



Panorama™ - The L4 Media™ Television Widget Platform

DELIVERING THE INTERACTIVE TELEVISION EXPERIENCE

For IPTV and television service providers who want to generate new revenues by providing consumers with a custom-branded interactive television experience, we offer Panorama™, L4 Media's television widget platform.

With Panorama you can create a wide selection of widgets, or mini-applications, that consumers can use to interact with their favorite content, like Twitter™, Facebook™, weather, sports, or stocks, directly on their TV.

WHY WIDGETS? WHY NOW?

Remember when TV viewing was an event where family and friends would gather around the television to watch a new episode of their favorite show? Times have changed. Consumers now expect content to be delivered to them at any time, on any device – television, cell phone, or computer. In fact, today 57% of consumers browse the Internet and watch television simultaneously. It is clear that consumers don't want to just passively watch traditional television screens anymore; they want to enjoy an interactive and shared television experience with family, friends, and communities.

Panorama makes it easy to deliver a personalized and interactive experience directly to your customers' television sets. Using the Panorama platform, companies can quickly deliver content, such as sports scores, weather forecasts, or Facebook™ status updates, through useful and entertaining widgets that are specifically designed for use on the television screen with the touch of a button. Rather than try to force an Internet experience built for a computer into a television set, widgets deliver the content that consumers demand in an experience that takes into account the unique features and constraints of a television set.

HOW DO WIDGETS WORK?

Panorama makes it easy for consumers to discover and use widgets on their home televisions. First, the IPTV company or television service provider works with L4 Media to determine the types of widgets they want to offer their consumers.

Next, the provider can either select from a set of off-the-shelf widgets previously created by L4 Media that can be branded or leverage the L4 Media professional services team to develop custom widgets for their consumers. Once the widgets are developed they can be offered to consumers via their television set. Consumers can then use their remote control to select the widgets that interest them and choose the locations on their television screen where they want the widgets to display.

Once in place, the widgets can be used to do everything from check the day's football scores to Tweet with a friend about the latest episode of American Idol - all without interrupting television viewing.

VARIETY OF WIDGET OPTIONS

Panorama lets you create and deliver a wide selection of widgets to help your consumers personalize their television experience with a variety of content.

User Generated Content

Examples: Photos, Blogs, Email, Twitter, Facebook



User Specific Content

Examples: Weather, Traffic, Local Guides



User Selected Content

Examples: Entertainment, Sports, News



Consumers can also continually update the experience by adding or removing widgets from their screen as their interests and preferences change. The experience is completely personalized by the consumer and designed to not disrupt their favorite television shows.

WHAT MAKES PANORAMA UNIQUE?

Complete Branding Ownership

Unlike other widget platforms on the market today, Panorama is the only television widget platform that offers IPTV and television service providers the opportunity to deliver a completely branded widget experience. From the widget selection bar to the individual widgets themselves, the entire experience can have your brand on it and can be uniquely customized for your audience.

Social Networking Features

Panorama is also the only television widget platform in the market today that was architected from inception to incorporate social networking features within widgets. Using these interactive features, Panorama delivers upon the promise of creating a truly 'social TV' experience where consumers can access their favorite social networks to share opinions and express views on television programs while they are watching them. Whether you want to incorporate existing social networks or build your own social media experience, L4 Media has the vision and creative leadership to help.

Media Phone Integration

L4 Media's team of mobile experts has a wide range of experience implementing mobile solutions for some of today's largest brands. Due to our extensive mobile experience, we are one of the only widget platform vendors that can partner with you to explore innovative ways to unite

the best features of the mobile phone and the television to deliver a superior interactive TV experience for the consumer.

Revenue Generation Capabilities

Widgets not only offer a personalized television experience for consumers they also create new revenue generation opportunities for service providers. From advertising opportunities within widgets to in-widget purchasing options, Panorama is architected to offer a wide variety of revenue generation options for our customers.

ABOUT L4 Media

Are you ready to deliver the next generation of television services to today's consumer? L4 Media can help.

L4 Media, the interactive media company, delivers the products and services that companies need to transform the way people watch TV. The company's Panorama™ product and custom development services are used to rapidly create innovative and high quality mobile applications, social television experiences, and widgets that turn passive TV viewers into active participants. All of L4 Media's products are designed to create personalization and social connection opportunities for consumers and new sources of revenue for L4 Media customers.

As a division of L4 Mobile, L4 Media offers a unique combination of cross platform, multi-screen experience and proven, large scale deployment expertise.

Headquartered in Kirkland, WA, L4 Media works with many of today's leading hardware and media companies.

More information is available at:

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PANORAMA COMPONENTS

The Panorama platform is comprised of a number of components necessary to deliver a complete widget experience. These components include:

Panorama Framework

L4 Media's patent-pending client/server framework used to deploy widgets on a wide variety of televisions

Widget Development Options

- **L4 Media Off-the-Shelf Widgets** – our catalog of pre-developed widgets available for companies to deploy to their consumers
- **L4 Media Professional Services** – our team of software development experts available to create custom widget offerings
- **Panorama Widget Development Toolkit** – a software development kit for use in creating your own custom developed widgets

Widget Advertising Engine

The engine necessary to insert, manage, and update advertisements within television widgets deployed on the Panorama platform

Widget Storefront

A solution for creating custom-branded storefronts that let consumers browse a wide variety of widgets and download them to their TV

