

## Frequently Asked Questions About DDNi, Its Products and Technology

### DDNi General Questions

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**Q. What is DDNi?**

**A.** Digital Delivery Networks (DDNi) is a PC user experience focused company that provides software, infrastructure and digital marketing opportunities to personal computer (PC) companies, distribution partners and retailers.

PC companies and channel partners benefit from a centralized DDNi ecosystem to maintain a branded relationship with their customers, while increasing revenues throughout a PC's lifespan. The offering also helps generate new and reoccurring revenue streams for PC OEMs with a "turn key" service that allows them to manage many of the vital revenue streams on the PC. Additionally, it helps lower support costs, warranty costs, and service through proactive messaging.

**Q. How does this offering benefit consumers?**

**A.** For consumers, first and foremost it simply organizes their PC activity and makes navigating the PC easier. This means a few things.

1. Easy access to PC programs, utilities and services
2. Each user can personalize user preferences, profiles and choices
3. Cleans up the desktop and centralizes icons, favorites and bookmarks

By establishing a personalized, timely, and ongoing interactions with the end user, the PC OEM brand becomes a trusted advisor from the initial purchase to future system repurchase.

### DDNi at the 2010 International CES

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**Q. What is DDNi announcing at the 2010 International CES?**

**A.** DDNi is proud to be publically unveiling a new patent-pending technology, a key customer relationship, and announcing the distribution of version 2.0 of its platform. Specifically the announcements are:

- ***DDNi Unveils Industry First: GreenDisc Technology To Seamlessly Upgrade Drive Capacity***
- ***Leading Netbook Provider SYLVANIA Selects DDNi To Personalize and Enhance Its PC User Experience***
- ***DDNi Demonstrates Personalized PC User Experience Software at the 2010 International Consumer Electronics Show***

**Q: What is GreenDisc?**

**A.** GreenDisc™ is a unique and industry first technology that provides PC OEMs a channel for their consumers to unlock extra hard disk capacity that often goes unused in shipped computers. Integrated into DDNI's OASIS 2.0 platform, GreenDisc is a patent-pending solution that provides increased disk capacity upon the initial boot-up or later in the use of the computer when additional space is needed.

**Q. How Does GreenDisc work?**

**A.** Disk drive manufacturers routinely deliver higher capacity hard drives and allow the manufacturer to “dial-down” the capacity to align with their product offerings. For example, in the current PC manufacturing market, a disk drive might have a capacity of 320 gigabytes but be limited by the PC OEM 25% to 240 gigabytes to meet their tiered product portfolio. GreenDisc provides the technology infrastructure to allow users to unlock this incremental storage.

**Q. Are there other competitive products and software like GreenDisc?**

**A.** DDNI's GreenDisc capacity-on-demand is an industry first. Upgrading a hard drive and transferring hundreds of gigabytes of legacy information has historically been a costly, complex and time intensive process for both the user and the manufacturer. GreenDisc now allows users to increase disk space with the click of a mouse.

For the hard drive manufacturers and PC OEMs, they see GreenDisc as a “game-changing technology” that can create new opportunities and spawn new business models.

**Q. Is GreenDisc currently available on any systems?**

**A.** In conjunction with today's client announcement, SYLVANIA Computers also disclosed that it will provide GreenDisc to its netbook customers. Digital Gadget licenses the SYLVANIA brand and its President, Charles L. Tebele, said, “We are proud to be the first company to partner with DDNI to unlock storage directly to the user. Capacity continues to be a core component of the user experience and has quickly become a part of the vernacular of the PC and netbook community. DDNI's easy-to-use and integrated approach allows the user to dictate the amount of storage they need and the timing of when it is increased.”

**Q. Who are DDNI's PC OEM clients?**

**A.** In addition to this week's announcement with SYLVANIA, DDNI has publicly announced its long standing relationship and shipments throughout multiple products with Lenovo. DDNI's technology and user experience platform is known by every major PC OEM. It is expected that more client relationships will be made public over the next month.

**Q. Are there other value-added services that DDNI is bringing to the platform?**

**A.** In addition to technology features such as GreenDisc, DDNI provides a multitude of additional value to consumers and PC OEMs. Consumers benefit from a centralized ecosystem comprised of thousands of premier software applications, internet services,

news and video feeds, search sites, shopping destinations, support services and complementary products. PC OEMs gain a direct communications conduit that helps lower support costs, warranty costs, and service through proactive messaging to increase overall operating margins.

## **FAQs About the DDNi Platform**

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### **Q. How do consumers experience the DDNi platform?**

**A.** When a new PC with the DDNi platform is first turned on, users begin to experience the DDNi platform after the initial Microsoft set-up. The DDNi first boot sequence helps customize the PC to the specifications of how the user wants to experience the PC. The areas for customization include welcoming, offering PC security options, preferred internet browser toolbars, reviewing productivity options, and registering the PC. These preferences are saved and the PC is updated to meet the user's specified requirements and streamline future interactions (one time registration for many applications).

### **Q. What is the current version of the platform shipping to DDNi's customers?**

**A.** The current version of the user experience software is the OASIS 2.0 that is now shipping to PC OEMs for Microsoft Windows 7, Vista and Windows XP. This is the cleanest, simplest way for consumers to manage their desktop with all of the things that are most important to them.

As the main launch point for the PC user, the OASIS 2.0 launch site can be customized to the user's specifications. DDNi's intuitive drag-and-drop interface allows the user to add commonly used applications like Microsoft Office, favorite web locations, peripheral devices, and personal preferences into a centralized location. Other personal files and entertainment including music, games, pictures, and videos can be added to the DDNi line to give users the power to control their digital content and experience it how they want to.

### **Q: What is different about the User experience with OASIS 2.0?**

**A:** The OASIS 2.0 platform unifies the user experience beginning the first time the PC is powered on. This is accomplished by streamlining preferences, profiles and user choices to create one-click navigation for users to access local files, websites and web services. Single sign-on and a secure centralized payment center allow the user to only enter these details once for use throughout hundreds of supported sites.

Without OASIS 2.0, users have a disparate PC experience where applications, internet services and web locations have separate starting points, with each requiring distinct logon credentials and payment details for every transaction. As PC OEMs integrate a custom branded DDNi 2.0 platform into their systems, the end result is a more satisfying and secure user experience that builds a long term relationship with the PC OEM beyond the initial PC purchase.

**Q. Do other vendors offer a similar type of offering?**

**A.** No, there is no other commercial software company that is providing a PC end-user experience platform like DDNi. This is DDNi's business focus and the result is a greater PC experience for PC OEMs. There are however some PC OEM competitors that have built their own PC experience that have had mixed results. HP has been successful while Toshiba's FreshStart™ was criticized for charging an activation fee.

**Q. Is this part of a trend toward greater personalization and interaction with customers?**

**A.** Yes, this is part of PC OEMs recognizing the need for a 1:1 relationship with its customers. It empowers them to intelligently interact with end-customers and provide software, services, support and products that are in context to the customer's PC use. As PC OEMs are able to personalize relationships with customers, they build loyalty, grow credibility and increase the value of their products and services.

**Q. Is this a trial or is this on the PC for the life of the PC?**

**A.** The DDNi platform is an integral part of an OEM's PC configuration software experience. The goal is to centralize the software, applications, internet services, news, and complementary products in one location that allows consumers to customize their PC experience the way they want over the life of the PC.

**Q. Do customers have to purchase anything?**

**A.** The software is free to users and there is no requirement for customers to purchase anything. The software will help PC users take control of their desktop with a customizable, clean and personal interface that evolves as their requirements change. This includes getting timely PC service and support updates and maintenance.

**Q. Can you turn this function off on the PC?**

**A.** Yes, the function can either not be used or turned off.

**Contacts for DDNi**

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