

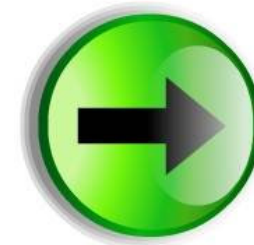
ONSPEED - Bridging The Malaysian 'Digital Divide'



ONSPEED
WAKE UP YOUR INTERNET



Value-Adding The Power of the Internet



**www.teamworkasia.com
/ www.OnSpeedAsia.com**



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Potential Opportunity



- Inclusion of **ONSPEED** enhances Operator / ISP's **competitive market place differentiation**
- Provision of a leading-edge technology product such as **ONSPEED** adds value to Operator / ISP's Brand and Market Image
- Improved Internet Access Speeds for Malaysian citizens (particularly in rural / outreach areas) accelerates the attainment of the Knowledge Society and Bridges the Digital Divide
- Use of ONSPEED as the means to create a 'Dial-up Gold' (added value product will enable access to **significant new ARPU.**



Potential Opportunity



Operator / ISP is focused on quality products and offering competitive prices for internet access
→ **OnSpeed = 70% Broadband @ 18% Cost reinforces a new Operator / ISP Value Proposition for Dial-up**

Malaysia has a significant (3.7 million subscribers) Dial-up user base
→ **ONSPEED opens up and adds value to an existing large-scale market and immediately generates new revenue**

Operator / ISP customers can use ONSPEED to increase their Dial-up download speeds by a factor of ten and Operator / ISP thus increases customer satisfaction and loyalty
→ **ONSPEED enhances the value proposition of both Dial-up and Broadband**

Operator / ISP can increase Dial-up acquisitions offering customers a new tool that they'll like
→ **ONSPEED can be the power behind trade-up (Tiered Service) options – e.g Operator / ISP 'Dial-up Gold' & 'Broadband Enhanced'**

Operator / ISP can also market the added value as 'Addressing the Digital Divide' and Government's 10% Target – **and also** – enabling high-speed internet access in areas yet to receive Streamyx
→ **ONSPEED can provide unique added value and market differentiation and political point scoring**



Potential Opportunity



Providing users with the experience of *rapid* web site, content and JPEG picture access

- **Makes users both hungry for, and capable of, accessing richer multimedia content** (ONSPEED Accelerated Dial-up users tend to stay on line *longer*, and this is directly correlated)

Raising customer satisfaction and promoting customer loyalty

- **Retains Operator / ISP Dial-up users until they are ready for Broadband** (Churn Reduction)

Creating new revenue streams and value propositions

- **Increases Operator / ISP access revenues**

Offering an ONSPEED service to the wider market of competitor ISP users –

- **Addresses locations where DSL not available and negates HSDPA based Broadband**

Enabling access to more web sites in less time

- **Generates more traffic on Operator / ISP Portals for which Operator / ISP can charge usage fees**

Reduces, defrays, re-schedules the capital costs of new Operator / ISP infrastructure deployment



Potential Opportunity



- ① **'Total Market' Differentiation is available for Operator / ISP**
- ① **Scope to Redefine Operator / ISP Dial-up and Broadband 'Value Propositions'**
- ① **Immediate opportunity for significant new revenue generation as well as enhanced market positioning**
- ① **ONSPEED will enhance Uptake, Usage, Customer Retention, Loyalty, Customer Lifetime Value and reduce Churn – for BOTH Operator / ISP Dial-up and Broadband – facilitating a logical migration path - and a better value proposition for all users.**
- ① ***Opportunity to exceed Government expectations of national Broadband (high-speed internet) penetration targets.***
- ① ***Opportunity to re-appraise High-speed Infrastructure roll-out timings and capital costs***



Potential Opportunity



What are the advantages to Operator / ISP when partnering with Teamwork / ONSPEED?

- Multi-awarded product with a fantastic brand – Operator / ISP partner with the best
- Expertise in ONSPEED product positioning, marketing and advertising – Operator / ISP jump the learning curve
- Zero time to market – up and running with Operator / ISP campaigns within days
- Fully optimised and scalable service actively in use every day by nearly one million existing global users – (including adoption by BT and others)
- Complete support and escalation processes in place
- **100% guaranteed uptime**
- Only limited Operator / ISP resources required instead of entire teams of technical and marketing staff. Our experts work with and for Operator / ISP doing all that's needed
- Unique **New Revenue** generation and **higher ARPU** possibilities
- Market positioning and differentiation - and addresses the political and logistics issues of 'Digital Divide'
- **No risk**



“The Great Digital Divide Debate”



The argument currently pitched considers several issues:

- Slow uptake of 3G and Broadband
- **Vast Majority of Internet users still on very slow Dial-up**
- Rolling out infrastructure that fits everyone's needs
- 'Once Content is available - everyone will be happy'
- **Existing Dial-up Internet users get very little 'real knowledge' benefit because of very slow speed**

Teamwork contends that:

There is more than sufficient 'Content' and partial infrastructure is already available – BUT Uptake is impacted by:

1. Speed of access to and subsequent download speeds of the 'Content'
2. Lack of Optimisation of the Existing infrastructure
3. Format (usability) of the 'Content'
4. Appropriate pricing (affordability) of the User 'Value Proposition'

ONSPEED addresses all these issues.....



MCMC Household Internet Survey - 2005



Table 11

Distribution of household users of the Internet by reason for not wanting to migrate to Broadband

Percent

Cost too high **14.1**
No broadband coverage **6.2**
Not aware of
Broadband **23.0**

Profiling the user

From the findings of the survey the average Internet users in private households in Malaysia may be profiled as follows:

The average Malaysian Internet user who logs on at home is young and just as likely to be male or female. He is likely single and has at least some secondary schooling and maybe even a diploma under his belt. He typically comes from a family of 5, is employed and makes anything from RM1,000 to RM3,000 per month.

On his own account, he logs on to the Internet mainly via dialup which he shares with at least another family member.

He spends on average up to 9 hours per week on the Internet at home, usually at night.

His main reason for going on the net is to check for e-mails although he does engage in some educational and research work as well as finding information about goods and services. If at all he purchased anything online, it would be air tickets and an occasional book. He is not a big spender and spends less than RM500.00 most of the time. He is generally concerned about security on the Internet.



Of Interest: All current Education Sector projects are focusing on the schools – **NOT** the internet experience (or lack of) when teachers and students return **home**.



What is **ONSPEED**?



- ① User Client-based software that resides in the **user's** computer
- ① A Dedicated Global Server configuration
- ① A set of Patented Compression Algorithms including.....Algorithms that can compress jpeg, bmp, png, gif, tiff, flash, MS Word, PowerPoint, Excel, text for browsing and email
- ① Re-Rendering Software
- ① Internet Performance Improvement Techniques

That Combine to Accelerate the User Internet Experience



The Impact of **ONSPEED**



It is impossible to alter the size of the existing internet connection 'pipe'. **ONSPEED** however can **greatly compress** what is passed through the same pipe.

ONSPEED employs compression servers and algorithms that reduce the size (and thus improve the speed) of internet file downloads by between **FIVE to TEN times for Dial-up***, **THREE to FIVE times for Broadband**.

The net effect:

Less Data → More Speed → Better customer experience

"Broadband speeds on a 56k modem may seem like fantasy, but amazingly it does work."

Graham Barlow, Chief Editor - Internet Advisor magazine

***Many recent local tests have achieved speed / throughput increase on a 40kbps link to over 1Mbps**



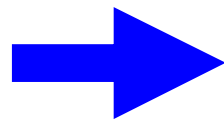
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The Technical Basis for **ONSPEED**

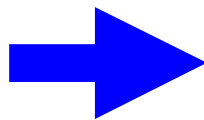


Home or Handset User

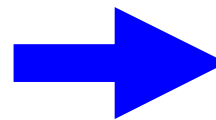
(ONSPEED Client resident in PC or Handset)



ISP / Cellco



Internet

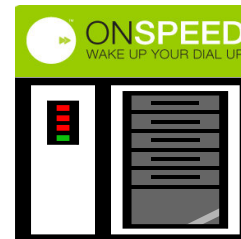


bbc.co.uk home

BBC.co.uk

2. Data is compressed and Re-Rendered prior to return to **ISP / Gateway**

3. ...and delivers to users, faster surfing, downloading, browsing and email.



ONSPEED
Servers located in Rackspace internationally, based on traffic volumes

1. **ONSPEED** servers interact behind the scenes to compress data requested or sent by the user...



ONSPEED Technical Overview



ONSPEED works with **PC, Pocket PC and Apple Macintosh** (OX10.2+) in conjunction with **all major browsers** (MS Internet Explorer, Mozilla Firefox, AOL Netscape, Apple Safari, Opera, MYIE etc.).

Enhances the web performance of most connection methods:

- ⬆ 56k modem
- ⬆ ISDN
- ⬆ 1Mb Broadband
- ⬆ GSM
- ⬆ GPRS
- ⬆ UMTS

Future releases will support:

- ⬆ *MP3*
- ⬆ *MPEG4*
- ⬆ *Streaming media*
- ⬆ *Symbian OS 7 and above*

ONSPEED is a **client resident** software product –

NO need for any changes to Operator / ISP Network



ONSPEED Support



① **The ONSPEED team currently comprises 70+ staff, including:**

Technical team of 20 staff supporting clients 24/7

Multi-lingual team of 30 in Customer Support

Team of 10 exclusively on PR, Marketing and Branding

① **ONSPEED originally launched in the UK in January 2004 – *Appointed Teamwork as the EXCLUSIVE Distributor for the Asia-Pacific region in January this year.***

① **More than 800,000 satisfied customers internationally, now adding an average of 3,000 new customers each day**

Now successfully deploying Preferred Partner Programmes with European Operators and ISPs such as BT, Wannadoo, 1-2-Free, etc.



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British Telecom & **ONSPEED**



Faster BT Broadband

Overview

Download

FAQ's

Contact Us

Up to 5x faster at no extra cost [download](#)



Faster BT Broadband

BT Broadband and ONSPEED have teamed up to provide you with BT Broadband speeds up to 5x faster than you are currently experiencing - for FREE.

This is a special offer, exclusively available to BT customers via invitation email only.

Go faster

Click on the link below to download the internet acceleration software.



[download](#)



British Telecom have partnered using **ONSPEED** to provide internet acceleration available to selected Dial-up **and** Broadband subscribers – as a market differentiator

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ONSPEED & British Telecom Partnership



“

London, UK – 16 February 2005 – **ONSPEED, the brand leader in internet acceleration and BT, one of the UK's leading internet service providers, today announced a partnership providing ONSPEED's powerful internet acceleration software to BT Yahoo! Internet's extensive Pay-as-You-Go customer base.**

The partnership will see BT offering ONSPEED as a value-added product to increase retention and customer satisfaction and supports BT's acquisition objectives. Pay-as-You-Go customers will pay £24.99 for the ONSPEED service. **BT and ONSPEED have expanded their partnership to provide BT Yahoo!'s Anytime customer base with a free 12-month subscription to ONSPEED.**

"The partnership between ONSPEED and BT will give BT Yahoo Internet customers unrivalled Dial-up speeds and allow BT to set its product apart from the competition", says Jamie True, co-founder of ONSPEED.

"We are always listening to our customers and we know that one of their sources of frustration is the speed of their narrowband connection," said Duncan Ingram, Managing Director Broadband and Internet Services BT. "That's why we teamed up with ONSPEED. The new download speeds will improve the internet experience for our Dial-up customers.

We want to ensure that our customers aren't held back because of their narrowband connections and don't miss out on all that the web has to offer. ”



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ONSPEED & IFA Telecom Partnership



ONSPEED
WAKE UP YOUR INTERNET



No Broadband? No Problem!

IFA Telecom can now offer faster dial-up Internet access to all their customers, everywhere in Ireland, TODAY!

Whether you are an occasional user and want more speed, or are a heavy user and cannot currently get access to affordable broadband, IFA Telecom now provide up to 5 times faster dial-up Internet access everywhere with its unique ON SPEED compression software, offered free to all customers. And with our expanding rural broadband network, IFA Telecom customers also get the option of upgrading to even faster broadband with ON SPEED once the service is available in their area.

From cheaper phone calls to faster Internet dial-up, only IFA Telecom can satisfy the rural customer's complete telecom requirements, so why wait - contact IFA Telecom today!

Only €4.99 per month for 10 Hours access*

UP TO 5 TIMES FASTER INTERNET DIAL UP FOR IFA CUSTOMERS EVERYWHERE, TODAY

CALL 1890 924 851 TODAY!

IFA TELECOM
Ireland's Largest Buying Group

*See us to access on-line, set-up per month. Additional call charges of 1 cent/min on-prem, and 3.75 cent/min post-connection on-prem or sat. www.ifatelecom.ie



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ONSPEED Characteristics



ONSPEED will transform (by accelerating **FIVE** to **TEN** times) any 56kbps Dial-up usage to '*near Broadband or better*' speeds. **ONSPEED** also accelerates Broadband connections by a factor of three to five times.

ONSPEED is easy to install and intuitive for customers' usage:

- **No fuss. No wires. No engineers. No changes to settings.**
- **ONSPEED** works with Dial-up, Broadband and 3G Wireless Data Card connections and has **100% global coverage**. This makes it the perfect service when travelling.
- **NO Requirement for any Infrastructural Changes to Operator / ISP's Existing Network!!!**

RM 180 at Full RRP for an End-User Annual Licence, (equates to around **RM 50 sen per day**. That is approximately a fifth of the typical cost of entry-level Broadband today!



ONSPEED Installation



How do users install ONSPEED?

- Insert an ONSPEED CD or download the 1MB ONSPEED file online.
- Open the ONSPEED Install Wizard, register and the file auto loads.
- When installation is almost complete, a window automatically pops up asking the user to insert a username and password chosen in the check box
- *GO!* ONSPEED is now installed and ready to start working.

Installing ONSPEED can be performed simply in less than 3 minutes

Operator / ISP users can be accommodated by prior registration of Operator / ISP PINs and downloading the ONSPEED file online.



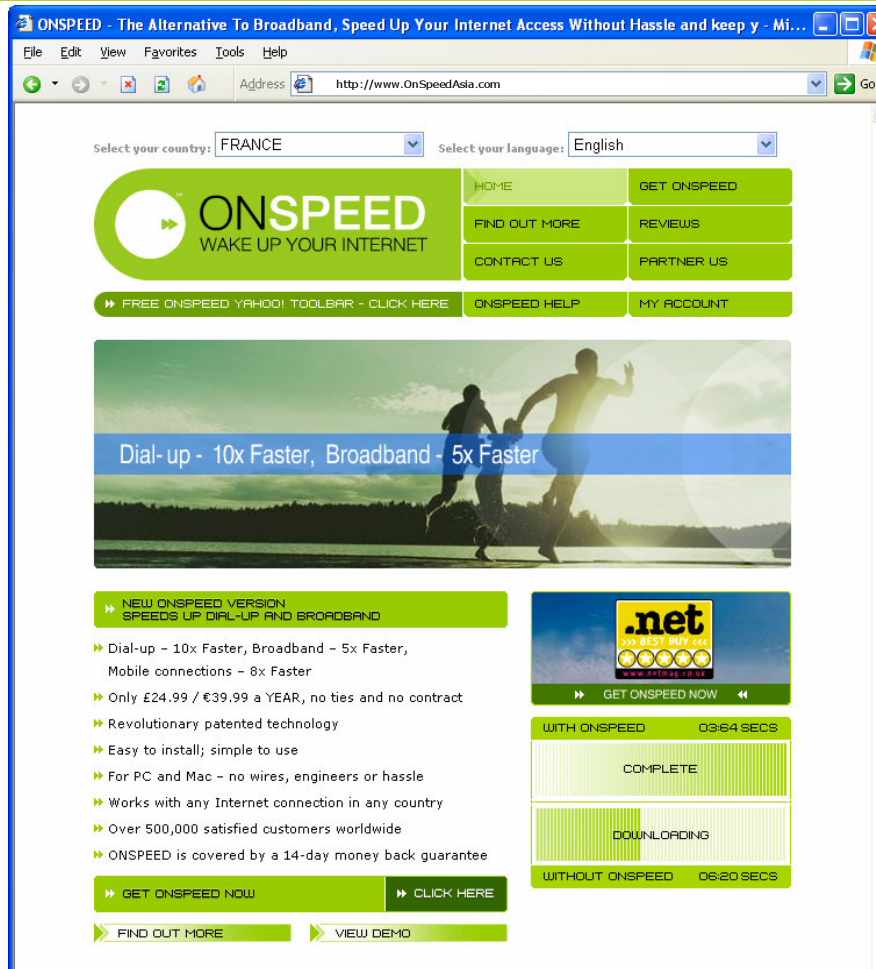
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ONSPEED Availability



ONSPEED can be downloaded directly from www.OnSpeedAsia.com

Or made available to the user by Operator / ISP - subject to issuing unique PINs and Serial Numbers



Free Trials of ONSPEED can be downloaded directly from www.OnSpeedAsia.com

Or directly from:

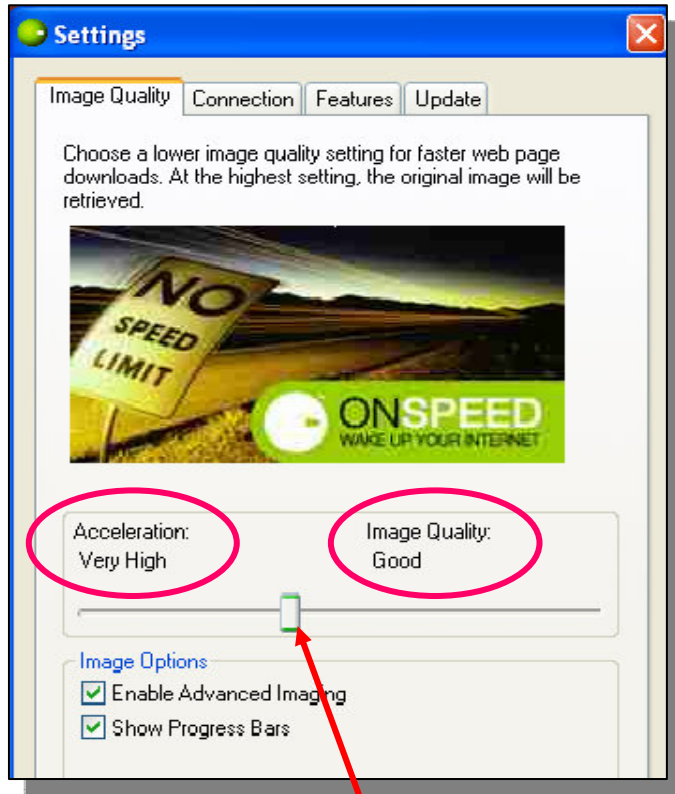
http://www.onspeedasia.com/en/trial/ONSPEED_Teamworks_Trial.exe

Fully flexible revenue sharing arrangements are available on EITHER annual licence purchases OR 'active user per month' bases



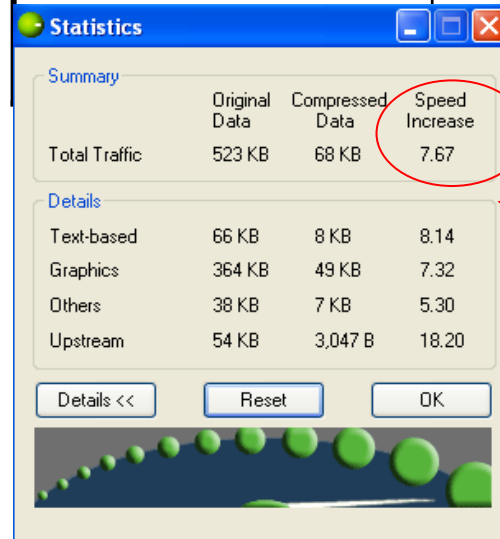
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Dial-up with **ONSPEED** – Illustrative Test Results



ONSPEED at Optimum Dial-Up Setting

Common Websites	User Behaviour	With ONSPEED Average Speed Increase
www.lelong.com.my	<ol style="list-style-type: none"> Multiple search items / keywords Multiple image views per page 	<ul style="list-style-type: none"> Up to 7.5 times with new keyword page refresh (e.g. Nokia, Motorola keyword) Current dial-up speed 46.6Kbps With ONSPEED: 349.5Kbps on page views download



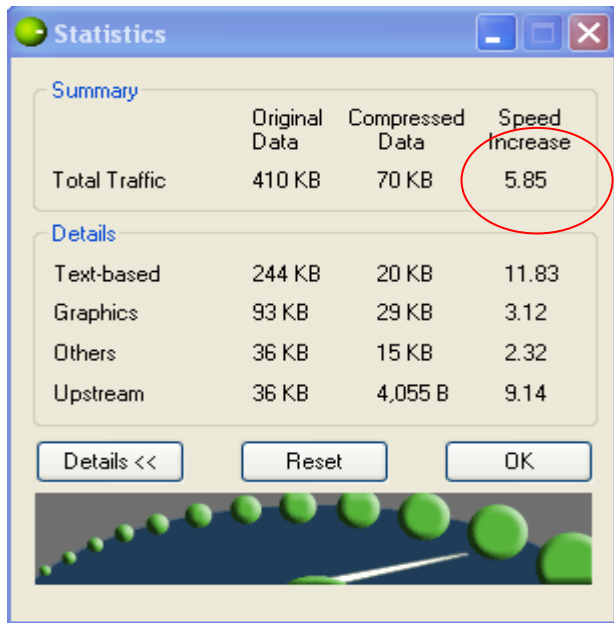
A very significant speed increase of up to 7.5 times at increased Dial-up speed of up to 349.5Kbps



Dial-up with **ONSPEED** – Illustrative Test Results



Common Websites	User Behaviour	With ONSPEED Average Speed Increase
www.ebay.com	<ol style="list-style-type: none"> Multiple search items / keywords Multiple image views per page 	<ul style="list-style-type: none"> Up to 5.8 times speed increase Accelerated keyword search on new items



Significant speed increase of up to 5.8 times at increased Dial-up speed of up to 270Kbps



Illustrative **ONSPEED** Accelerated Broadband



- A 45MB download from www.download.com using 1Mb Streamyx with **ONSPEED** accomplished in **8.5 minutes**.
- Same download using native 1Mb Streamyx (without **ONSPEED**) accomplished in **24.5 minutes**

ONSPEED's level of acceleration can enable users to significantly enhance Dial-up Internet facilities **in areas where Streamyx is not available or cannot be afforded**. **Streamyx itself can also be significantly enhanced.**

A key focus area is in positioning **ONSPEED** acceleration as the most logical means to enhance the value of Dial-up Internet **within schools and outreach areas** – addressing MCMC MyICMS886, Smart Schools 'Digital Divide' issues and enabling Government high-speed internet penetration targets **prior to 2008**.



ONSPEED and 3G Wireless Data Cards



- 📍 In recent tests with 3G Wireless Data Cards (rated at 384kbps), **ONSPEED** has achieved a maximum throughput acceleration equivalence of **5.2 Mbps !!!**
- 📍 The median acceleration expected is **2.7 Mbps !!!**



Opportunities for 3G Data Cards - Enabled By **ONSPEED**



- ① Use of **ONSPEED** with 3G Wireless Data Cards allows users significantly **FASTER** Data transmission, creating a new value proposition for operators, market differentiation and rapid **new volume data business uptake and development**.
- ① **No Network hosting issues** ensures **rapid speed to market** - a significant '**quick win**'.
- ① **ONSPEED** will establish fully differentiated and faster **GPRS and 3G** – finally boosting market interest & uptake in 2.5 / 3G, enhanced market share and a direct association with innovation



Short Technical Overview



- **ONSPEED employs 9 approved technology patents**
- Employs new technology known as 'Content Sensitive Compression'
 - Optimises the compression technique for different data contents and types
 - Algorithms decipher nature of the data and then decompose it into respective constituent elements
 - Employs over 30 different compression algorithms, which compress specific data types with the best matching compression to achieve optimised results
 - Digitized data is compressed with a particular set of algorithms, while textual data is compressed using a different set.



Approved Patents



US Patent Number	Title	Date approved
6,567,781	Method and apparatus for compressing audio data using a dynamical system having a multi-state dynamical rule set and associated transform basis function	20 May, 2003
6,456,744	Method and apparatus for video compression using sequential frame cellular automata transforms	24 September, 2002
6,449,658	Method and apparatus for accelerating data through communication networks	10 September, 2002
6,400,766	Method and apparatus for digital video compression using three-dimensional cellular automata transforms	4 June, 2002
6,393,154	Method and apparatus for digital image compression using a dynamical system	21 May, 2002
6,363,350	Method and apparatus for digital audio generation and coding using a dynamical system	26 March, 2002
6,330,283	Method and apparatus for video compression using multi-state dynamical predictive systems	11 December, 2001
5,677,956	Method and apparatus for data encryption/decryption using cellular automata transform	14 October, 1997
6,556,961	Method and apparatus for process modeling using a dynamical system	29 April, 2003



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File Specific Compression



File-specific compression Operator / ISP users can expect to receive from ONSPEED:

- **HTML and Text files:** Compress at **10+** times
- **SMTP:** Compress at **9** times
- **POP3 / IMAP:** Compress at **5** times
- **GIF and JPEG:** Compression level depends on user preferences, e.g. on the selection of image quality requested; standard settings compress at **4** times
Note: Customers have the ability to view / re-resolve original images by right-clicking on the image.
- **Zip, MP3 and MPEG4:** No compression currently available, but subject to a future release

Note: The compression rates above are averages and actual file specific compression depends on a number of factors, including the customer's internet access and system set-up.

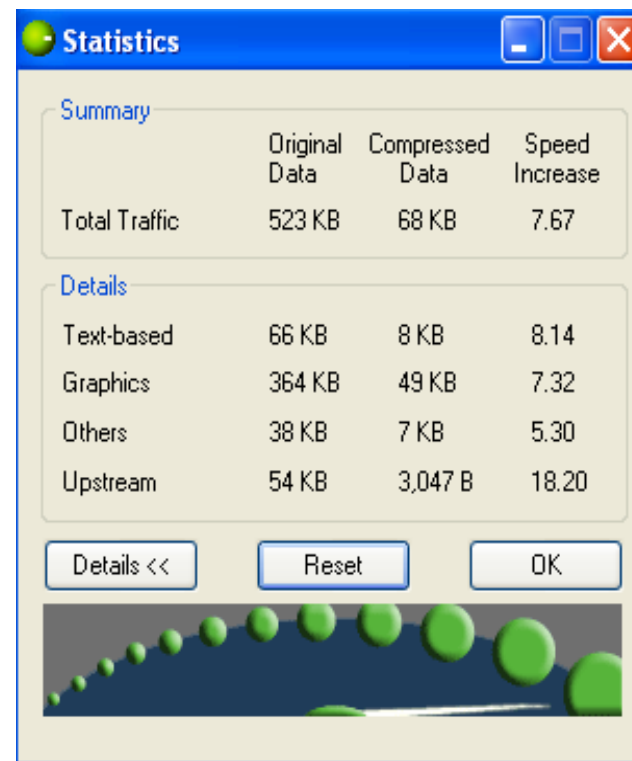
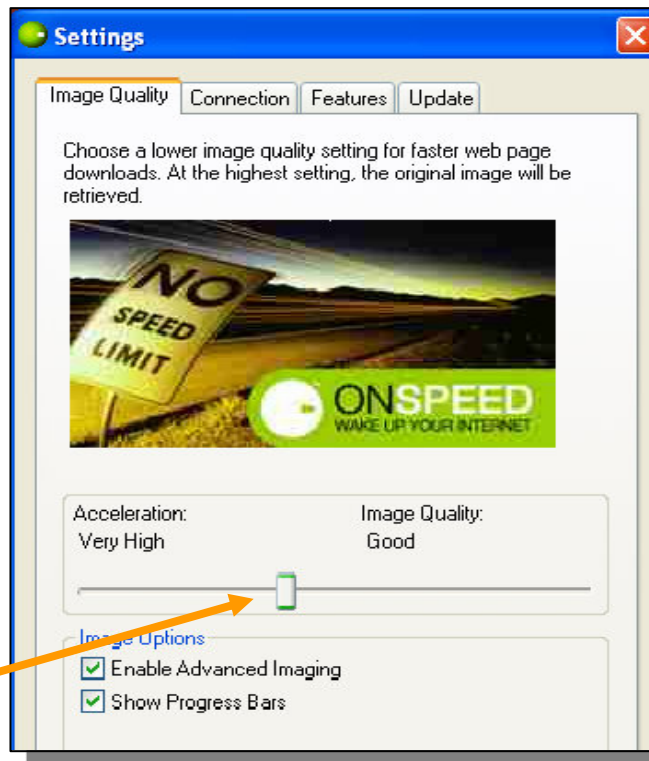


ONSPEED Functions – Settings & Statistics



Settings

Users can specify download image quality Settings and thus **control** the compression extent and download speed



Statistics

ONSPEED Performance Statistics are always dynamically available



ONSPEED Compressed Image Enhancement



Where users select **Extremely High Acceleration**, and subsequently wish to restore Original Image Quality, the resolution is simple and virtually instantaneous – for a single image **or** all images on a web-page

Compressed Image for Browsing



Right Click for Original Image



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ONSPEED Functions



Key ONSPEED Functionalities:

- **Software is intuitive (non-invasive) when used.**
- **Clicking on a Simple icon on toolbar enables a pop-up menu.** →
- **Performance** - Monitors acceleration performance and measures the time saved using **ONSPEED**
- **Settings** - **ONSPEED** can be suspended at any time (turned On/Off) and image quality / download speeds can be increased/decreased to suit
- **Pop-Up blocker** - Free add-in to prevent unwanted flash adverts.



Most Importantly – ONSPEED Works – and does NOT de-stabilise the user platform



Why Customers Buy **ONSPEED**?



ONSPEED is the effective **alternative** for people who need a faster internet experience when they:

- Don't use internet enough to justify the cost or simply cannot afford Broadband (*Dial-up Enhancement to 'near Broadband or better'*)
- Can't get Broadband - (*Added Value upgrade for Dial-up users*)
- **Find their Dial-up or Broadband slow**
- Need a cost-effective solution when travelling or when using with a mobile device or cellular phone

ONSPEED gives *Dial-up users 70% of the benefit of Broadband at approximately 18% of the cost*

As at today over 800,000 customers have purchased **ONSPEED internationally. Current uptake exceeds 3,000 users per day!!**

Existing Malaysian Corporate Licence use of ONSPEED via **Company VPN** is achieving approx. **FOUR** times improved speed / throughput



Why Customers Buy **ONSPEED**? - Support



- 📌 Live person “Chat” support from Pop-up menu
- 📌 Multi-lingual Help Desk
- 📌 Email support within 2 hours
- 📌 ONSPEED servers are professionally hosted and optimised on an ongoing basis
- 📌 The service is fully scalable and increments of 100,000 user capacity are available at 2 hours notice
- 📌 100% uptime, 24x7

Total Malaysian registrations coverage could be achieved in 24 hours



Why Customers Buy **ONSPEED**? - Independent Reviews



ONSPEED is clearly the global market and brand leading internet acceleration product – that has won numerous awards and accolades from many of the leading UK and European– and more recently Malaysian and Asia Pacific regional computer and internet media titles:

"Once you've used ONSPEED you won't want to surf the net without it."

Laptop Magazine

"Broadband speeds on a 56k modem may seem like fantasy, but amazingly it [ONSPEED] does work."

"Performance 5/5, Ease of use 5/5, Value 5/5, Rating 5/5" Graham Barlow, Chief Editor - Internet Advisor Magazine

"We think ONSPEED is an excellent investment."

Computer Active



Why Customers Buy **ONSPEED**? - Independent Reviews



"Speed up your modem internet connection to Broadband speeds. We're serious! An amazing piece of software"

PC Answers Magazine

"When so many programs claim to speed up your net connection it's refreshing to find one that actually does it"."

.Net Magazine - 5 Stars

"What impresses us the most about ONSPEED is the high level of its compression technology."

PC Advisor Magazine

A full list of Asia Region Reviews and Awards are available at:

http://www.onspeedasia.com/en/reviews/reviews_asia.html and
<http://teamworkasia.com/media%20release.html>



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Chinese Media Reaction: ONSPEED Makes Your Computer Run Like A Rocket!!



ONSPEED
WAKE UP YOUR INTERNET



电脑平台
文/图/电话

大马是亚太区首个引入 ONSPEED 的国家。

唉！我们经常都面对以上的这种情况，当我们十万火急需要很快的网络速度时，事情往往不随人愿，总是出现浏览速度太慢，或是网络塞车，令人一肚子火！

当然，如果你有安装宽频连线，速度自然可以提升不少；但你有没有想过，如果遇上网络塞车，即使你拥有宽频也无济于事，更何况如果你是拨接连线上网。

正因为许许多多的网络用户对这些问题，我们人类的头脑就会不断想出解决方法，尤其是简单实用的解决方法。于是，我们迎来了一个崭新的软件，一个可以提升网络浏览速度的软件——ONSPEED。

[096] e-sense

ONSPEED WAKE UP YOUR INTERNET | **为网络添上**

火箭加速器！

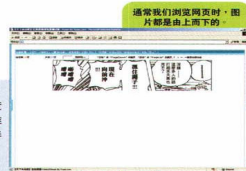
“哎！有时候就是好运，公司竟然派我出国公干，爽归爽，工作当然还是要继续。回到下榻的酒店，启动电脑，写好了冗长的报告，再连接上酒店的拨接连线 (dial-up) 上网，准备将报告寄回公司。哎哟！为什么这速度这么慢？我的文件这么大，等到传送完毕我都来不及了，怎么办？这可是独家头条啊！！”

提升网页浏览速度

ONSPEED 是一个可以提升网络浏览速度的软件，由英国科技公司 Z Group 推出，并与马来西亚媒体通讯策略伙伴 Teamwork 联合在大马推介。

这套软件并不需要另加硬体设施，不过前提是你的电脑可以上网（如果不能上网还要这个软件干嘛？）。只要安装了 ONSPEED 后，你将惊奇地发现，网页浏览的速度变快了！如果你是使用拨接连线 (dial-up) 上网，那你浏览一个网页的速度将会提升 5 倍，那几乎与宽频的速度一样；如果你是宽频的用户，那你的浏览速度将会提升 3 倍，够力吧？

这么说你可能有点模糊，我们换个角度吧！如果你经常上网浏览网页，比如说阅读在线漫画，原本网路在打开一页漫画时需要 10 秒，但安装了 ONSPEED 后，可能只需要 3 至 5 秒，这就大大提升浏览的速度与效率了。



简单容易

下载了轻便的软件后，ONSPEED 可以在不额外添加任何硬体的情况下，提升网页浏览，以及收发电子邮件速度至 5 倍。不管使用者采用的是哪家网络服务提供商 (Internet Service

Provider, ISP) 提供的服务，这套软件都可以应用在全球各地的网络连线上。

ONSPEED 最吸引人的特点是“简单”。它以软件的形式长驻在你的电脑里，并且

会自动压缩传输资料。ONSPEED 的成功秘诀在于“内容导向型压缩” (Content Sensitive Compression, CSC)，经由一系列复杂的演算后，这套软件会压缩，以及将电脑网页里的每一个个

别档案效率提升至最高。如此一来，存取的速度就能大幅的提升。

经验之谈

MSCMS

(MSCMS Management Services) 是亚太区首个使用网站授权软件的公司。根据 MSCMS 总经理 Goban Arasu 表示，他们在导入 ONSPEED 软件后，这个软件让他们留下了很深刻的印象。“它大大的提升了我们宽频连线的效率与生产率，速度提升了 3 倍。”

Teamwork 总执行长 Norm Hosken 希望这个软件能在大马各个企业中通用，以提升大马企业的生产效率。这是有利而无一害的。他表示，由于



02 双方签署应用文件，象征 ONSPEED 正式导入大马
03 MSCMS 总经理 Goban Arasu
Teamwork 总执行长 Norm Hosken

大马政府希望在 2008 年，我国能达到十分之一的人口使用宽频，而对现有的 250 万拨接连线用户而言，使用了 ONSPEED 后，目标成效将立即显现，因为 ONSPEED 将能使拨接连线的速度非常接近宽频。

ONSPEED 的几项功能

SPEC

- 拨接连线速度提升 5 倍
- 高频连线速度提升 3 倍
- 9 项专利核准 CSC 技术支持
- 加速网页浏览、收发电邮和附加档传送速度
- 适用于全球任何一家网络服务提供商 (ISP) 提供的服务
- 不必额外添加任何硬体
- 安装和使用皆简便

价格廉宜

ONSPEED 的价钱其实很便宜，每年只需 RM180，就能享受到这个超值的服服务，详情可以浏览 www.onspeedasia.com。这套软件的下载体积只有 1.36MB，安装时间不到 4 分钟。

另外，这套软件与 Windows 及 MAC 相容，也可以安装在 PocketPC 及 PDA 上。



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Asia Regional Media Reviews & Mentions



- 23 March 2006: The Edge Daily
- 24 March 2006: Bernama.com (Malaysian National News Agency)
- 10 April 2006: Oriental Daily - ONSPEED TO BRIDGE DIGITAL DIVIDE
- 12 April 2006: Berita Komputer - ONSPEED INCREASES THE SPEED OF DIAL-UP
- 16th - 30th April 2006 Issue: Malaysian Business (Page 1)
- 16th - 30th April 2006 Issue: Malaysian Business (Page 2)
- April 2006 Issue: Hardware Magazine - ONSPEED TO BE AVAILABLE IN ASIA PACIFIC
- April 2006 Issue: CHIP - **Boosting Connections**
- April 2006 Issue: STUFF - **I Want SPEED!**
- April 2006 Issue: MaxIT - **SPEEDIER WEB SURFING EVEN WITHOUT BROADBAND!**
- April 2006: BlueHyppo.com - **Race Ahead with ONSPEED, Say Goodbye to Snail Pace Surfing**
- 1 May 2006: e-Sense Review - **ONSPEED SPEEDS YOUR INTERNET CONNECTION LIKE A ROCKET!**
- 8 May 2006: Computimes - **ONSPEED FOR FASTER DOWNLOADS**
- 10 May 2006: M-MPC News - ONSPEED AND TEAMWORK AWARD LICENCE TO MSCMS
- May 2006: Majalah PC – ONSPEED dan Teamwork Beri Lesen kepada MSCMS
- May 2006: Klue – **Onspeed provides a noticeable boost in connection speed.**
- May 2006: HWM – **World Acclaimed Software is Here!!**
- May 2006: PC Pro – **Benefit from more efficient surfing**
- **1 June 2006: PC.Com – Recommended Award**
- 1 June 2006: Stuff – **Onspeed's net supercharging wizardry is now available for Java Mobiles**
- June 2006: Cleo Magazine – **Cool Gadget!**
- August: Utusan Megabait – Full Page review
- September: SURF! Magazine – **Broadband Throughput over Dial-up – with ONSPEED**

Commencing in June, ONSPEED has been the subject of a series of TV programmes screened in Malaysia, Singapore and Brunei



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Why Customers Buy **ONSPEED**? - Awards



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ONSPEED: Extensively Favourably Reviewed



Sample International Reviews Are Included online at:
<http://www.onspeedasia.com/en/reviews/reviews.html>



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The Key Benefits of **ONSPEED**



- ① Provides Dial-up Internet users with the experience of **rapid** web-site, content and JPEG picture access – accessing and surfing more web sites - in less time
- ① Raises customer satisfaction – delivers and enhances the Internet Experience – enhances Knowledge – **truly exploits the real power of the Internet as a Learning Mechanism**
- ① Addresses the numerous locations where **Broadband is not available** – or cannot be afforded (particularly out of the main centres)
- ① Accelerates a Socio-Economic Movement for users to join the Knowledge Society
- ① Also - Significantly Accelerates 3G Wireless Data Card and Broadband Usage

Potentially reduces, defrays, re-schedules Operator / ISP multi-million capital costs of high-speed internet infrastructure deployment



ONSPEED Beneficially Alters Internet Usage / Access Characteristics



ISP customers who did NOT use ONSPEED:		ISP customers who did use ONSPEED:	
# connections to Internet	%	# connections to Internet	%
0	22.15%	0	1.57%
1-10	53.53%	1-10	48.17%
11-20	14.91%	11-20	23.56%
21-30	5.25%	21-30	16.75%
31-40	2.23%	31-40	6.28%
41-50	0.91%	41-50	2.09%
51-60	0.42%	51-60	0.00%
61-70	0.24%	61-70	1.05%
71-80	0.06%	71-80	0.00%
81-90	0.24%	81-90	0.00%
91-100	0.00%	91-100	0.52%
100+	0.06%	100+	0.00%
0	22.15%	0	1.57%
1-10	53.53%	1-10	48.17%
0-10	75.68%	0-10	49.74%
1-40	75.92%	1-40	94.76%
11-100	24.32%	11-100	50.25%
21-100	9.41%	21-100	26.69%

ONSPEED Users are making MORE valuable use of the Internet and going to the internet more often, Acquiring More Knowledge, Transmitting More Data – And Providing more revenue for Operators.

An Overall WIN / WIN Situation

NOTE: Internet connections tracked over a 14-day period (January 16th, 2006 - January 29th, 2006)



Summary - Why is **ONSPEED** So Special?



- ① **It works! 87% of ONSPEED customers are happy with their buy and would buy ONSPEED again (Key Customer Lifetime Value Consideration)**
- ① Approved and registered compression patents using 'Cellular Automata' and Context Sensitive Compression (CSC)
- ① Significant speed increases
- ① Algorithms that can compress jpeg, bmp, png, gif, tiff, flash, MS Word, PowerPoint, Excel, text for browsing and email
- ① Reviewed and loved by all the top technical press editors
- ① Used by NASA and the US military for faster battlefield communication



Why is **ONSPEED** So Special?



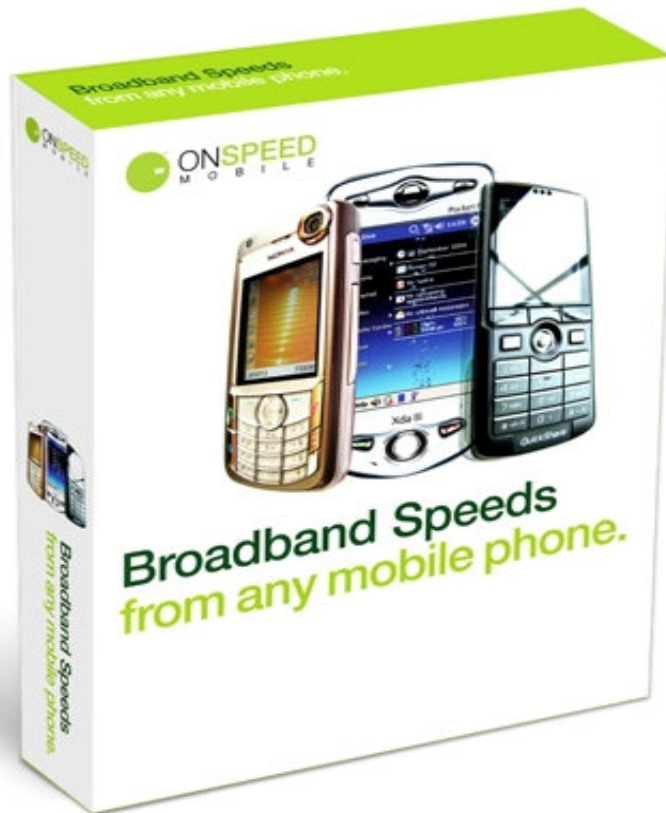
- ① 'Best Buy' awarded in numerous industry magazines
- ① Only RM 180 at full RRP as a one-off end-user annual licence payment presents a key user value proposition
- ① **ONSPEED compresses at the packet level, thus migrates with all new technology: HSDPA, HSXPA, Wimax, etc**
- ① Has virtually 100% global coverage and **works when users travel**
- ① Compatible with Dial-up, Broadband, 3G Wireless Data Cards and Satellite
- ① No fuss, seamless software that works in the background
- ① Has pop-up blockers and advertising banner controls
- ① **Selected by Leading Operators and ISPs Internationally**



An Introduction to **ONSPEED Mobile** (Released as a Separate Product)



ONSPEED
WAKE UP YOUR INTERNET

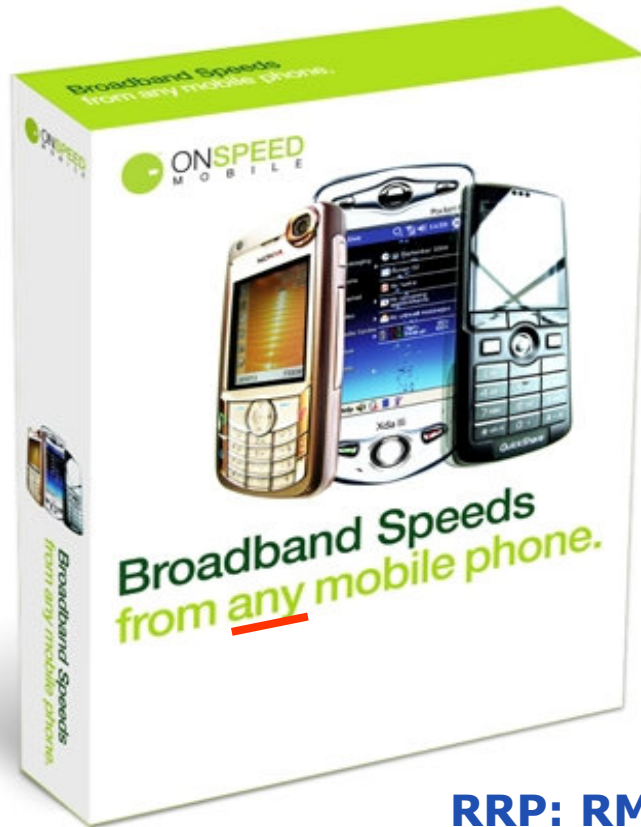


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*ONSPEED Mobile



(Released as a Separate Product)



Key Features:

- **GPRS** - 5x Faster
- **2.5 & 3G** - 5x Faster
- **UMTS** - 5x Faster
- **Wi-Fi** - 5x Faster
- **GSM** - 5x Faster
- **Satellite** - 5x Faster

ONSPEED Mobile compresses at the packet level, thus migrates with new technology: HSDPA, HSXPA, Wimax

- Enables up to **80% improvement on handset download times**
- Revolutionary technology with **small screen re-rendering**
- Easy to install, simple to use
- Works with **any** Wireless Internet connection in **any** country
- Works with **all** Java-enabled wireless handsets
- No ties, annual renewable license
- **No changes to Operator's Network(s)**

RRP: RM 180 Full RRP for an End-User Annual Licence



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ONSPEED Mobile



Technical

Footprint 50-100 KB

Architecture: Client-server platform

Client application Platforms supported:

MIDP 1.0 and 2.0 Symbian, Linux, BREW, P2K, Itron, Windows Mobile

ONSPEED Mobile uses a remote server to pre-process web pages, including re-rendering, (using proprietary '**Small Screen Rendering**') before sending to the user's mobile device.

ONSPEED Mobile is a Java-enabled (J2ME) (50-100Kb) Java client browser solution where compression technology is running on remotely-located ONSPEED servers, rather than on the mobile device itself.

There is no need to reconfigure or host on the cellular network.



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ONSPEED Mobile



➤ **ONSPEED Mobile** is a software download available in ESD format for Wi-Fi, Smart-phones and Pocket PC.

➤ **ONSPEED Mobile** accelerates **all** wireless internet connections (GPRS, 3G, UMTS, Wi-Fi, GSM and Satellite).

➤ With **ONSPEED Mobile**, a standard GPRS connection of 100Kb will be accelerated to 800Kb; **web pages that normally take 25 seconds to load now take only 6 seconds.**

➤ **ONSPEED Mobile** compresses web pages by up to 80%.

➤ **ONSPEED Mobile** allows users of **any** Java-enabled mobile device to access a full Web experience while surfing the Internet on their mobile device.



Recent Cellular Demonstrations & Tests



- In parallel tests, **ONSPEED Mobile** on the Handset has Outperformed Malaysian market **GPRS** by a factor of up to **ELEVEN** times!! The median is between four to eight times.
- User reaction to **ONSPEED Mobile speed, re-rendering** and **top-down scrolling** – is extremely positive.



Supported Mobile Phones



Most of the commonly used mobile devices are able to run **ONSPEED Mobile.**

Sony Ericsson Model: D750i, F500i, J300a, J300c, J300i, K300a, K300c, K300i, K500c, K500i, K506c, K508c, K508i, K510i, K600i, K608i, K700c, K700i, K750c, K750i, K758c, P800, P802, P900, P908, P910a, P910c, P910i, S700c, S700i, S710a, T610, T616, T618, T628, T630, T637, V600i, V800, V800i, W550c, W550i, W600c, W600i, W800c, W800i, W810c, W810i, W900c, W900i, Z1010, Z500a, Z520a, Z520c, Z520i, Z600, Z608, Z800i

Currently not supported: T68, T68i

Nokia Model: 2650, 3100, 3108, 3120, 3152, 3155i, 3200, 3205, 3220, 3230, 3250, 3300, 3510i, 3595, 3650, 3660, 5100, 5140, 5140i, 6010, 6020, 6021, 6030, 6060, 6061, 6100, 6101, 6108, 6111, 6170, 6220, 6225, 6230, 6230i, 6235, 6255, 6255i, 6256i, 6260, 6265, 6585, 6600, 6610, 6610i, 6620, 6630, 6650, 6670, 6680, 6681, 6682, 6800, 6810, 6820, 6822, 7200, 7210, 7250, 7250i, 7260, 7270, 7370, 7600, 7610, 7650, 7710, 8910i, 9300, 9500, E61, E70, N-Gage, N-Gage, QD, N70, N90, N91

Current not supported: 3410, 6250, 6310i

Samsung Model: SGH-C200, SGH-D307, SGH-D357, SGH-D500, SGH-D508, SGH-D800, SGH-E300, SGH-E310, SGH-E317, SGH-E330, SGH-E340, SGH-E350, SGH-E530, SGH-E600, SGH-E620, SGH-E630, SGH-E720, SGH-E730, SGH-E760, SGH-E770, SGH-E800, SGH-E810, SGH-P510, SGH-P730, SGH-X100, SGH-X450, SGH-X460, SGH-X480, , SGH-X486, SGH-X497, SGH-X600, SGH-X610, SGH-X620, SGH-X660, SGH-X800, SGH-Z105, SGH-Z130, SGH-Z300, SGH-Z500, SGH-Z510, SPH-A500, SPH-A620, VGA1000, SPH-A660, VI660, SPH-A680, VM-A680, SPH-A700, MM-A700, SPH-A800, SPH-A840, SPH-A860, SPH-A880, SPH-A900, MM-A900, SPH-A920, MM-A920, SPH-A940, MM-A940, X120, X140, Z140

Currently not supported: SGH-X450, SGH-D600, SGH-D600E, SGH-E620, SGH-X640, SGH-E700, SGH-E720

Siemens Model: A65, C65, C72, C75, CF62, CF62T, CF75, CT66, CX65, CX70, CX75, M55, M65, M75, MC60, S55, S65, S66, S75, SK65, SL55, SL65, SL75, SP65, SX1, SXG75

Currently not supported: CL75, S57, ST60

Motorola Model: A1000, A630, A768, A780, A920, C380, C385, C390, C650, C975, E1000, E398, E550, E680, E680i, E770v, L6, MPx220, PEBL, V6, RAZR, V3, RAZR, V3i, RAZR, V3x, ROKR, E1, SLVR, L7, V1050, V180, V186, V188, V190, V220, V300, V330, V360, V500, V505, V525, V535, V545, V547, V550, V551, V555, V557, V600, V620, V635, V710, V80, V975, V980, i605

Currently not supported: T720, T720i

LG Model: 6200, B2100, C1100, C1300i, C1500, C2000, C2200, C3300, C3310, C3320, C3400, CE500, F2100, F2400, F7200, F9100, L1400, M4410, MM535, PM225, PM325, U8120, U8130, U8210, U8330, U8360, U8380, U880, VI-125



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Supported Mobile Phones



- **Panasonic Model:** SA6, SA7, VS2, VS3, VS6, X700, X800
- **Qtek Model:** 8020, 8100, 9000, 9100, S100
- **NEC Model:** c616, e228
- **Sharp Model:** 903SH, GX20, GX22, GX27, TM-100, TM-200, TM150, WS003SH
- **Sanyo Model:** MM-5600, MM-7400, MM-7500, MM-8300, MM-9000, PM-8200, RL-4920, RL-4930, S750, S750i, SCP-4900, SCP-5300, SCP-5500 VM4500, SCP-7300 RL7300, SCP-8100, VI-2300, WX310SA
- **Alcatel Model:** One Touch 556, One Touch 557, One Touch 565, One Touch 756, One Touch 757
- **Audiovox Model:** 8912, 8920, PPC-6700, SMT5600
- **O2 Model:** Xda Atom, Xda II Mini, Xda II
- **Orange Model:** SPV C550, SPV M3000, SPV M5000
- **Sagem Model:** MY301X, MyZ-5, myC-4, myC5-2, myV-76, myX-7, myX-8, myX5-2, myX6-2, myZ-55
- **Dopod Model:** 818, 828, 900
- **Benq Model:** P50
- **i-mate Model:** JAM
- **Pantech Model:** PG-1200, PG-6100
- **Philips Model:** 355, 660, 755
- **Sendo Model:** S600, X
- **Toshiba Model:** VM4050

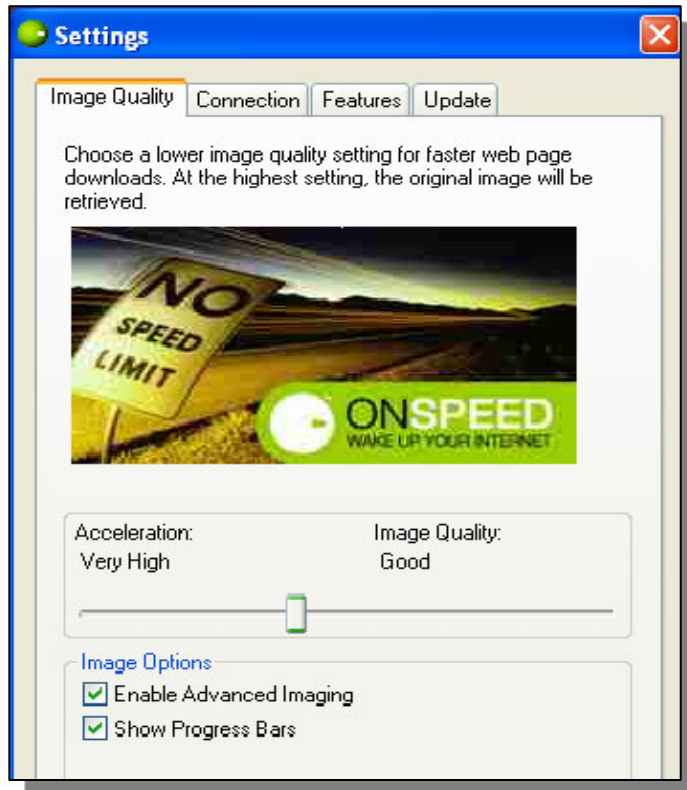


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Overall Major Benefits



ONSPEED



ONSPEED Mobile



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Overall Major Benefits for Operator / ISP



- Inclusion of **ONSPEED** enhances **competitive market place differentiation**
- **Operator / ISP users of ONSPEED - especially students and teachers and Businesses - will have a distinct ,edge` over competitors` products usage**
- Provision of a leading-edge technology product such as **ONSPEED** adds value to Operator / ISP`s Brand and Market Image
- Improved Internet Access accelerates attainment of the Knowledge Society and Bridges the Digital Divide
- Operator / ISP adoption of **ONSPEED** can become a successful case study internationally



Overall Major Benefits for Operator / ISP



- ① Inclusion of **ONSPEED** and / or **ONSPEED Mobile** as bundled or subsidised added-value products – significantly enhances **competitive market place differentiation**
- ① **ONSPEED** and **ONSPEED Mobile** become the long-awaited catalysts to **generate widespread market interest in GPRS and 3G** internet surfing and thus **generate new high volume / high ARPU Data Business**
- ① Provision of **ONSPEED** alongside 3G Wireless Data Cards enables a substantial new data business revenue, **attracting new high ARPU customers**
- ① Availability of **ONSPEED** and / or **ONSPEED Mobile** as highly regarded value-adds, enhances the ability to **reduce churn and retain and attract new customers**
- ① **ONSPEED** and / or **ONSPEED Mobile** as value added components enable **significant migration of subscribers “up the plan”** (from PAYG to AYCE packages)



Overall Major Benefits for Operator / ISP



➤ Nationwide enhancement of Dial-up internet uptake, usage and acceleration using **ONSPEED** can be considered as substantial public good, socio-economic advancement and provides **additional recognition of Universal Service Obligations**

➤ Notwithstanding potential margins made on **ONSPEED**, Operator / ISP bottom line characteristics can be improved by **multiple millions of dollars** – (*Dashboard models are available from Teamwork to substantiate a wide range of scenario analyses*)

➤ **ONSPEED** Potentially reduces, defrays, **re-schedules the multi-million capital costs** of high-speed internet infrastructure deployment

➤ Being **packet-based**, **ONSPEED** also **seamlessly migrates** with new WiMax, HSDPA, HSXPA technology platforms.

NB: British Telecom are already employing ONSPEED to obtain the above advantages. Other operators are currently undergoing very large-scale Trials and Evaluations



Summary



- ONSPEED can power Operator / ISP 1515 Dial-up customers' internet surfing speed experience to 70% of Broadband at only 18% of the cost, enabling new Tiered Service offerings
- ONSPEED can accelerate Malaysian Government penetration targets – *prior to 2008*
- A great brand, a working service and everything under full experts' support
- 100% hosted solution - with zero time to market and zero risk to Operator / ISP
- Demand researched, excellent market potential and happy customers (87%)
- Ground-breaking, extremely positive industry reviews and industry critical acclaim

- **Operator / ISPs have the opportunity to:**

Generate new profitable revenues, incremental GP in 2006 and a positive impact on bottom line

- ***Enhance Operator / ISP revenues through increased connect / access and usage time***
 - ***Reduce churn, increase loyalty and attract competitor users to Operator / ISP and offer a unique product to the Operator / ISP customer base***
 - ***Re-appraise new technology Infrastructure timings and costs***



Company Snapshot: Teamwork Outsourcing



- ① Teamwork is a Malaysian-based regional operating Company specialising in Telecommunications & Media Industry Added Value Services, Strategy Development & Consulting. A speciality is the creation of Corporate Executive Dashboards.
- ① The company was founded in Malaysia in 2002 and has prior (*over twenty years*) extensive international experience in Telco & Media including Business Modelling, Customer Lifetime Value & Loyalty Analysis, Competitive Differentiation, Tariffing and Sales / Marketing Strategies
- ① Teamwork has extensive knowledge of the issues in respect to customer uptake of Telco & IT products and services – and particularly from the 'Digital Divide' perspective.

Teamwork, in partnership with ONSPEED,

provide a solution to maximising Dial-up and Broadband Internet Customer Value – Faster, More Valuable Internet Usage – A More Attractive Value Proposition for users and Operator / ISP – An Overall Acceleration Towards Becoming Part of The 'Knowledge Society'

www.teamworkasia.com / www.OnSpeedAsia.com



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Company Snapshot: **ONSPEED**



- **ONSPEED** is part of ZGroup, a London UK based holding of Internet technology companies founded in 2002. Z Group is a public company quoted on the AIM market of the London Stock Exchange
- ZGroup integrates exciting new technologies and marketing, servicing direct to consumers and businesses
- Customers include **AT&T, C&W, AOL, NTT, SingTel, BT, Yahoo, Wanadoo, FT** as well as corporate customers such as **Sky News, TNT, UNICEF** and **The European Commission**

ONSPEED is fully-serviced and hosted best-of-breed software combining the most advanced compression technologies available today, allowing consumers unparalleled, cost-efficient **Internet Acceleration**



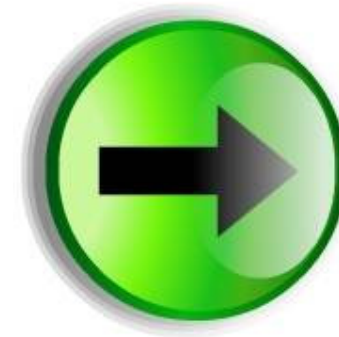
For Further Details & Free Trials



ONSPEED
WAKE UP YOUR INTERNET



Contact Us Through either



www.teamworkasia.com

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