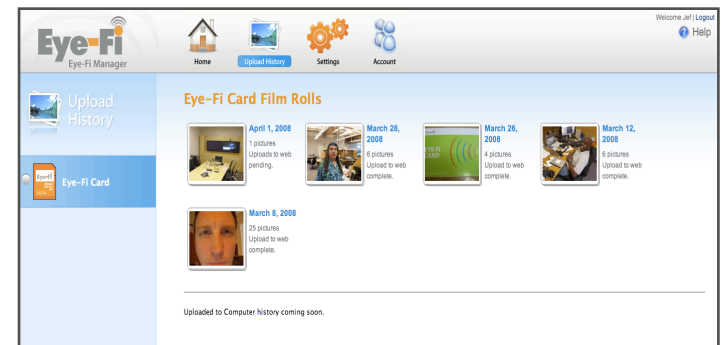




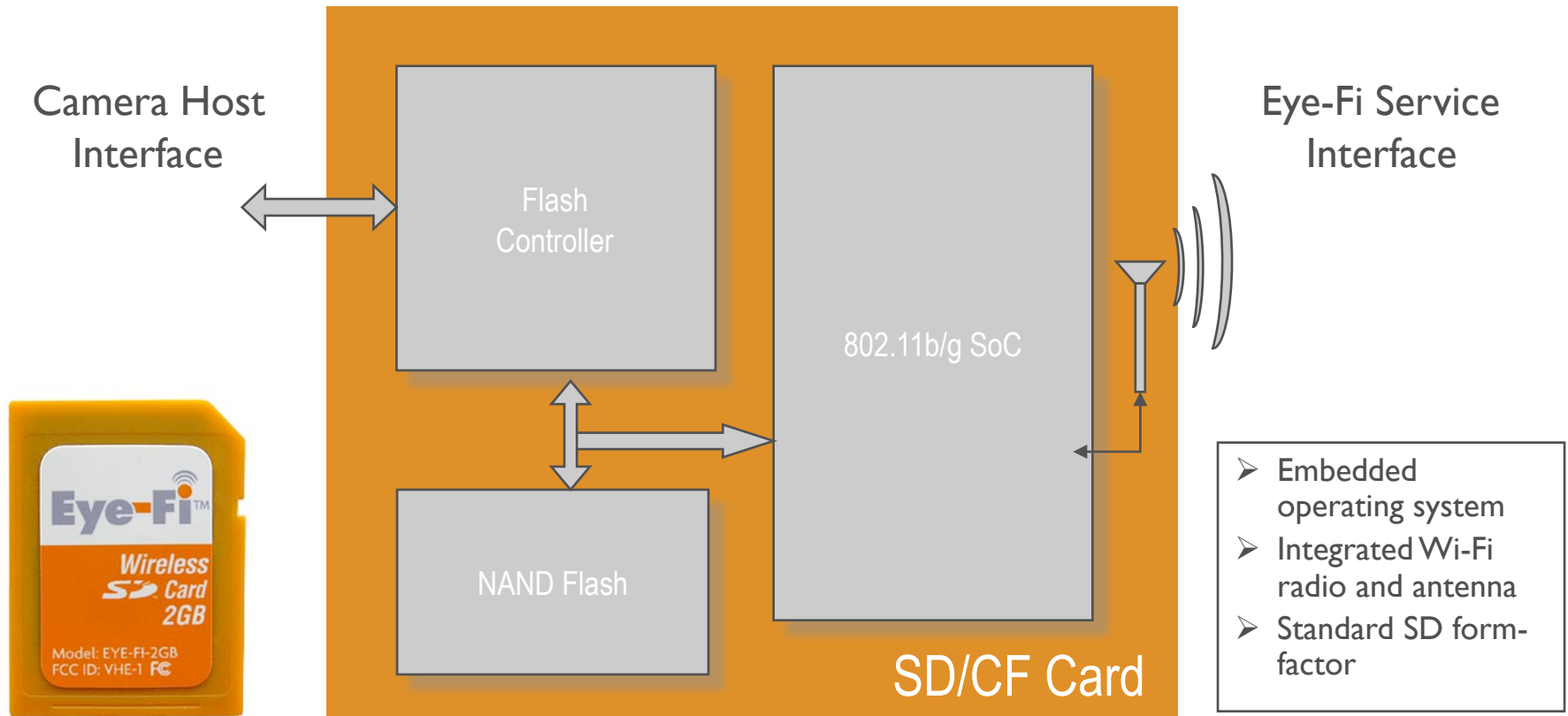
Eye-Fi

Device + Software + Web Service

- **Wireless Memory Card**
 - An intelligent, IP-enabled (storage) device
 - Integrated Wi-Fi radio and antenna
 - Embedded operating system
- **Software**
 - Web-app & PC/Mac client
 - User communication, card & service management, more
- **Service**
 - Scalable, secure Internet media gateway
 - Intelligently handles photos, enables other services
 - 20+ online retail photo destinations and growing

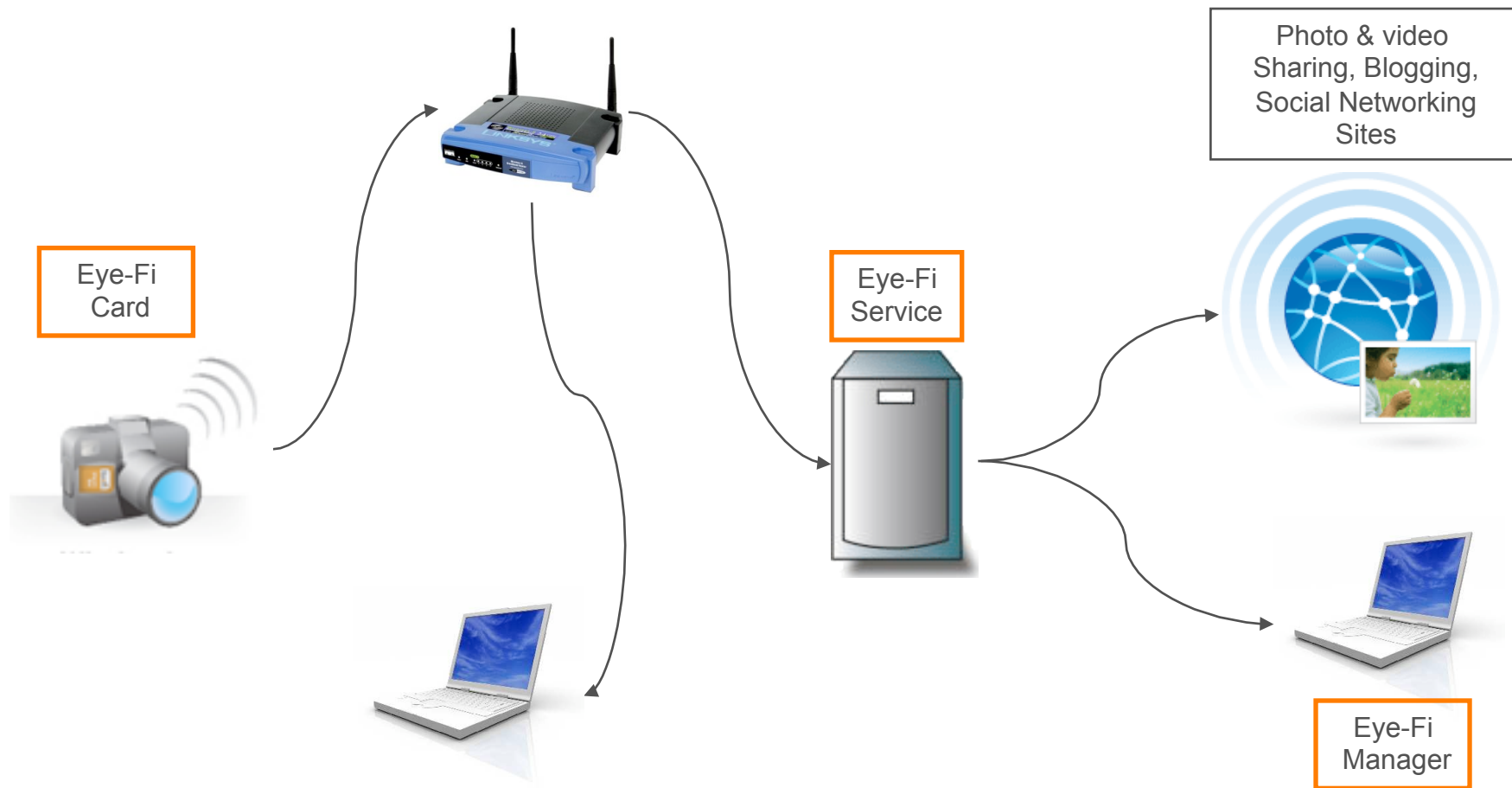


Eye-Fi Card Architecture



The Essential Eye-Fi Experience

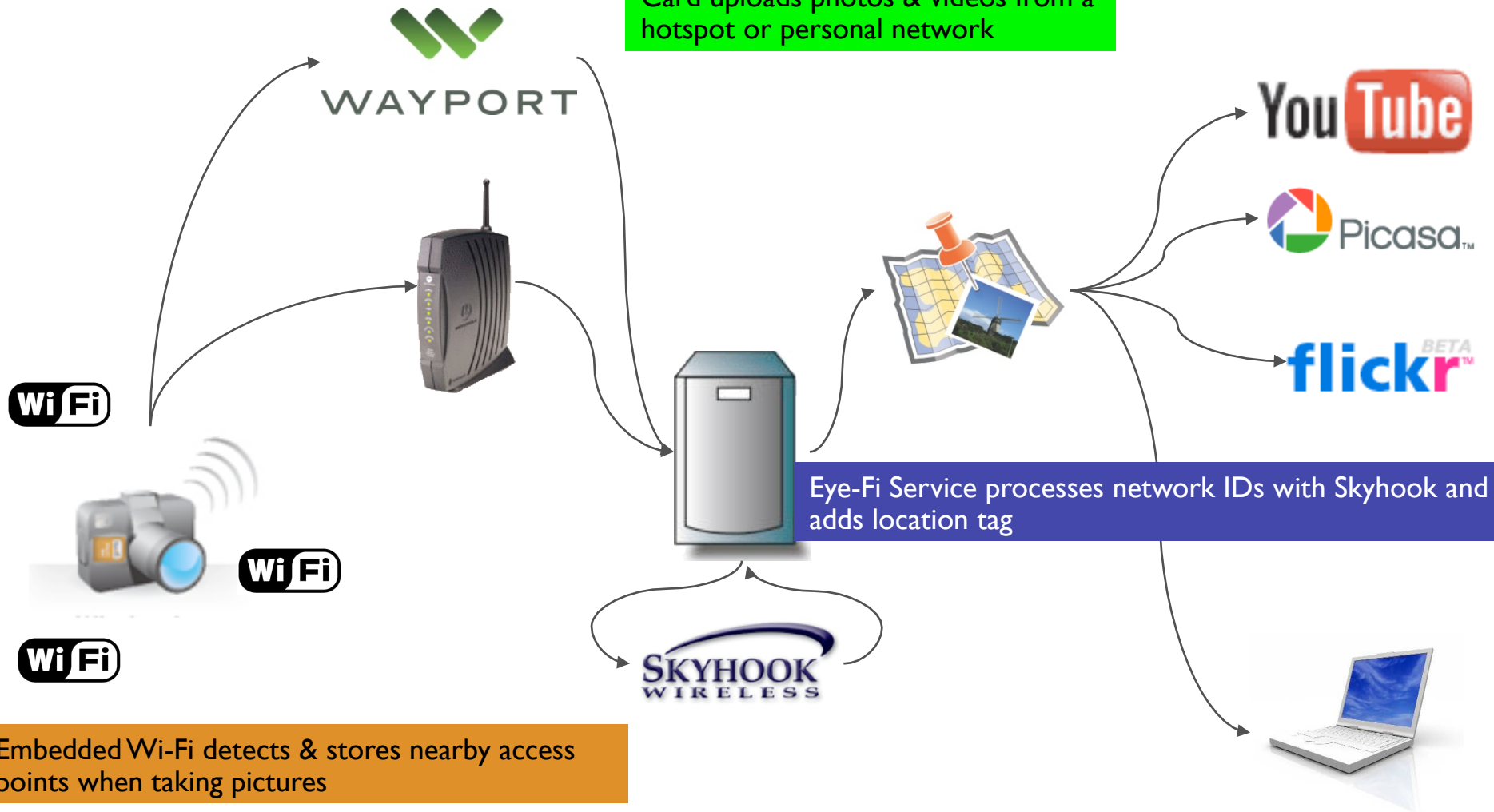
Automatic & Effortless. Saves Time & Hassles. Memories are Fresh.



Services Redefine Photography

Wi-Fi a key enabler of New Capabilities Beyond Cable Replacement

Card uploads photos & videos from a hotspot or personal network



Embedded Wi-Fi detects & stores nearby access points when taking pictures

Geotagging

SmugMug

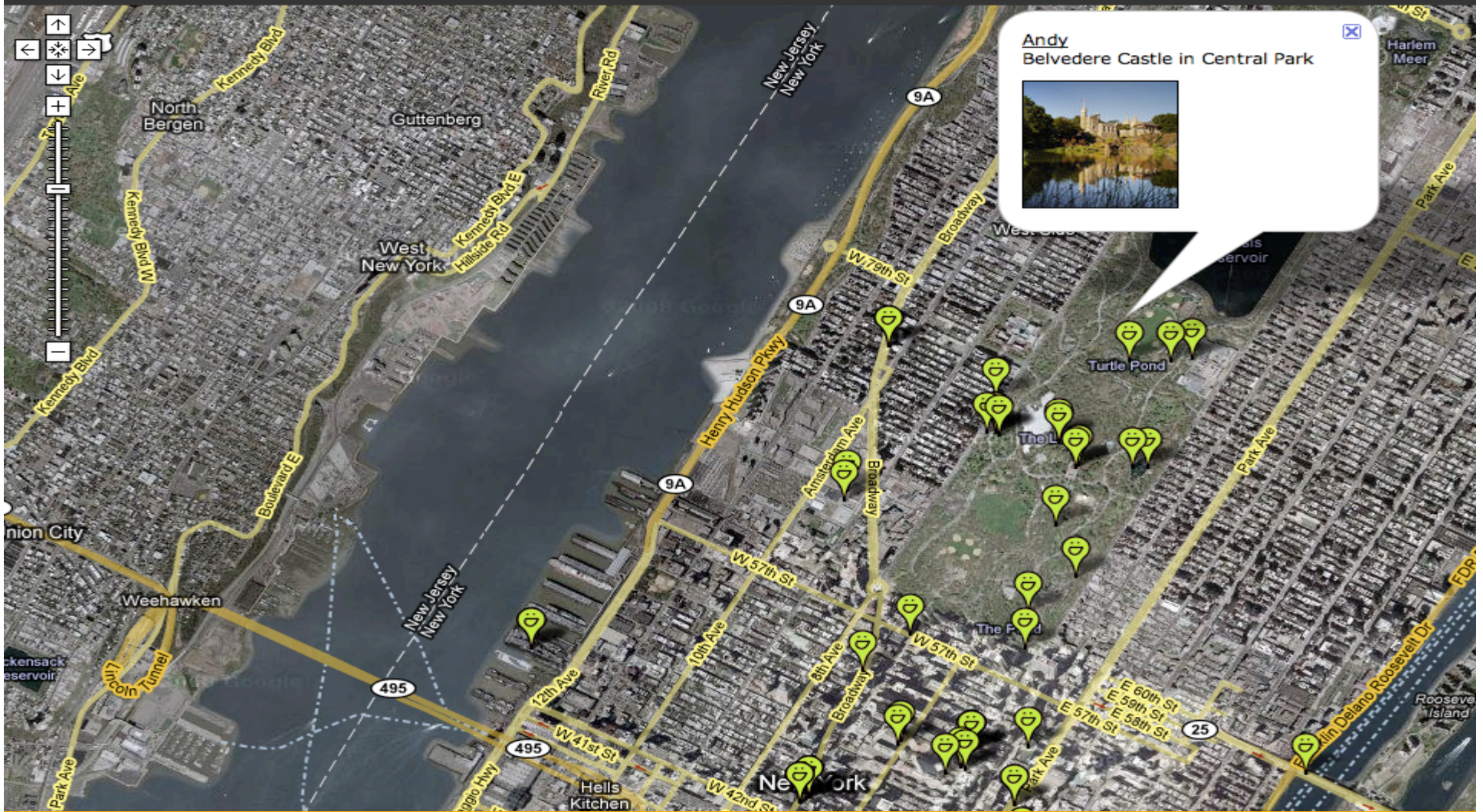


Find:

SmugMug gallery >>

734406

Search



Service Driving High-Frequency Activity

- Millions of photos uploaded
- Eye-Fi users upload photos several times per month
- Typical upload is handful of photos from last day or two
- Photos are no longer trapped for months in the digital camera
- Memories are shared while they are still fresh and relevant to friends and family



Saving & Sharing Memories On the Go

- Capturing is Easy. Sharing is a Chore.
 - Yearly: 250 billion images captured WW
 - Most are trapped in the camera
 - Few are uploaded, shared, printed
 - Consumers want to do more
- Eye-Fi Makes Sharing Effortless from Nearly Anywhere
 - Make your digital camera wireless
 - Take photos anywhere
 - Upload them from convenient hotspots
- Eateries are a perfect fit
 - Locations are convenient, known to consumer
 - Uploads take a few minutes
 - Having a drink or a meal is the perfect way to use the time



Eye-Fi services

WEBSHARE



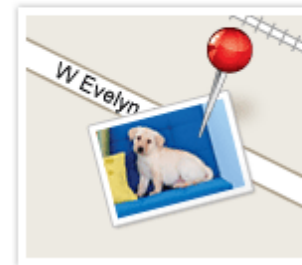
Effortlessly uploads your photos to one of more than **20 photo sharing**, printing, blogging and social networking sites.

HOTSPOT ACCESS



Provides wireless access at more than 10,000 Wayport hotspots across the US for uploading photos.

GEOTAGGING



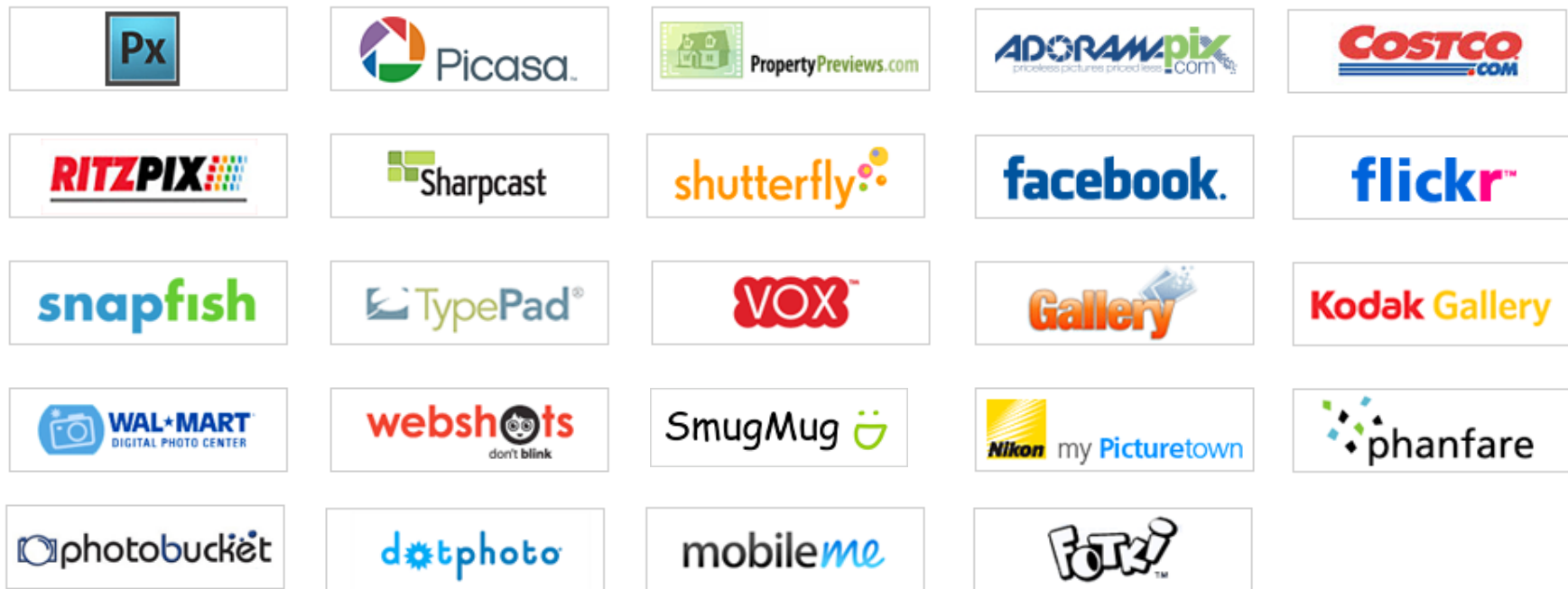
Automatically adds geographic location tags to photos (based on nearby Wi-Fi networks), so your memories are easier to search.

Share on the **Web**, Share on-the-go, and
Pinpoint Your Photos on a Map

Creating an Ecosystem

Leaders in Photo Management, Sharing, Printing, Blogging and Social Media

Share your photos on more than 25 online photo sharing, printing and social networking sites



Creating an Ecosystem

Actively Partnering with Industry Leaders to Build the Category

- Camera Makers
 - Partnership announced with Nikon
- Memory Card Makers
 - Eye-Fi reinventing value for consumers and partners
- Wi-Fi Providers
 - Hotspot access partnership and integration announced with Wayport (recently acquired by AT&T)
- Other Services
 - Geotagging service provided in cooperation with Skyhook Wireless



Lexar™



WAYPORT

SKYHOOK
WIRELESS