

AvantGo



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www.avantgo.com,
and get the best of the
Web—to go!

AvantGo is the world's leading mobile Internet service. AvantGo delivers free up-to-date news, weather, travel and entertainment content to smartphones, PDA's, and mobile phones.

Overview

AvantGo at a Glance:

- The world's most popular mobile Internet service for smartphones and PDAs
- 7+ million unique registered subscribers
- Leading service to host and manage mobile content, with more than 1100 media sites from over 800 media companies
- Mobile Websites featuring news, weather, sports, entertainment, business/finance, and more from the world's leading brands
- A leader in mobile advertising, representing over 200 top global brands

Who's on AvantGo?

These leading organizations, among others, have mobilized their media properties to better reach their customers:

- | | |
|----------------------|----------------|
| ■ The New York Times | ■ Le Monde |
| ■ CNET | ■ BBC |
| ■ Bloomberg | ■ The Guardian |
| ■ Sporting News | ■ Euronews |
| ■ Rolling Stone | ■ Reuters |
| ■ MSNBC | ■ CNN |
| ■ Wired | ■ EuroSport |
| ■ MapQuest | ■ Telerama |
| ■ Expedia | ■ Maporama |

Who's on AvantGo?

- AvantGo is a free service available to all smartphone, PDA, and MIDP 2.0 mobile phone users
- Targets a high-end mobile audience: business travelers, sales, legal, finance, medical and IT professionals, and senior managers

User Benefits

Using AvantGo, smartphone and wireless PDA users around the globe can:

- Customize their selection of branded mobile Websites to be delivered to their devices
- View uniquely rich, mobile-optimized content—both online and offline
- Read their preferred source of news, weather, and stock quotes; view travel itineraries; find movie times and locations; search for restaurants; play games; and more
- Fully customizable homepage allows user to select only the channels they want to see



