



## Orb Networks: Corporate Fact Sheet

### About Orb Networks

Orb Networks is an award-winning developer of software and services that unlock the digital media stored on personal computers. Orb MyCasting™ gives consumers secure, free, instant, and everywhere-access to everything from their photos and video to TV and music, using virtually any Web-enabled device, be it a mobile phone, laptop or PDA.

### Company History

Joe Costello and Luc Julia met in late 1998 and soon realized they had a common passion – technology and education. They formed BravoBrava! in 2000, an incubator company that develops and integrates information technologies to revolutionize education, training and the consumer electronics experience. Over the course of the next few years, the duo spun out Soliloquy Learning and SpeakESL, two speech recognition software solutions for children and adult education. But it was during his tenure at BravoBrava! that Julia determined he wanted remote access to the digital media housed on his home PC. So for his personal use, he developed the concept and the foundational architecture that made "media anywhere" a reality. When Jim Behrens joined the team, the three began presenting the concept for MyCasting to various firms, but the industry was stymied as to where it might fit. So, they decided to spin out the technology from BravoBrava!, and Orb Networks was born.

### Timeline

- **October 11, 2004:** Orb Networks founded with the singular mission to create software and services that give people remote access to the digital media stored on their PCs.
- **January 4, 2005:** The company announces the availability of its debut solution, Orb Media 1.0
- **March 29, 2005:** Orb Networks eliminates subscription fees for its service, making it free to all users.
- **April 5, 2005:** The company announces the worldwide availability of its streaming media product and first international edition with the beta release of a French language version.
- **April 26, 2006:** Orb Networks announces DVR Everywhere™ for users of TiVo Series 2 DVRs.
- **May 24, 2006:** Orb Networks announces the release of Orb VideoMail for users of Mozilla Thunderbird and Microsoft Outlook.
- **May 30, 2006:** Orb Networks launches MyCast plugin for MullaSoft Winamp users.
- **October 2006:** Orb Networks introduces the Orb MyCasting service, giving consumers worldwide the power to unlock their home PCs so they can organize, share, listen to and enjoy their music, images, videos and TV anywhere, anytime.

### Senior Management

Orb Networks is led by a team of talented industry veterans, including:

- **Joe Costello, Chairman of the Board.** Joe is highly regarded for his business experience and bold moves in the high-tech industry. In 1997, Chief Executive Magazine named Joe the top performing CEO of all publicly traded companies in North America. He also made Upside Magazine's 1997 "Elite 100" list of the top executives leading the digital revolution.

- **James Behrens, President.** Jim is a serial entrepreneur now working with his sixth start-up company. Of his five previous start-ups, three are public companies and two were acquired by other technology firms.
- **Dr. Luc Julia, Co-Founder and Chief Technology Officer.** Luc built his first robot, to make the bed for him, at the age of eight. Today, Luc is one of the foremost leaders in the field of computer human interaction. He is an author and co-author of more than 50 scientific publications and has several patents related to human computer interaction.

### **Board of Directors**

The company's board of directors comprises individuals with strong business acumen and venture investment experience in high-tech and emerging-growth technologies:

- **Joe Costello**, Orb Networks, Chairman, Co-Founder and Investor
- **Gary Morgenthaler**, General Partner, Morgenthaler Ventures
- **John Hull**, General Partner, OVP Venture Partners

### **Business Model**

The strategic partnerships Orb Networks is forming will provide Orb with a sustained commerce stream through co-marketing, partner relationships and advertising for music, video, audio, photos and other services.

### **Partners**

Orb Networks develops, licenses and markets its services in partnership with leading content providers/creators, wireless carriers, electronic distributors and consumer electronic companies including AMD, Vodafone, Hauppauge Computer Works, Intel and Creative Labs.

Orb also is establishing business relationships with providers of TV guide data internationally in France, Japan and Great Britain, that will allow users to stream live TV for free.

### **Employees**

Orb Networks currently has more than 30 employees.

### **Corporate Headquarters**

Orb Networks, Inc.  
Bay Center  
6425 Christie Avenue, Suite 300  
Emeryville, CA 94608  
510.903.0920  
[www.orb.com](http://www.orb.com)

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