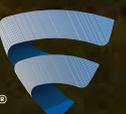


Content | Anywhere

Store, sync and share your content, on any device, anytime, anywhere. In one safe, convenient place.

Protecting the irreplaceable

F-Secure 

Content Anywhere

Content is everywhere - and consumers want theirs anywhere

The digital world is undergoing an explosion of content. But that explosion is not just about enormous amounts of data. It is also an explosion in the value that people now place on their digital content - precious life events captured in images and video, valuable ideas and notes recorded in documents.

Meanwhile, gone are the days when one desktop PC served as the hub for a whole family. Today's consumer owns several different devices and wants their content on all of them, at any time. Without having to transfer files from one to the other or keep track of what is where.

And at the same time, the way we interact is being reshaped by social media: sharing one's content has become a means of communication – and one that comes with concerns about privacy and ownership.

Your opportunity to enable your customers' content-filled lives

This is where you as an operator are able to step in. You have the opportunity to provide your customers with any-device access to their precious content, in a place they are confident is private and secure, from a brand they trust: yours.

Content Anywhere from F-Secure helps you do it. Content Anywhere enables your customers to store, sync and share their content, on any device, anytime, anywhere. In one convenient place, kept safe by F-Secure's proven expertise in security.

Benefits to your business

Open new revenue streams by linking content cloud services to your core business

Differentiate through unique services and keep customers entrenched within your service ecosystem

Create a truly converged multi-content and multi-device proposition

Increase the importance – and reliability – of your brand in your customers' everyday lives

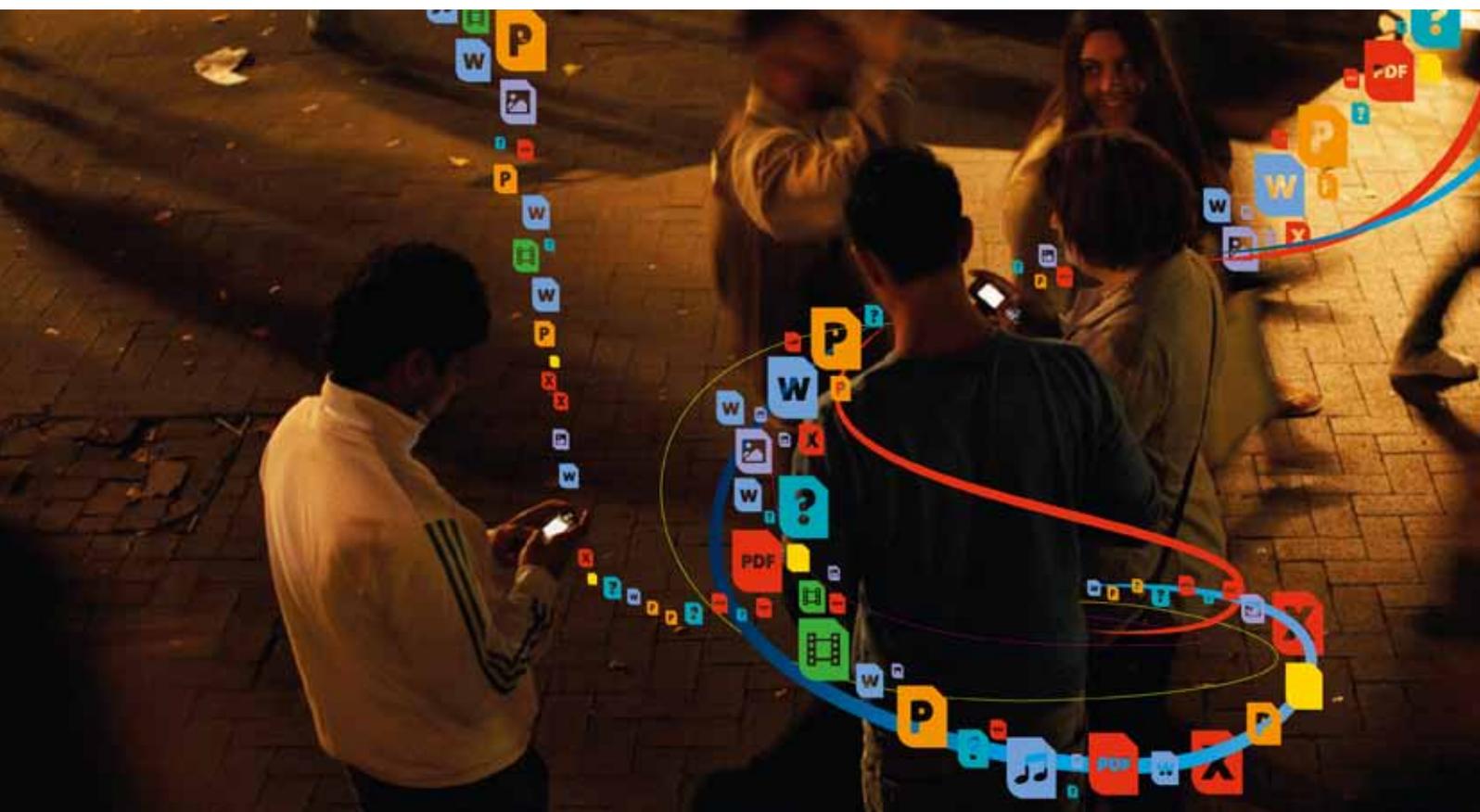
Increase demand for your mobile data traffic offerings

Acquire customers using enriched, data-only tariffs

Make your premium content services shine when your customers can use Content Anywhere to access their favorite movies and music as well

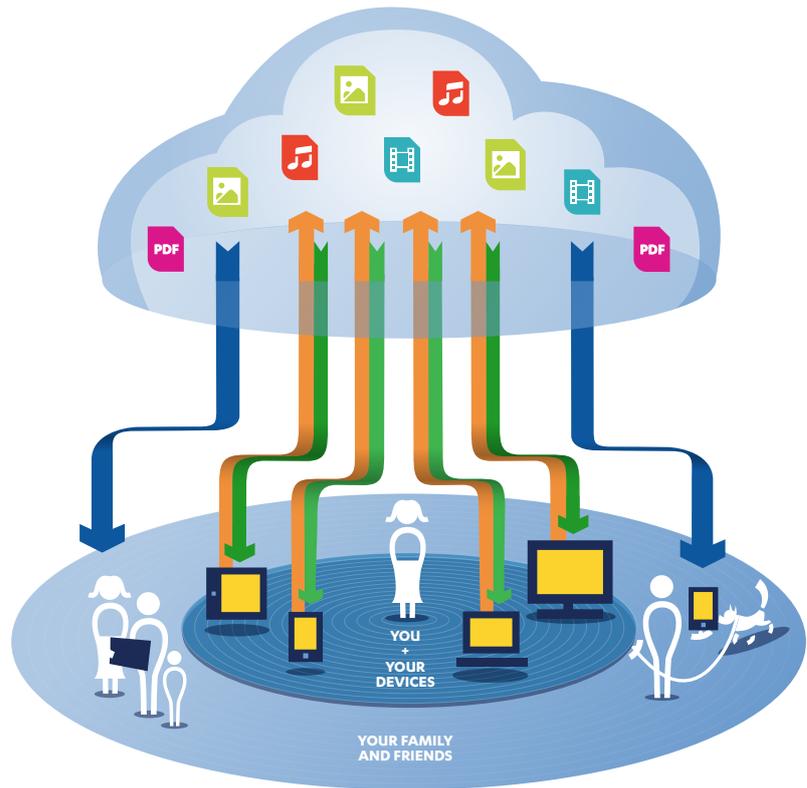
Capitalize on the enormous potential of cloud services and establish your place before the market matures

Transform from 'data pipeline' to 'king of the content cloud'



Your content, on all your devices. Content Anywhere from F-Secure.

Store, sync and share your content, on any device, anytime, anywhere. In one safe, convenient place.



Content Anywhere brings value to your customers by enabling them to

Access their valuable content – photos, videos, documents, anything – anywhere, anytime, on any of their devices, by syncing to the cloud automatically

Experience their content through one consistent, intuitive interface – a liquid experience no matter what device they have

Share any part of their digital life instantly and securely, with just those people they choose

Switch devices without having to worry about having their content available on their new device

Be at ease knowing their digital life is safe and secure

From desktop to tablet to mobile to TV. And back.

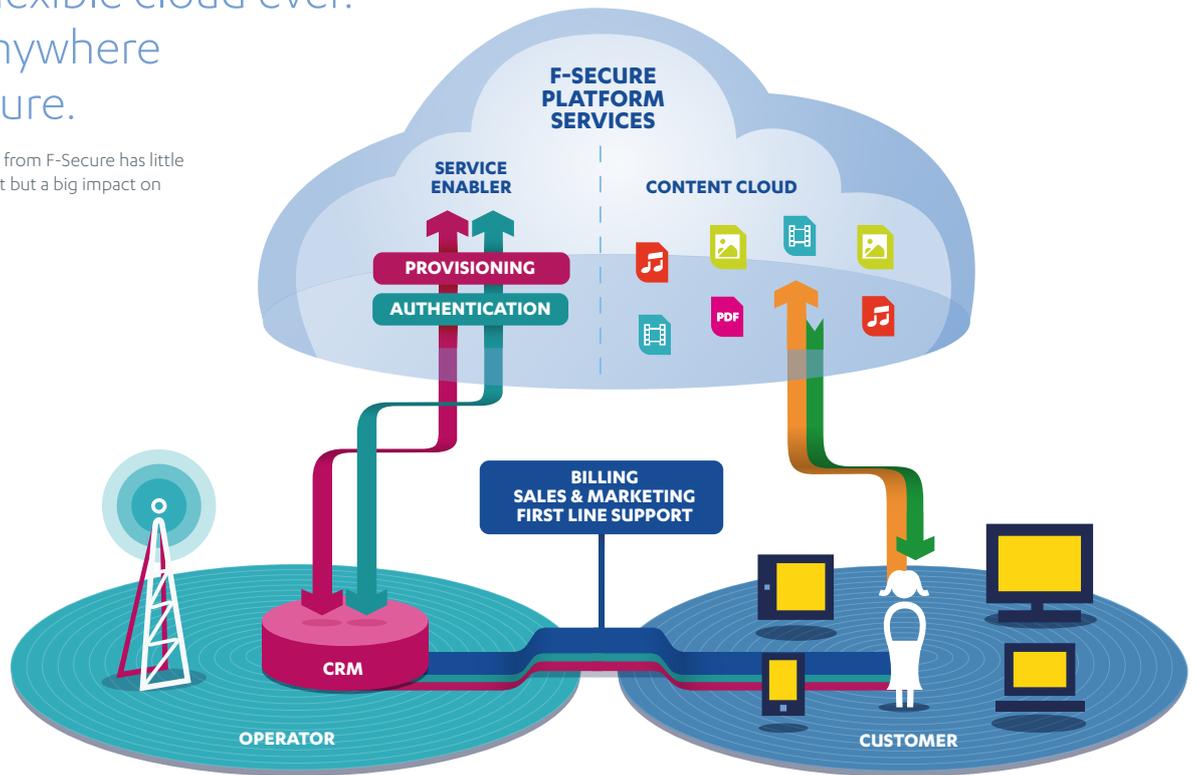
Content Anywhere brings your customers the convenience of having their content on any of their devices, wherever they are and whenever they want it.

Content Anywhere gives them a fluid, easy-to-use experience that is consistent and comprehensive no matter how they access it. And it brings them peace of mind knowing that their irreplaceable content is safe.



The most flexible cloud ever. Content Anywhere from F-Secure.

Offering Content Anywhere from F-Secure has little impact on your environment but a big impact on your customer experience.



Easy rollout, easy selling

Our solution is offered exclusively to our operator partners. You can bring Content Anywhere to life with the colors, language and logos of your own brand - and sell it through your own channels, with whatever business model suits you best. As familiar as your brand, as trustworthy as F-Secure.

Adding Content Anywhere to your environment is straightforward. The platform integrates directly to your authentication, provisioning and billing systems. It means your customer data stays with you, 100% of the way.

One platform, amazing possibilities

Content Anywhere is powered by our Content Cloud platform, which can simultaneously serve as your foundation for a content-centric service ecosystem. Integrate your existing revenue-generating content services, expand your offering with third-party content services or build your own unique content service ecosystem on top of it.

And let Content Anywhere be the gateway for your customers to access the music, movies, video-on-demand they purchase or rent from you. They will be delighted to access premium content via Content Anywhere, on any of their devices, right alongside their own treasured content.

Why F-Secure?

Increasing operator profitability and stickiness is our passion and our expertise.

F-Secure has partnerships with more than 200 of the finest operators around the world. Our promise to "Protect the Irreplaceable" is a commitment to give our partners the tools to secure their customers' digital lives in the smartest, simplest ways possible.

So while you concentrate on what is important to you, we make sure your customers are protected.

F-Secure Corporation

www.f-secure.com

operators@f-secure.com

Protecting the irreplaceable

