

## 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 ecosystem company that provides software, infrastructure and digital marketing opportunities to computer and device OEMs, distribution partners and retailers.

DDNi's proprietary and patented platform allows PC companies and channel partners to create and maintain an ongoing branded relationship with its customers and the opportunity to increase revenues throughout the computing device's lifespan. The offering also helps generate new and recurring 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

Second, consumers can create a unified and cohesive experience between their connected tablets, laptops and desktop PCs.

Last, it provides a secure platform for purchasing products, services, applications and devices. The DDNi platform provides encryption at the client computer/device for an end-to-end secure transaction. This differs from entering credit card information on websites for purchases that could have compromised security.

### DDNi at the 2012 International CES

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**Q. What is DDNi announcing at the 2012 International CES?**

**A.** DDNi is making a couple of announcements this year that are helping PC OEMs and platform partners further differentiate and strategically position their products in the market. These include how its secure platform simplifies commerce transactions across devices and how DDNi is ready for Windows 8. Specifically the announcements are:

- ***DDNi Brings Its Secure Platform to Multiple Devices***
- ***DDNi Readies Platform for Windows 8***

**Q: What are some of the features of the DDNi sMYline?**

The sMYline platform is preloaded on computers and devices to help users maximize the value of systems from the first time they are powered on. This includes asking how the systems will be used, recommending relevant software applications and intelligently recognizing connected devices. The device aware sMYline also includes features like Video on the Desktop, GreenDisc, Weatherbug and InkLink.

**Video on the Desktop**

Right on the desktop is a media player to enjoy your own library of videos or get regularly updated streamed from external video streams. This includes watching Associated Press news videos across favorite categories such as sports, showbiz, business, and world news.

**Green Disc**

GreenDisc provides the user with an easy way to upgrade the storage capacity of their computer without a costly hard disk replacement. Specifically, users have the ability to immediately increase their hard drive capacity when they initially set up the computer or can be prompted to upgrade their storage capacity when the platform recognizes the user is running low on disk space.

**WeatherBug**

As an application on the desktop, WeatherBug provides current conditions from its network of international weather stations, sensors and cameras located at schools, major sports stadiums and public safety facilities across the United States. In addition WeatherBug integrates data from sources such as the National Weather Service (NWS) and World Meteorological Organization (WMO), providing its users access to the largest network of professional weather stations in the U.S. and more than 35,000 locations around the world.

**InkLink**

A device aware service, InkLink identifies that toner is running low in a connected printer and automatically determines the proper replacements and makes ordering as simple as a few clicks.

**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 640 gigabytes but be limited by the PC OEM 50% to 320 gigabytes to meet their tiered product portfolio. GreenDisc provides the technology infrastructure to allow users to unlock this incremental storage.

For 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. Who are DDNi's PC OEM clients?**

**A.** DDNi has publicly announced its long standing relationship and shipments throughout multiple products with Lenovo, first in 2008. DDNi announced its relationship with SYLVANIA in 2009. Over the last two years it has developed a relationship with Sony. In addition to these announced relationships, DDNi will be making an additional public OEM announcement in the coming month. The company also continues to grow relationships with other "unannounced" computer OEMs.

**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.

**Q. Does the DDNi platform work with Tablet PCs?**

**A.** Yes, DDNi announced this fall how it works with Table PCs. The DDNi sMYline gives PC OEMs an application store that is embedded and ready to go when consumers purchase a new Windows Tablet PC. It provides an interactive user-interface with "drag and drop" and touch functionality that consumers expect from a tablet.

Similar to how OEMs use the DDNi platform on PCs, the platform is preloaded on Tablet PCs to help users maximize the value of systems from the first time they are powered on. This includes characterizing how the systems will be used, recommending relevant software applications and intelligently recognizing connected devices. As a main launch point for users, the DDNi platform can be customized to users' interests, preferences, and specifications. In addition, DDNi empowers a cohesive post-tablet purchase environment to maximize consumer interaction, customer support, and create a long-term brand relationship with the PC OEM.

## **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 sMYline and how is that different than OASIS 2.0?**

**A.** DDNi's sMYline is the user interface and interaction a consumer has with the device. The sMYline runs on the DDNi OASIS 2.0 platform. The OASIS 2.0 platform is flexible and can be custom-built with components and elements tailored for a PC OEM's needs.

**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 device 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 computing 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 and device purchases.

**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 and device 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 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 and device experience the way they want over the life of those machines.

**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 users take control of their PCs and devices with a customizable, clean and personal interface that evolves as their requirements change. This includes getting timely service and support updates and maintenance.

**Q. Can you turn this function off?**

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

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