

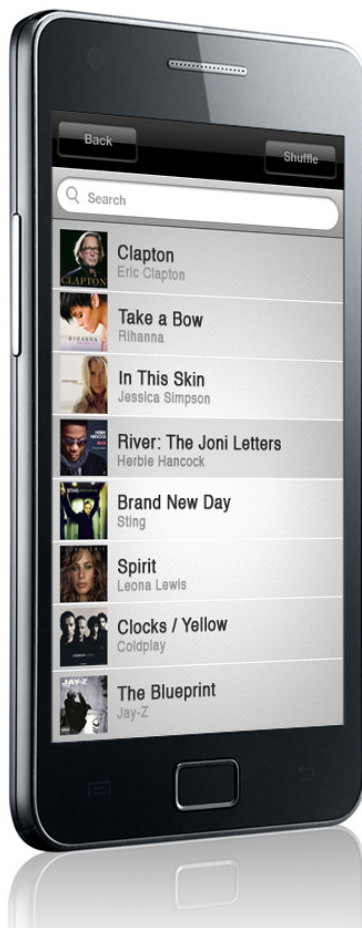


Snap Music is a premier mobile application that enables users to easily stream their music collection from any windows personal computer to their iPhone, Android, or Blackberry device.

Using cost effective place-shifting Snap Music is the fastest and safest way to stream your music collection directly from any windows computer to your iOS, Android or BlackBerry smartphone. With Snap Music users can listen to their music, shuffle their library, and enjoy audio books all while utilizing our secure high-quality streaming via their provider network or Wi-Fi anywhere in the world.

Supported Music Formats

Snap Music automatically recognizes and plays all popular formats including WMA (both DRM-free and DRM-protected), MP3, WAV, M4A (excluding DRM protected), AAC and Ogg Vorbis, as well as iTunes playlists, and playlists in WPL, PLS and M3U formats.



Snap Music Core Functionality

Play Your Music – Subscribers music is streamed directly to their mobile device.

No Sync, Wires, or Uploads – Users connect to their Windows PC wirelessly, eliminating the need for cables, long uploads, or syncing.

Secure Streaming – All music is streamed securely over a 128 SSL connection.

Shuffle – Users can shuffle their entire audio collection.

Playlists – Users can listen to their favorite playlists.

Audio Books – Play your favorite audio books directly.

Podcasts – Listen to any podcast you have downloaded to your PC to stay up to date.

Background Playing – Snap Music allows users to continue streaming their audio collection in the background while utilizing their devices other features and applications.



The Snap Music Desktop

Accompanied by Snap Music Desktop, a free downloadable software program for personal computers, Snap Music maintains an encrypted channel between your computer and phone, eliminating the need to upload your audio collection to the cloud.

Customization

The simple and light-weight Snap Music client and components are easily customizable.

Devices Supported

Snap Music works with Android, BlackBerry, and iOS devices, including the iPhone, iPod Touch and iPad.

Future Enhancements

- Tweet your favorite songs direct from your phone
- Share your playlists on Facebook
- Preview your friends favorite songs

Further Information

To learn more about Snap Music and partnering with Exclaim please contact us at globalbd@exclaim.com

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UGC Cloud Strategy and Social Community

Snap Music is a part of a collection of Snap interconnected consumer electronic (CE) applications for managing user-generated content (UGC). Snap Music will leverage the Snap MyLife UGC cloud portal, enabling Snap Music users, and other upcoming Snap CE device application subscribers, to exchange, share and update UGC between their various devices as well as social media and content portals.

