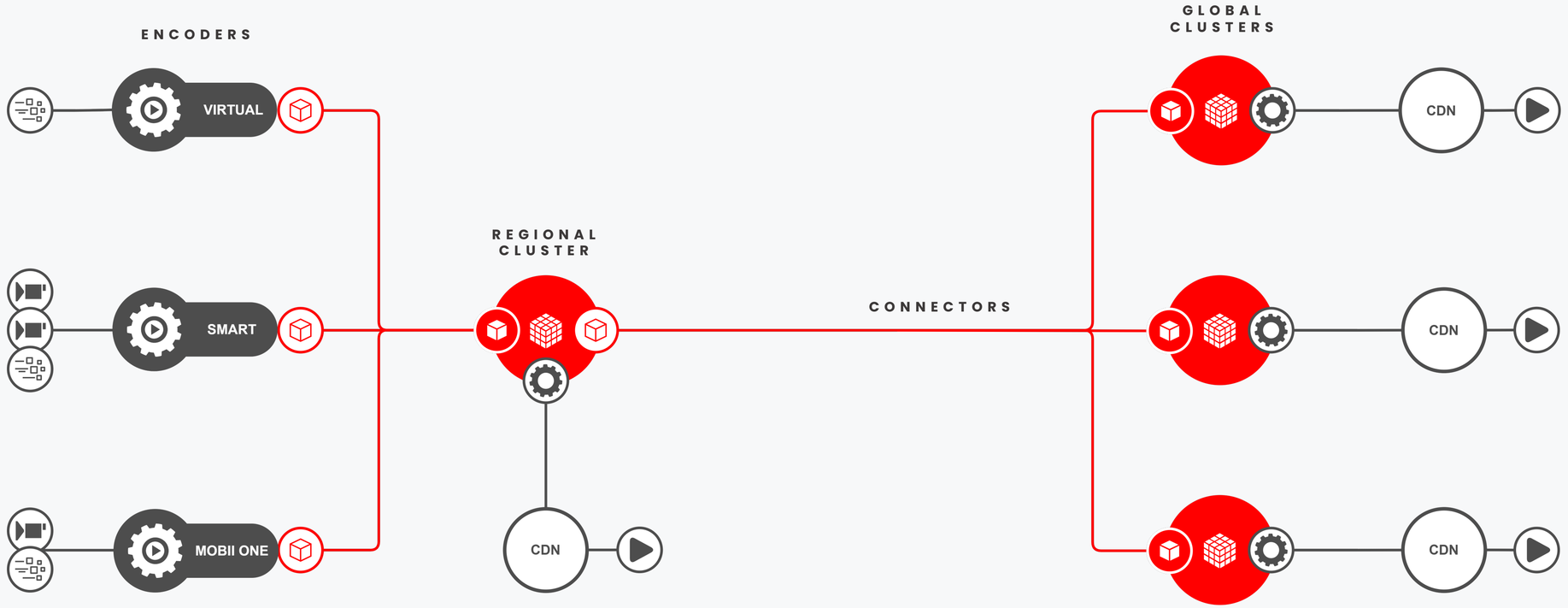
mobii

POWERING MOMENTS

PRICING MODEL

Architecture Elements



SOURCE
TO MICROBLOCK ENCODER

MICROBLOCK EGRESS
FROM ENCODERS / CLUSTERS

CLUSTER STORAGE

PLAYER
ULTRA-LOW LATENCY CMAF

MICROBLOCK ENCODERS
INGEST / TIME-SYNC / ENCODE

MICROBLOCK INGEST
FROM ENCODERS / CLUSTERS

PACKAGER / EGRESS
PACKAGE TO CMAF & EGRESS TO CDN

CDN
EXTERNAL CDN (EG: AKAMAI)

Pricing Elements

PRICING TIER	MIN ANNUAL SPEND	MICROBLOCK EGRESS	MICROBLOCK INGRESS	STORAGE PER MONTH	PACKAGER / EGRESS	CDN	PLAYER
STANDARD	<= $100,000	$0	$0.29 / GB	$55 / TB	$0.50 / GB	TBD	$0
BUSINESS	$100,000+	$0	$0.26 / GB	$50 / TB	$0.46 / GB	TBD	$0
ENTERPRISE	> $250,000	$0	$0.20 / GB	$45 / TB	$0.40 / GB	TBD	$0

Encoders & Support

MOBII ONE	PURCHASE PRICE	DEVICE CONNECTION FEE
<=50	$1 995	$33.25 / MONTH
<200	$1 795	$29.95 / MONTH
>200	$1 615	$26.95 / MONTH

SMART ENCODER	S1	S2	S3	S4	A1	A2
TRANSCODE PIXEL DENSITY(MPX/S)	860 MPX/S	1720 MPX/S	2580 MPX/S	3440 MPX/S	3440 MPX/S	6880 MPX/S
APPROX CONCURRENT HD TO FULL ABR	7	14	21	28	28	56

VIRTUAL ENCODER*	PAY-AS-YOU-GO	1 YEAR RES.
GPU VM	$471.40 / MONTH	$300.48 / MONTH
MOBII LICENSE	$699 / MONTH	$475 / MONTH

SUPPORT	CLOUD SERVICES MONTHLY SPEND	HARDWARE PURCHASE PRICE
ELITE	10%	10%
STANDARD	included	Included (year 1) – 7.50% from yr 2

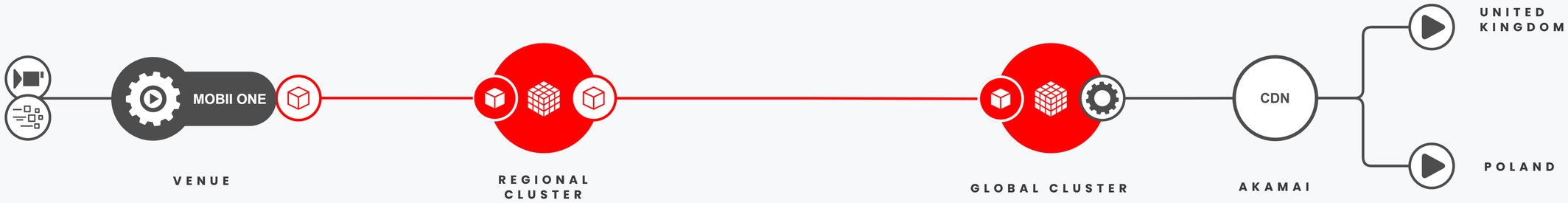
*VIRTUAL ENCODING FEATURES THE SAME PERFORMANCE POWER AS HARDWARE ENCODING

Regional Cluster

LADDER	Mbps	GB / HOUR
1080P	5	2.25

PRICING TIER	GB / HOUR	MICROBLOCK EGRESS	MICROBLOCK INGRESS	PACKAGER / EGRESS	CDN	PLAYER	COST / HOUR
STANDARD	2.25 GB	$0	$0.6525	$1.125	TBD	$0	$1.7775
BUSINESS	2.25 GB	$0	$0.585	$1.035	TBD	$0	$1.5075
ENTERPRISE	2.25 GB	$0	$0.45	$0.90	TBD	$0	$1.170

Regional Cluster to Global Cluster



LADDER	Mbps	GB / HOUR
1080P	5	2.25

PRICING TIER	GB / HOUR	2 X MICROBLOCK EGRESS	2 X MICROBLOCK INGRESS	1 X PACKAGER / EGRESS	CDN	PLAYER	COST / HOUR
STANDARD	2.25 GB	$0	$1.305	$1.125	TBD	$0	$2.430
BUSINESS	2.25 GB	$0	$1.170	$0.9675	TBD	$0	$2.0475
ENTERPRISE	2.25 GB	$0	$0.90	$0.7875	TBD	$0	$1.5525

MOBII SYSTEMS

VISIT MOBII.COM

Thank you

NEVER STOP MOVING

NORTH AMERICA	EUROPEAN UNION	UNITED KINGDOM	ASIA PACIFIC

mobii POWERING MOMENTS