

## Client Business Problem

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Intrinsyc Software International, Inc. is a mobility software and services company using its wireless technology and expertise to become a leading enabler of next generation consumer handheld products including mobile handsets, smart phones and converged devices. Intrinsyc's product, the Soleus platform (announced in February 2006), is a development platform for OEMs and ODMs to use to build handheld devices. In December 2005, Intrinsyc hired Communicqué Public Relations to announce the availability of its software platform and garner industry recognition and support to gain licensing deals from OEMs and ODMs.

While Intrinsyc had a strong, well-established reputation in technical circles, overall awareness of Intrinsyc was low. Communicqué understood that appropriate editorial coverage would increase knowledge of Intrinsyc and its solution. In addition, the mobile phone market was growing increasingly complicated and it was critical to show OEMs and ODMs that the Soleus platform offered a solution to help them decrease costs surrounding handset production.

Intrinsyc consists of two core competencies: the Mobile Products Group, which develops the Soleus platform, and the Engineering Services Group, which works with other mobile technology companies to supplement their own engineering department. In order to highlight the work Intrinsyc does in both groups, Communicqué partnered with the Intrinsyc executive team to create a two-tiered strategy. This partnership resulted in licensing agreements with major OEMs/ODMs.

## Communication Objectives

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- Raise the visibility of Intrinsyc with potential customers (MVNOs, wireless operators and device manufacturers - OEMs, ODMs).
- Build credibility and create the right perceptions about Intrinsyc with customers, suppliers and others.
- Generate demand for Intrinsyc's platform.

## Target Audience

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- Customers
  - Wireless Operators
  - MVNOs
  - Device manufacturers (OEMs and ODMs)
- Key Suppliers
  - Silicon vendors
  - ISVs
  - Microsoft
- Employees
- Boards of Directors
- Stockholders

## Strategies & Tactics for Tier One: Mobile Products Group – the Soleus Platform

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- Secure design wins by demonstrating the value of Soleus to OEMs, ODMs and wireless service providers.
- Leverage CEO Glenda Dorchak as a brand by creating a leadership positioning platform for her. Secure keynotes at major international wireless conferences.
- Garner industry analyst support since wireless service providers and OEMs look to this audience for their expert point of view.
- Show momentum for the Soleus platform by announcing Soleus version 1.0 and explaining the significance of new best-of-breed applications and importance of the turnkey solution.

## Strategies & Tactics for Tier Two: Engineering Services Group

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- Drive revenue from Engineering Services Group projects.
- Promote sales wins, completed projects and industry projects.
- Highlight Intrinsyc's embedded Windows expertise.
- Target coverage in publications read by business decision makers.

## Results

- Communiqué's efforts garnered meetings with 21 industry journalists and analysts at all major wireless conferences Intrinsic attended and exhibited from 2006-2007.
  - Ken Hyers, ABI Research
  - Andy Reinhardt, *Business Week*
  - Mike Welch, Canalys
  - Julien Happich, *EPN*
  - Brian Dolan, *FierceWireless*
  - Andrew Brown, IDC
  - Geoff Blaber, IDC
  - Randy Giusto, IDC
  - Shiv Bahkshi, IDC
  - Nancy Gohring, IDG News Service
  - Eric Sylvers, *New York Times & International Herald Tribune*
  - John Moroney, Octegra Limited
  - Andy Seybold, Outlook4Mobility
  - Roger Etner, Ovum
  - Tony Cripps, Ovum
  - Sascha Segan, *PC Magazine*
  - Hal Goldstein, *Smartphone & Pocket PC Magazine*
  - David Kerr, Strategy Analytics
  - Bob Emmerson, VON Publishing
  - Amol Sharma, *Wall Street Journal*
  - John Jackson, Yankee Group
  
- Below is a sample of the articles published as a result of meetings with press and analysts and other announcements.
  - Intrinsic Unveils Handset Development Platform at 3GSM in Spain – *Decima's Report on Wireless (Canada)*
  - CES 2007: Pics of Windows CE's Soleus in Action – *Gearlog*
  - Intrinsic Offers Mobile Phones with More Functionality – *Globe & Mail (Canada)*
  - Intrinsic Delivers Soleus Version 1.0 – *ITNewsLink.com*
  - Interactive Mobile Multimedia Gets Canadian Support – *Media Caster Magazine*
  - Mobile Operating Systems Vie for Position – *Network World*
  - Soleus Version 1.0 is Released – *Nokia Phones Blog*
  - Cheap Phones to get Windows, *PC Magazine*

- Will Microsoft Squish Blackberry with Direct Push?, *PC Magazine* Windows For Basic Phones Is Ready -- But Who's Buying? – *PC Magazine*, *ABC News.com*
- Intrinsic Software International Q1 Loss Widens; Revenues Rise – *RTTNews.com*
- Northwest a player in world wireless congress – *Seattle Times*
- Deal moves InfoSpace into mobile search – *Seattle Times*
- InfoSpace joins with Fast to develop mobile-search service for wireless carriers – *Seattle Times*
- Intrinsic loses \$4.25-million in fiscal Q1 2007 – *Stockwatch*
- Intrinsic Delivers Soleus Version 1.0 – *Symbian Developers' Journal*
- Empowering Today's Feature Phones – *Web 2.0 Journal*
- Windows CE Feature Phone OS Heads for Barcelona – *Windows for Devices*
- Windows CE Zeros in on Feature Phones – *Windows for Devices*
- Windows CE feature phone OS achieves production release – *Windows for Devices*
- New Power Management Support Using ARM IEM Technology – *Windows for Devices*
- Windows CE feature phone platform gains new partners – *Windows for Devices*
- PXA270 reference design gains Windows CE 6.0 support – *Windows for Devices*
- Windows CE feature phone platform adds Monahans, i.MX31 – *Windows for Devices*
- Soleus Version 1.0 is Released – *Tech Whack (India)*

## Business Results

- Announced two licensing agreements with leading OEMs and ODMs in 2007
  - Design win #1: On April 27, 2007, Intrinsic announced that it has entered in to an agreement with a leading global manufacturer of personal navigation and handheld devices to license the Soleus™ software platform for the development of GPS-enabled mobile phones. This OEM licensee will use the Soleus development platform to integrate telephony features in its personal navigation products along with consumer-driven features, including camera, media player and more. Specific terms of the agreement were not disclosed.
  - Design win #2: Intrinsic announced on June 5, 2007, it signed an agreement to license its Soleus™ software platform to a leading Taiwanese manufacturer of computer hardware. The original device manufacturer (ODM) licensee has licensed Soleus for the development of its first personal navigation device (PND) with mobile phone capabilities. This licensee will use the Soleus™ development platform to both expedite time to market and deeply define the application suite and the end user's phone experience. In addition to the PND capabilities, the device will also support a variety of other applications, such as a camera, media player and more. Based on the licensee's go-to-market planning, Intrinsic expects that the devices will be introduced first in China and later in Europe. Specific terms of the agreement were not disclosed.