



## FAQ

### What is Orb Networks?

Orb Networks is an award-winning developer of software and services that unlock the digital media stored on personal computers. The company's partners include: AMD, Vodafone, Hauppauge, Intel and Creative Labs. Orb Networks, a privately held company in Emeryville, Calif., is a member of the Digital Living Network Alliance. For more information about Orb Networks and the Orb MyCasting service, please visit [www.orb.com](http://www.orb.com).

### What is MyCasting™?

Orb MyCasting is a free service from Orb Networks that makes it easy for consumers to remotely view and share their live and recorded home and Internet TV, music, videos, photos, podcasts and other digital media stored on their PC, from any Internet-connected device, be it a mobile phone, PDA or laptop. MyCasting is the opposite of broadcasting, allowing you to stream your digital media when (time), where (place), and how (device) you want it.

### What's unique about Orb?

Orb Networks is the first company to offer a single solution for enjoying virtually all of your digital media remotely, using the devices you already own. There is no need to choose which technology path to go down to access your media remotely; other options are cumbersome and require an additional investment in yet another "cool" technology. Orb is free and begins with one easy download: there is no hardware or software required, and no additional time needed to catalog and categorize your digital media. You get instant access to the digital media that's already on your PC. Just download Orb and start MyCasting.

### What's your elevator pitch?

Orb is raising the stakes in an increasingly on-demand, media-anywhere world by giving digitally savvy consumers one solution for enjoying the media housed on their PC from anywhere in the world via nearly any portable device.

### What are industry analysts saying about Orb?

Industry analysts confirm that Orb MyCasting is leading the "media anywhere" trend and helping to expand the "personal media server" category. Aided by services like Orb MyCasting, which allow consumers to create their own media servers, ABI Research forecasts the media server PC category to exceed \$44 billion by 2011.

### What does it cost to begin MyCasting with Orb?

Orb MyCasting is free! With no subscription fees, Orb eliminates the final barrier between consumers and their digital media.

### Who are your strategic partners?

Orb's roster of strategic partners validate its vision and provide further testament to the consumer promise Orb MyCasting delivers:

- **AMD** chose Orb as the foundation technology for AMD's new Live! Entertainment PC platform which hit shelves last month. AMD Live! On Demand powered by Orb Networks allows the streaming of content, both around and outside owners' homes.
- **Vodafone Germany** is using Orb software in a D2 test that allows 3G customers to access photos and music and to watch TV captured on their PC and transmitted across the cellular network.

- **Hauppauge Computer Works**, the world leader in computer-based TV receivers, bundled Orb with its WinTV Personal Video Recorder products in Europe in time for World Cup. Orb saw an 8-10 fold increase in TV streaming usage during World Cup's biggest matches; Hauppauge plans a fall launch of the bundle in the US.
- **Creative Labs** ships Orb bundled with several of its PC webcams.
- **Embarq (formerly Sprint Local)** chose Orb for the technology behind its Personal Media Link service.

### What's driving demand for Orb and its services?

Industry and Orb metrics confirm that consumer consumption of media is changing:

- In July 2006, TV broadcast viewing hit a historical low according to Nielson Ratings;
- Meanwhile, Orb usage is on the rise; active users spend 45 minutes MyCasting each day, with an average session length of 16 minutes.
- Downloads of the free Orb application have grown more than 30% month over month since late 2005; 25% of Orb website visitors download the app.
- Mobile usage of Orb MyCasting has increased 40% worldwide since January 2006.
- Worldwide, 24% of Orb users are on mobile devices versus laptops or remote PCs. In the EU and Korea, where mobile is both the norm and of higher quality than the U.S., on average 40% of MyCasting is done on mobile devices.
- Average Orb video usage is 10 times that of the industry average and about 3 times that of YouTube users.
- With the growth of media center PCs, the home PC is increasingly assuming the role of information / entertainment hub. Simultaneously, consumers' growing reliance on mobile will mean more consumer demand for access to their media both while they're at home and away.

### What differentiates Orb from its competitors?

SlingBox and others have led the conversation around "placeshifting." But they provide remote access to only one aspect of a consumer's digital media collection: television. Orb MyCasting addresses more broadly the "digital shifting" of consumers' entire digital media collection – not just TV, but also photos, music, video, virtually everything digital a consumer has stored on his personal computer. Orb goes beyond placeshifting television to allow consumers to "MyCast" all of the digital media on their personal computer.

MyCasting with Orb does not require an investment in yet one more piece of technology and instead is leading the way by transforming the PC into a personal "media server."

### Where can I use Orb MyCasting?

You can MyCast from anywhere you have an Internet connection and a Web-enabled mobile phone, PDA, laptop or PC.

### Can I use Orb on my current mobile phone, PDA or laptop?

If you have a mobile phone, PDA or laptop with an Internet connection and a suitable media player, you can use Orb.

### What bandwidth do I need to listen to my music or watch TV or videos?

All you need is a home PC with a broadband Internet connection (cable, DSL) for Orb Media software and a Web-enabled mobile phone, PDA, laptop or desktop computer to access your content. Your viewing or listening experience will vary depending on both the upload and download speed of your connection (your bandwidth).

### How does Orb find my media files?

Once Orb is installed on your home computer, it enables you to access the media files in your default "My Pictures," "My Music" and "My Videos" folders remotely. You can also easily configure Orb to access media located in any other local or network folders.

### **Do I need to download software?**

Yes. You need to download Orb Media to your home Windows XP Media Center or Windows XP computer. And remember, Orb is free! Just click Get Orb and download it onto your PC. The installation is simple and should take less than 5 minutes. There is NO other software needed to install on any device (cell phone, PDA, remote PC) as long as it has a Web browser and a media player with streaming capabilities such as Windows Media Player (v.9 or higher), Real Player (v.10 or higher), WinAmp or a 3GP player like Quicktime.

### **How can I start MyCasting with Orb?**

Orb can be downloaded from: [http://orb.com/get\\_orb](http://orb.com/get_orb).

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