Device + Software + Web Service

- **Wireless Memory Card**
  - An intelligent, IP-enabled (storage) device
  - Integrated Wi-Fi radio and antenna
  - Embedded operating system

- **Software**
  - Web-app & PC/Mac client
  - User communication, card & service management, more

- **Service**
  - Scalable, secure Internet media gateway
  - Intelligently handles photos, enables other services
  - 20+ online retail photo destinations and growing
Eye-Fi Card Architecture

- Embedded operating system
- Integrated Wi-Fi radio and antenna
- Standard SD form-factor

Camera Host Interface

Eye-Fi Service Interface

SD/CF Card

Flash Controller

NAND Flash

802.11b/g SoC
The Essential Eye-Fi Experience
Automatic & Effortless. Saves Time & Hassles. Memories are Fresh.
Services Redefine Photography
Wi-Fi a key enabler of New Capabilities Beyond Cable Replacement

- Embedded Wi-Fi detects & stores nearby access points when taking pictures
- Card uploads photos & videos from a hotspot or personal network
- Eye-Fi Service processes network IDs with Skyhook and adds location tag
- Wayport
- YouTube
- Picasa
- Flickr
- Skyhook Wireless

Eye-Fi

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Geotagging
Service Driving High-Frequency Activity

- Millions of photos uploaded
- Eye-Fi users upload photos several times per month
- Typical upload is handful of photos from last day or two
- Photos are no longer trapped for months in the digital camera
- Memories are shared while they are still fresh and relevant to friends and family
Capturing is Easy. Sharing is a Chore.
- Yearly: 250 billion images captured WW
- Most are trapped in the camera
- Few are uploaded, shared, printed
- Consumers want to do more

Eye-Fi Makes Sharing Effortless from Nearly Anywhere
- Make your digital camera wireless
- Take photos anywhere
- Upload them from convenient hotspots

Eateries are a perfect fit
- Locations are convenient, known to consumer
- Uploads take a few minutes
- Having a drink or a meal is the perfect way to use the time
Eye-Fi services

**WEBSHARE**
Effortlessly uploads your photos to one of more than 20 photo sharing, printing, blogging and social networking sites.

**HOTSPOT ACCESS**
Provides wireless access at more than 10,000 Wayport hotspots across the US for uploading photos.

**GEOTAGGING**
Automatically adds geographic location tags to photos (based on nearby WI-FI networks), so your memories are easier to search.

Share on the Web, Share on-the-go, and Pinpoint Your Photos on a Map
Creating an Ecosystem
Leaders in Photo Management, Sharing, Printing, Blogging and Social Media

Share your photos on more than 25 online photo sharing, printing and social networking sites
Creating an Ecosystem
Actively Partnering with Industry Leaders to Build the Category

- Camera Makers
  - Partnership announced with Nikon

- Memory Card Makers
  - Eye-Fi reinventing value for consumers and partners

- Wi-Fi Providers
  - Hotspot access partnership and integration announced with Wayport (recently acquired by AT&T)

- Other Services
  - Geotagging service provided in cooperation with Skyhook Wireless