



## FCC Workshop

[www.illumsoftware.com](http://www.illumsoftware.com)

# About Illume

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- Illume is a mobile software company developing lifestyle and enterprise solutions (location-critical)
- Leadership team is comprised of experienced mobile telecom, internet and media veterans
- Board of Advisors consists of prominent business, political, financial, and technology leaders:
  - Senator Tom Daschle
  - Senator Bob Kerrey
  - Fay Vincent
  - Leo Hindery, Jr.
  - Frank Farrell
  - Joe Sheehan



# Our First Product: iZUP

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# iZUP: What is it?

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- iZUP is a mobile application that helps drivers avoid distractions caused by their mobile phones
- iZUP leverages a mobile device's GPS to calculate speed and other critical conditions
- While driving iZUP prevents outgoing communication and holds text messages, e-mails and calls
- Allows unlimited access to 911 and a list of authorized phone numbers
- Fifteen pending patents relating to underlying technology

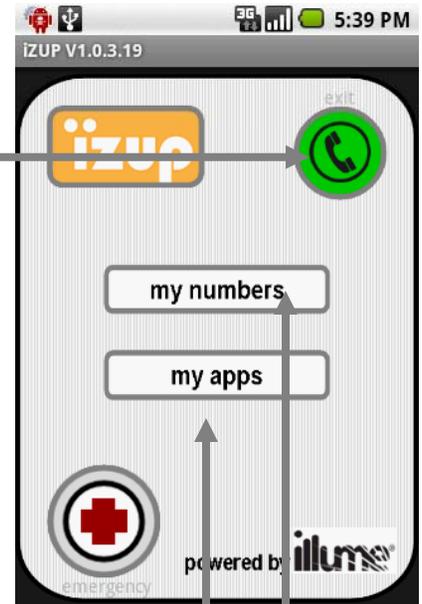
# iZUP: How it Works



While driving the 'exit' button turns red



When stopped the 'exit' button turns green



Authorized phone numbers and applications always allowed

Emergency 911 calls always allowed



# iZUP: Broad OS Support

## Windows Mobile



## Android



## Blackberry



Coming Soon: BREW, Symbian, J2ME, Apple...

# iZUP: Key Advantages

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- Patents-pending mobile-centric solution
  - Client software performs all logic on handset
  - Illume network-based server for configuration and control
  - No network infrastructure changes
  - Minimal network impact (configuration & management traffic)
  - Power management protocol
- Manages all communication
  - Incoming; outgoing; data; voice
  - Interprets vehicle status (stop lights, heavy traffic, bus/train (coming soon))
- Portable to numerous handsets and operating systems
- Scalable with low fixed costs



# iZUP: Target Customers

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- **Families**
  - iZUP is for anyone who wants or needs assistance managing mobile phone activity while driving, especially novice teen drivers
- **Enterprises**
  - Employees are a company's biggest asset – prevent them from becoming a liability by outfitting their company-provided mobile phones with iZUP
- **Government**
  - iZUP helps public servants and transit workers better serve their community by avoiding cell phone-related distraction

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# Thank you

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