



Unlocking the True Potential of Cloud Gaming

Ubitus Inc.

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Topics to Cover

- Do gamers today understand and care about cloud gaming?
- What are missing links in today's cloud gaming push?
- What enablers are required to deliver the promise?
- How Ubitus is paving the way for our customers to succeed?

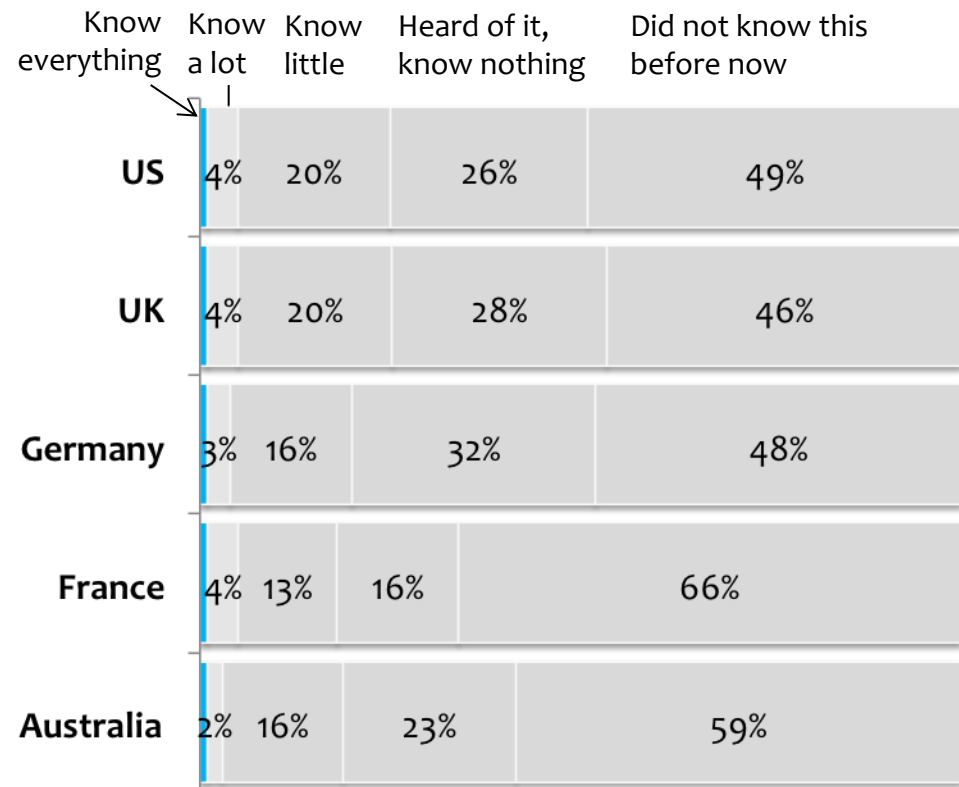
Do Gamers Understand Cloud Gaming?

Cloud Gaming is advocated* as

“a solution allowing users to play high-end PC and console video games rendered on remote servers via internet streaming, and instantly play games and applications from a PC webpage or internet-connected device.”

However...

Awareness & familiarity of Cloud Gaming today**



* By industry players like Onlive and Gaikai;

** n = 2,000 for each country

Source: GameByte; Interpret July 2012

Do Gamers Really Care About It?

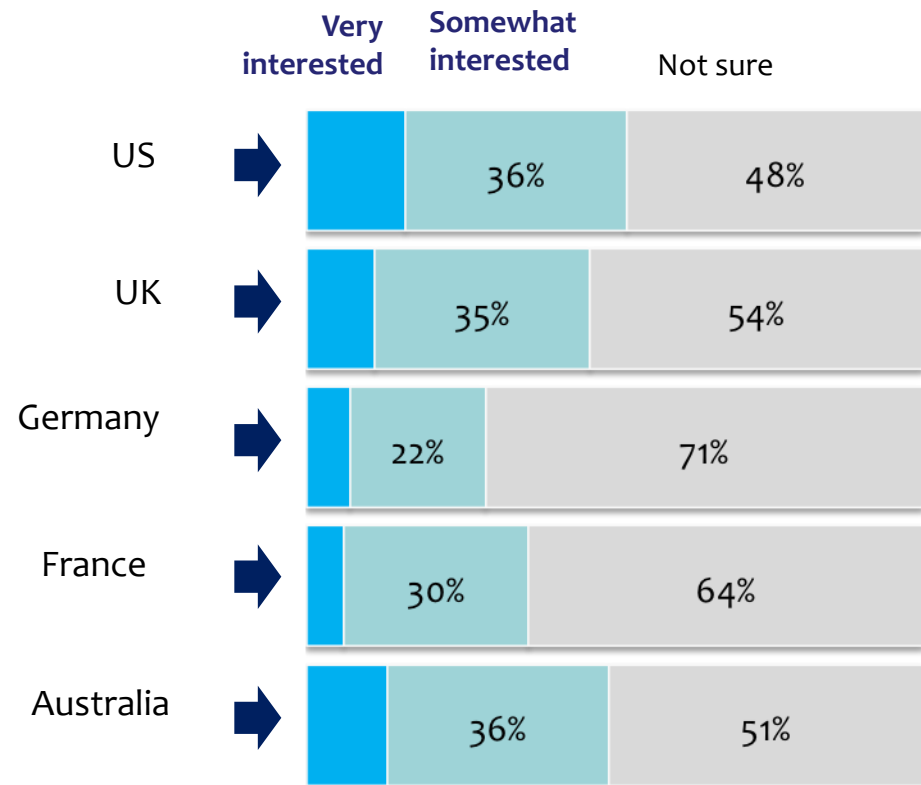
Maybe... but for sure they need a better way to understand the relevance

Once explained the possible value

- **Convenient:** No download, no installation, instant play at your own term
- **Subscription-based:** Rich library of games, try before you buy the different pricing plan(s)

Interest in Cloud Gaming

- 6-16% very interested;
- 29-52% somewhat interested



The missing links in today's cloud gaming push

Three imperatives (being overlooked) to succeed in Cloud Gaming

1. Focus on advocating the **“fun”** part instead of simply telling users no need for high-spec hardware.



Gaming ought to be fun and instant than what we have today

- Get your pal to help when you are stuck instantly
- Join the fun anytime with your phone instantly
- Share the epic moment to your circle instantly

2. If **“Content is king, multi-screen is queen”**; allowing gamers to move seamlessly between devices is the name of the game



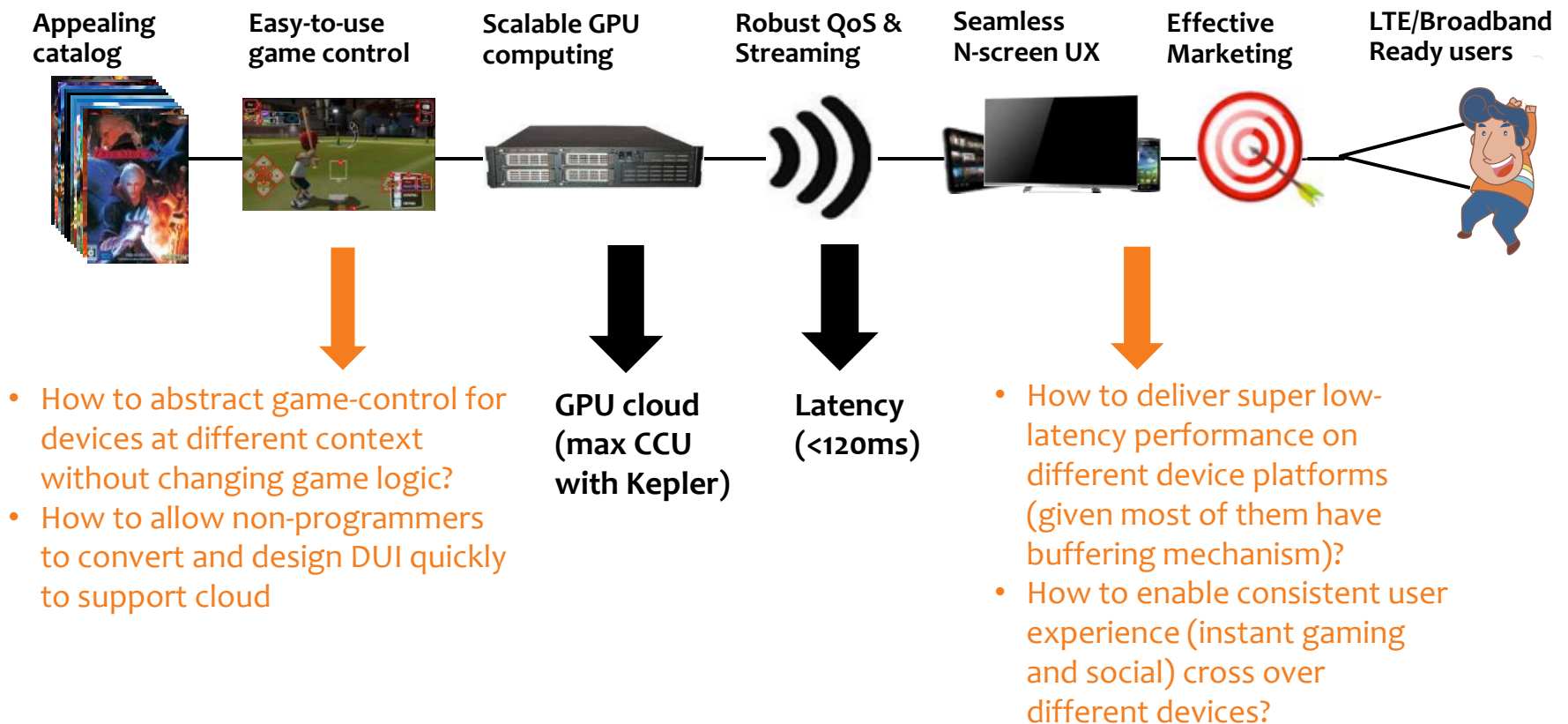
- Focus on **“no boundary”**;
- Context Drives Device Choice and Sequential Consumption;

3. Embrace phone and tablet in big way; losing this means losing the new generation gamers at home as well

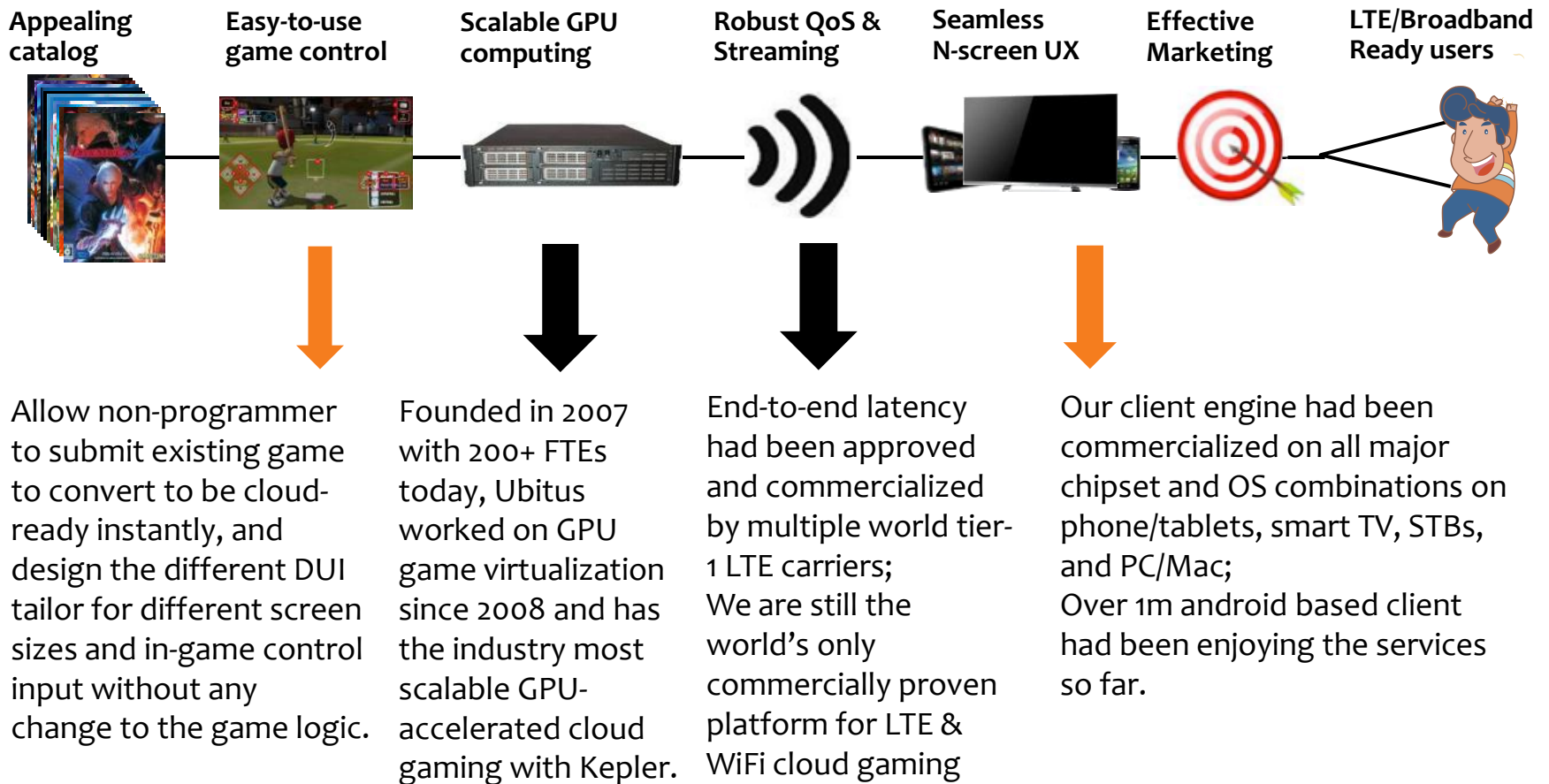


- Tablets now = 1/3 of overall PC
- 90% consumers use tablets at home, instead of PC;
- Phone calls are 5th most popular feature on smartphone, behind browsing, social media, music, and gaming

Enablers required to deliver the promise



How Ubitus is paving the way for our customers to succeed?



THANK YOU