



Why OMA

Seth Newberry, General Manager, Open Mobile Alliance Ltd.

The Open Mobile Alliance—Seeing Global Impact from Five Plus Years of Work

Our founding members created a place where Information and Communication Technology companies from anywhere in the world could define mobile service enablers under a common set of requirements, using a common development methodology. Through our IOP program, they created the infrastructure to test member product implementations in real-world circumstances and use those results to enhance the performance of OMA specifications. We are now seeing worldwide claims of the value of OMA specifications through both member and non-member references to OMA Enabler Releases in product specifications and marketing materials.

Much of the Global Mobile Industry Contributes to OMA Specifications

The Open Mobile Alliance is fortunate to have a large and consistent population of technical contributors, including Operators, Content companies, IT suppliers and Mobile Equipment Suppliers. In the last three years, over 130 companies have made over 37,000 technical contributions to OMA. 50 different companies comprise the regular and most consistent number of contributions.

Companies of all sizes make technical contributions to OMA specifications. Many of our members have broad interests and observe or contribute to multiple development tracks. Still others come to contribute to a single specification. In our converging fixed and mobile world, small, predominantly IT-oriented companies make 10% of contributions to OMA, and we believe that this percentage will continue to grow.

Every Contributor has a Voice

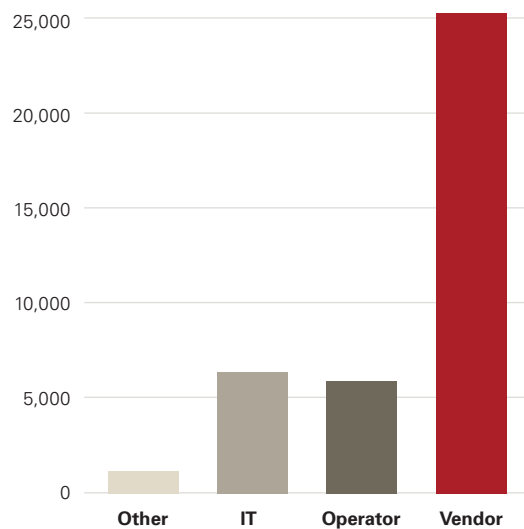
OMA allows for membership of all types and sizes of companies. Large companies become Sponsor or Full members, where the primary advantage of Sponsor membership is a governing seat on the Board of Directors. Full members also participate in the governance of the OMA through election to Board seats.

OMA has reserved the Associate level of membership to permit smaller companies to contribute directly to the specification work for a modest fee. Roughly 25% of our member companies avail themselves of this level of membership.

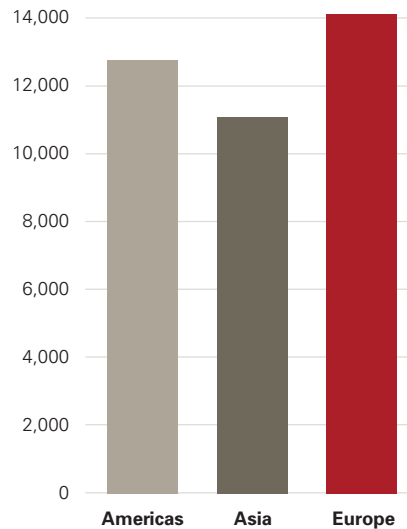
Supporter members can join for only \$600 and participate in OMA Testing events.

OMA is Built on a Global Vision

Contributions: June, 2008



Contributions by Region



Enduring presence and member participation

- ▶ Most regularly contributing members have been involved since OMA's founding.
- ▶ OMA provides an ideal environment for companies to participate the full gamut of the mobile value chain.
- ▶ With an average of over 300 members annually since founding, OMA has a strong balance sheet.
- ▶ OMA will continue on its mission well into the future.