**Highly affordable**

\$100

**Runs standard applications**

on Windows, Linux or Unix

**Low lifetime cost**

Low power consumption - 5W

No air-conditioning

No UPS

**Operates on broadband**

(> 512 Kbps)

**High-end 2-way  
Multimedia**

(audio/video streaming)

**Zero maintenance  
and long life** (> 6 yrs)

**Supports peripherals**

like webcams and printers

**Exciting form factor**

size of a 'notepad'

**Easy-to-use**

like a home appliance

**No Data Loss**



# Target Markets

## Home/SSIs

- > Homes
- > SOHO & SSIs

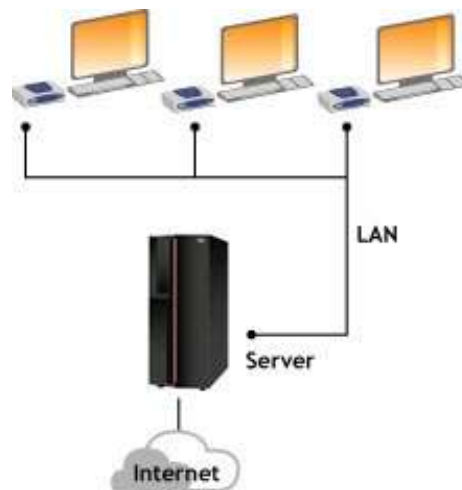


### Applications

- > Desktop and browser
- > Browser based application
- > Connectivity > 512 Kbps
- > Peripherals (Webcam, Speakers, etc.)

## SMBs/Enterprise

- > SMBs
- > Large Enterprises



### Applications

- > Windows/Linux/Unix
- > Basic Desktop, Browser
- > Custom/Standard Apps
- > LAN/WiFi
- > Client Management System

## Education/Kiosks

- > Schools & Colleges
- > e-Governance
- > Rural Kiosks



### Applications

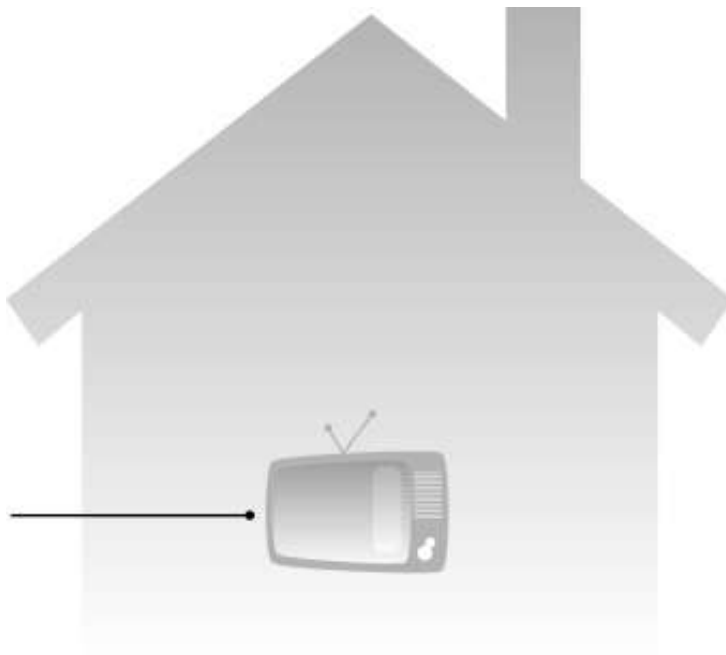
- > Basic Desktop, Browser
- > Browser based application
- > Multimedia Apps

# Nova netTV



# TV

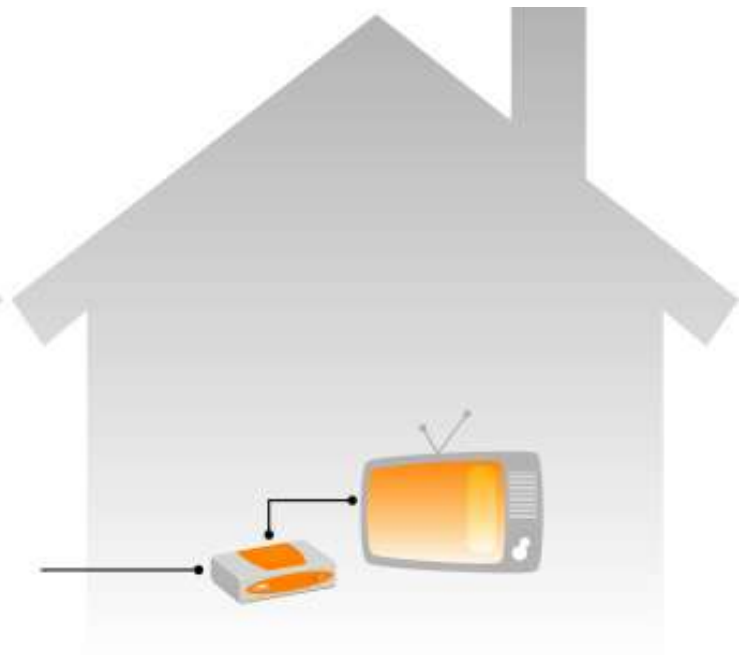
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## Just a Television

Cable channel, channel surfing

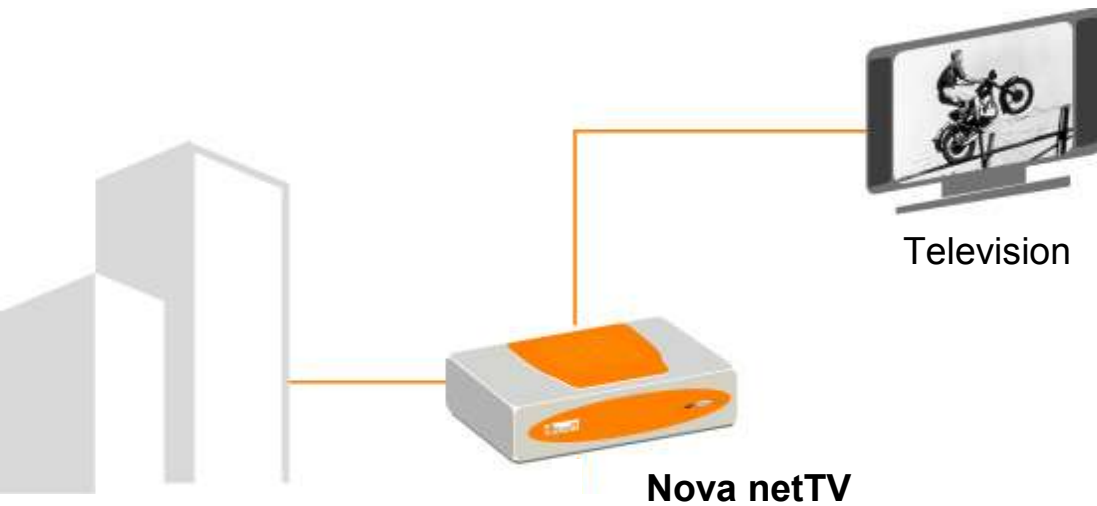
# Nova netTV



## Computer, TV, Phone, DVD Player, Radio...

A single access device for computing  
communication & entertainment

# Nova netTV



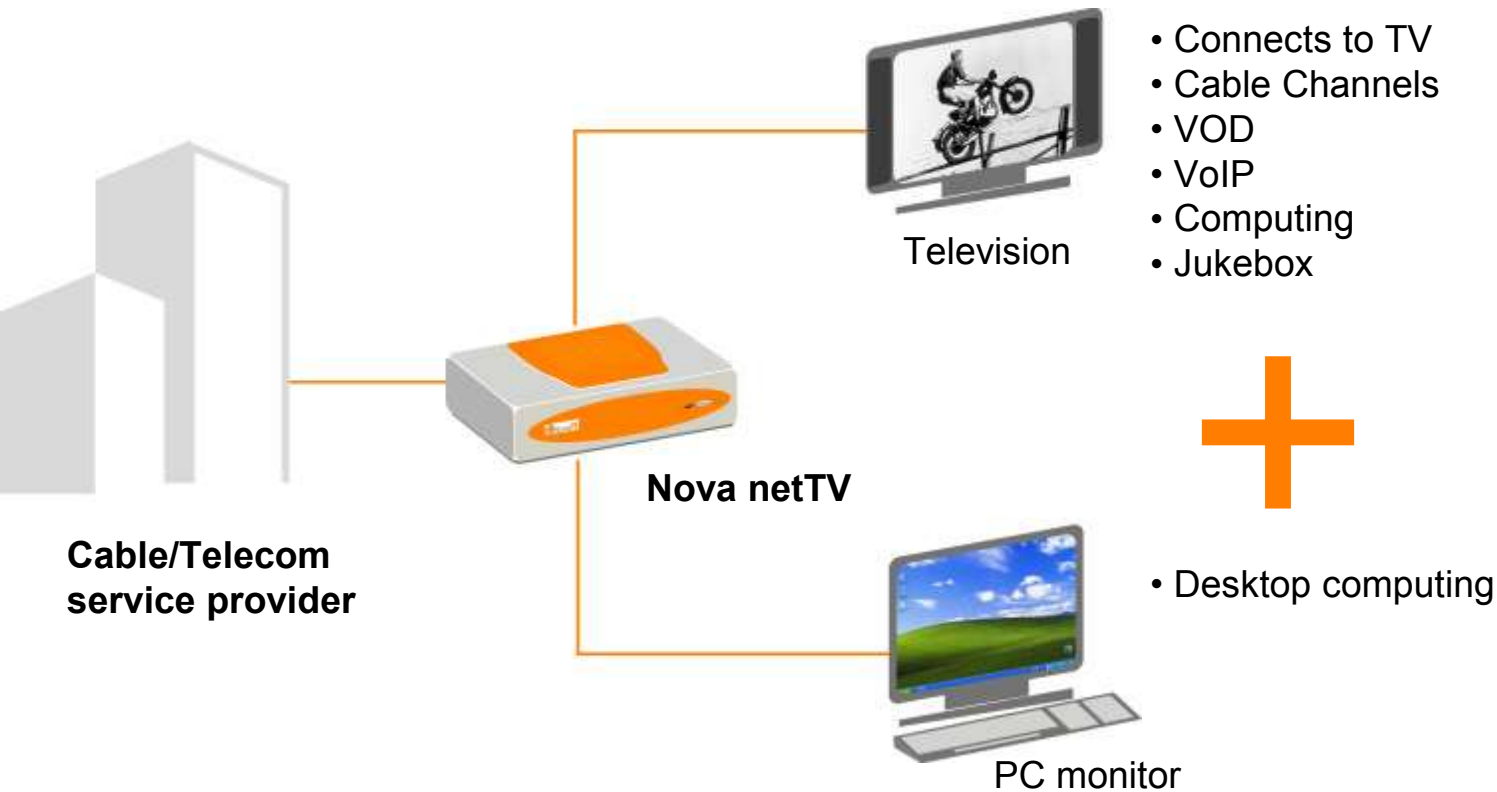
**Cable/Telecom  
service provider**

**Nova netTV**

Television

- Connects to TV
- Cable Channels
- VOD
- VoIP
- Computing
- Jukebox

# Nova netTV and Nova netPC ...



... all in one product!

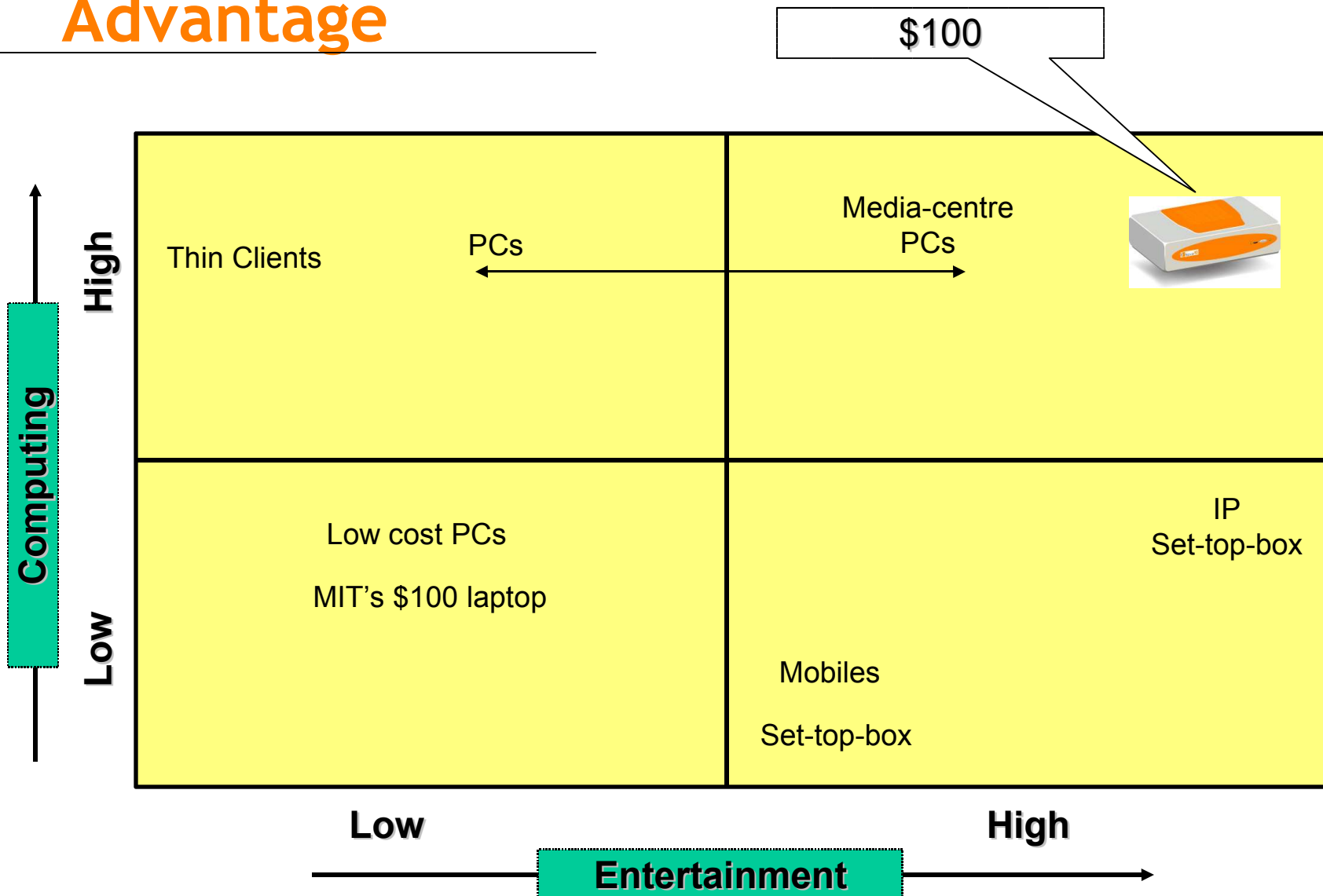
# And, the future of TV...



# And, the future of TV...



# The Nova netPC/Nova netTV Advantage



# go-to-market

sell computers to large customers to build volumes  
offer solutions to computing utility service providers

20+ pilots underway globally  
*launching april*

the end...

the final chapter in a story  
that began thirty years ago  
with bill, andy, scott and larry

or a new beginning...

for the other 90% of the world  
in a story scripted by  
ashok, rajesh, alok and ray

*imagine a world with  
a billion more empowered users*

for more information

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