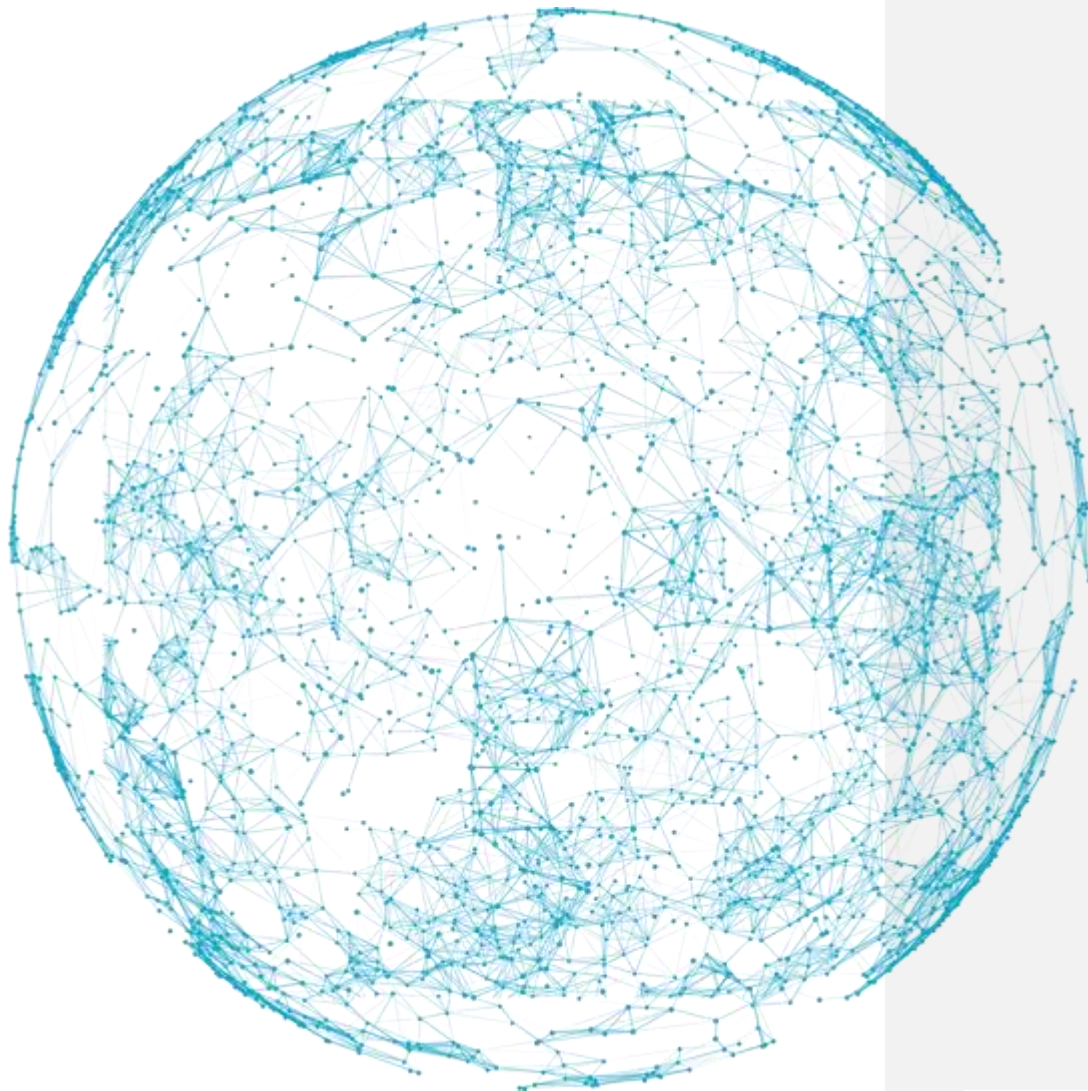


# Alef Mobitech Inc.



**Value-Added Services at the  
Radio Access Network**



# Alef Mobitech Inc.

## Mobile Edge Computing (MEC) Applications – VAS at the RAN

### Macro Trends

The revolution of Mobile Broadband and the migration of Applications to the Cloud are disrupting the marketplace. These forces have created a huge demand for anywhere anytime access to rich mobile apps. This macro trend has caused increases in productivity, improvements in customer engagement, and enhancements to service visibility. The combination of the trends has resulted in mobile networks experiencing unprecedented increases in traffic with signs of continued growth for the foreseeable future. The Mobile Internet is undergoing tremendous transformations.

### Vision

Our vision is to realize the full potential of the Mobile Internet, globally, through a wide range of market leading products focused on augmenting applications with immersive features and services. Over time, we envision a world where every Application Provider will create an Edge App (in addition to a desktop site, a mobile app, and a smart TV app).

### MEC Services

Alef Mobitech has leveraged these macro trends and pioneered a new paradigm: MEC Services that involve proximity based immersive, interactive and intelligent applications and services.

- Based on patented Mobility Cloud Technologies, Apps & Clouds at the Mobile Edge, Alef Mobitech has created a new paradigm of proximity-based enterprise and consumer services across multiple segments including Media & Entertainment, m-Commerce and Enterprise Mobility.
- Our solution optimizes the end-to-end application flow from the Cloud data center to the end user device. It serves Rich Media applications (handling both app generated and user generated content) from a virtual and proximate application server.
- Our Edge Mobility Platform leverages existing network assets and combines Connectivity and Computing resources hyper-locally, delivering Ultra Responsiveness, Richness, and Relevance. This ensures significant improvements in user engagement without the need for additional investments in existing mobility network or app data-centers.

### MEC Services:

- Build proximity based Immersive, Interactive and Intelligent Application and Services
- Provides a software-driven flexible approach that includes hyper-distributed computing that is coincident with connectivity
- Leverage multiple Edge Computing paradigms and a state-of-the-art Edge Platform that adds Mobility to the Cloud!

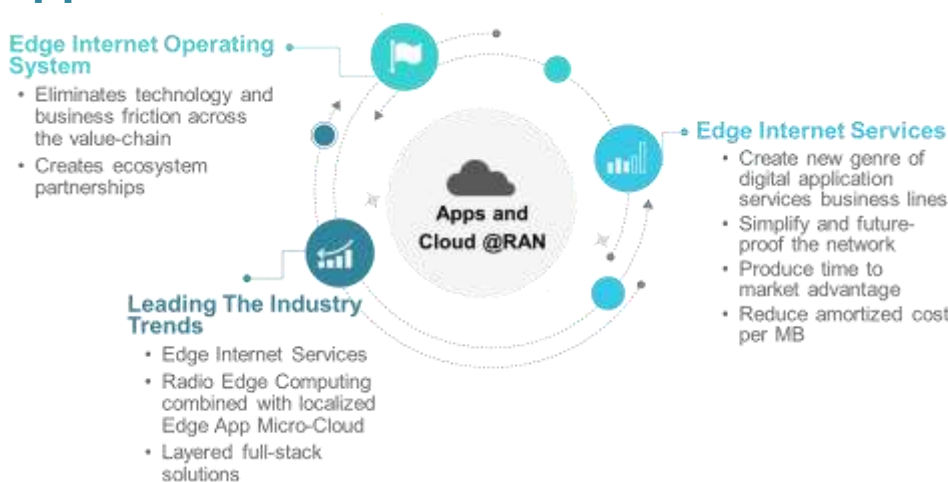
### MEC Value: Mobile Network Operators

- Deliver Ultra-Responsive, Ultra-Rich, and Ultra-Relevant rich-media applications over contemporary networks
- Create monetizable Edge Digital Services enhancing revenues
- Mitigate Cap-Ex and Op-Ex investments while retaining time-to-market advantages

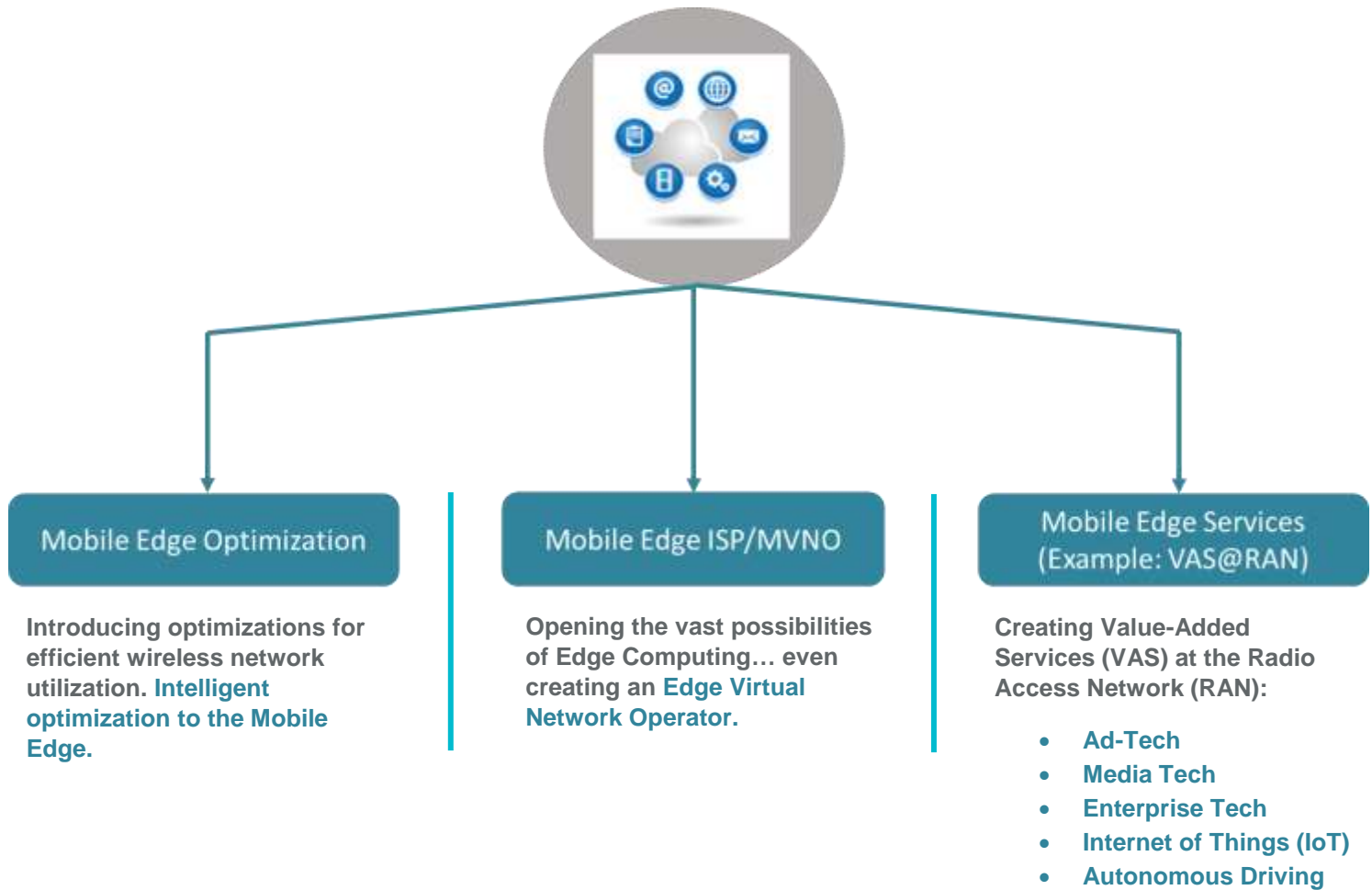
### MEC Value: Enterprise Application and Consumer Digital Service Providers

- Enable collaborative co-creation of proximity-based products and services across the value-chain
- Create a distribution and monetization platform for Application Providers and enterprises to offer Edge Digital Services, not just applications or mobile access

## Approach and Critical Differentiators

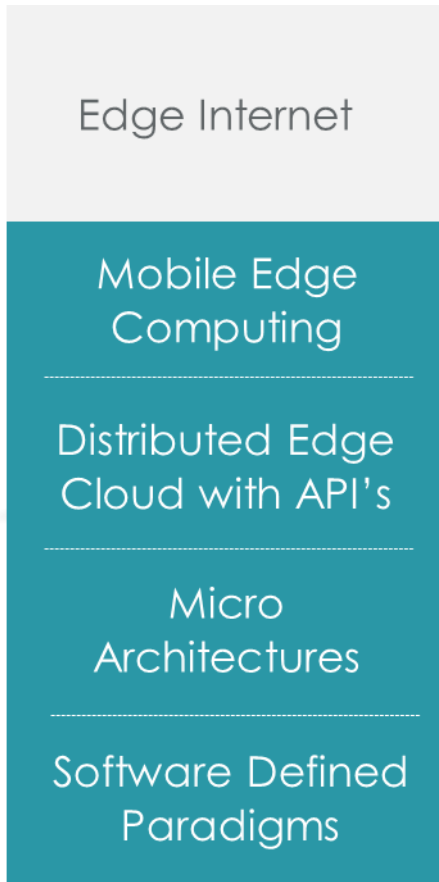


# Edge Internet Paradigm



## Current Focus: 5G Apps Over 4G

**The Edge Internet: Connectivity Meets Computing + Edge Internet Operating System + 5G Applications & Use Cases Over 4G Networks**



## About Alef

Alef Mobitech's mission is to realize the worldwide potential of the Mobile Internet through a wide range of enablement services by teaming with Solution Providers and Mobile Network Operators. Based on innovative Mobility Cloud Technologies, we empower businesses across multiple segments to launch new products and services.

We have headquarters in Morristown, New Jersey, with Offices in India and Brazil. For more information, please visit <http://www.alefmobitech.com/>.

## Contact Us:

### North America:

Alef Mobitech Inc., 1776 On The Green, 67 E Park Place Suite 740, Morristown, NJ, 07960  
[info@alefmobitech.com](mailto:info@alefmobitech.com)

### South America:

Rua São Clemente 155, Rio de Janeiro, Brazil 22260-001

### Asia Pacific:

Alef Mobitech Solutions Pvt. Ltd., Second Floor, B-11, Art Guild House, Phoenix Market City, L.B.S Road, Kurla (West), Mumbai – 400070

Alef Mobitech Pvt. Ltd., 201, NextGen Avenue S. 103, Behind ICC Trade Towers, Senapati Bapat Road, Pune-411016

**Alef Mobitech Inc.**

## 5G Products and Services on 4G:

- Advertising – Rich Media Delivery
- Video-on-Demand and Multicast
- Enterprise Mobility
- Virtual and Augmented Reality
- Artificial Intelligence
- Industry 4.0 and IoT
- Smart Cities

## Mobility to the Cloud:

- Moves multi-media handling closer to the user (Mobile Edge), while retaining existing centralization of all control and management plane functions for the network and applications
- Combines mobility networking with an application delivery framework
- Creates cross layer optimization algorithms
- Provides an adaptive two-tier architecture with a clear separation of network and application layer interfaces
- Exposes Intelligent Mobility and Cloud API's at the Mobile Edge
- Deploys an adaptive overlay network, with no upgrades to underlying mobile network or Application provider IT Infrastructure
- Architects all the above platform and application solutions in software executed on standard off-the-shelf servers

