



## Company Overview

Surf Communication Solutions® is the leading provider of MoP (Media over Packet)-enabling technologies and solutions, which are transforming the way telecommunication infrastructure equipment providers design their products.

Surf was established in 1996 and has more than 45 customers worldwide, running over 60 Surf projects.

Surf is a privately held company, headquartered in Israel with offices in the U.S. and representatives in Europe and APAC. Among Surf's shareholders are strategic partners such as Texas Instruments™, Intel® Corporation and Motorola. Surf also enjoys the support of prestigious venture capital firms such as Pitango and Giza.

The companies represented below are among Surf's customers. Our customers incorporate Surf's MoP solutions in a continuously expanding line of products, including Wireline and Wireless Media Gateways, messaging products, RAS systems and Lawful Interception solutions.



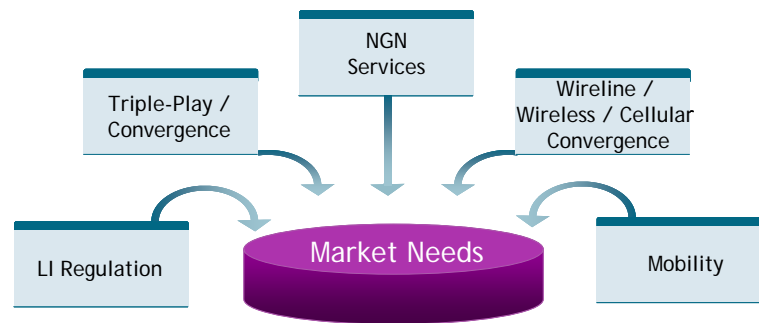
## Triple-Play Background

Currently, different systems are in use for each media type (Voice, Video and Data): Phone systems for Voice (regardless if it is VoIP or PSTN), Video systems to make Video calls and Data Collaboration applications for Data Sharing.

In Triple-Play, all three media types are combined; right-click on an email to open a session (Voice/Video) with sender, seamlessly switch between Voice only and Voice with Video and share the desktop and applications in the scope of the same session.

**"Telco Video is no longer a strategic concept—it is a tactical challenge."**  
—Telcos Prepare for Video: A New Era of Competition—Yankee Group

## Market Trends



## Market Needs

- **Operators**—Shorten Triple-Play deployment cycle, increase ARPU by bridging the Triple-Play networks
- **Equipment Vendors**—Low cost migration path to integrated Triple-Play solutions
- **Operators & Equipment Vendors**—Make Lawful Interception available to authorities
- **Technology Enablers**—Efficient integrated Voice and Video media processing platform

## Target Market Verticals

- **Voice and Video Infrastructure** (Carrier-grade Gateways, Enterprise Gateways: high-end, IP-PBX)
  - **Packet-to-Packet Applications** (Media Servers, Session Border Controllers)
  - **CTI**—recoding systems, messaging, conferencing, Voice/Video mail
  - **Lawful Interception** (Fax, Modem, Video), recoding, monitoring, interception, decoding
- Same Technology – Similar Marketing Channels – Same Customers*

*Surf's addressable market is over half a billion dollars.*

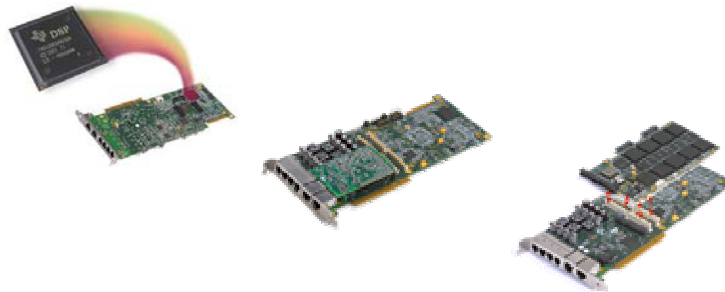


### Surf's Technology Value Proposition

- Next Generation DSP
- **Open Platform**—seamless integration of Video as an additional media type to Voice, third-party technology may be plugged in easily
- **Revolutionary Approach**—Video as an add-on application to existing Voice-based systems
- Surf's architecture and APIs are **optimized** for various telecommunication applications
- **Field-hardened**
- **Patents**—23 patents pending; two approved

### Surf's Products

- Software-level solution
- Chip-level solution
- PCI board-level solution
- PTMC board-level solution



### Why Surf?

- **Unique Approach**—Integrated Voice-Video platform, rather than separate systems
- **TI's Partnership**—Surf is TI's strategic partner, providing next generation DSP-based solutions
- **Market Presence**—An established customer base in the Voice/Fax/Modem markets, thus shortening penetration cycle
- **Credibility**—Surf is a well-known, credible and reputable provider of Universal Port solutions

