

Corporate Fact Sheet

The Company

Casabi was founded in 2004 with a vision to make IP-connected devices in the home smarter. We believe that the rapid penetration of broadband along with new families of connected home devices has created a need for a system that delivers network-driven applications and features to these low-cost device screens.

Internet ready cordless phones, DVRs, refrigerators, photo frames, printers, even digital clocks are made “smarter” with a network-driven system that knows what content is relevant and how best to optimize and deliver to each device.

Casabi enables all this technology to work together for the first time as it should. We started with phones. Watch where we go next.

Mission

Casabi’s goal is to deliver applications and content to IP connected devices at the edge of a home broadband network. Casabi does this fully customized for, under the brand of and on behalf of our partners which include voice carriers, device manufacturers and other service providers. Casabi is providing these network services through an ASP infrastructure that it operates as a resource for our partners. This structure can also be implemented as part of the carrier’s infrastructure.

Solution

Casabi’s total solution contains two elements. First, Casabi has developed a lightweight software framework that integrates into an IP enabled devices assuring the device can fully leverage the Casabi network infrastructure. Casabi licenses this software to device manufacturers and is working toward making the framework ubiquitous.

Next, Casabi offers a network infrastructure that sources, optimizes and delivers content and services to the screens of Casabi-enabled home devices. This infrastructure performs many functions including:

- Gateway into web-based content and services;
- Web Portal plug-in for user preferences and configuration;
- Personalization Manager to manage subscriber attributes;
- Device Manager to understand and manage installed devices; and
- Content Delivery Service to ensure the right content gets to the right device at the right time.
- Media Server to manage storage and playback of streaming audio files including voicemail and podcasts
- Advertising Server to integrate with multiple ad networks delivering targeted relevant advertising

Casabi’s network infrastructure is provided to carrier customers as a hosted ASP service or implemented directly into the carrier’s network.

Services

Casabi enables rich web content and interactive features on resource-constrained devices like cordless home phones. Leveraging our network delivery infrastructure, and a lightweight device client, Casabi brings visual voice mail, email, network address book, instant messenger, Yellow Pages local search, two-way SMS, local content and more to subscribers of our carrier partners.

Casabi can provide a portfolio of content and advertisers optimized for the small screen and can integrate directly with our carrier partners existing feeds and services.

Target Customers

Casabi target customers are voice carriers of all types, partnering with them to increase their revenue with ad-supported and premium services, reduce installation cost by enabling subscribers to self-install or upgrade services and growing and retaining their subscribers with a differentiated voice service offering.

Casabi brings its partners an extensible communications platform in the home that is under their control resulting in a stickier and more profitable relationship with their subscribers.

The Vision

In the next few years, Casabi envisions a home of the future that contains many specialized devices that are designed to present specific content or services to the family. We will see a broad range of smart, connected devices like picture frames, peer-to-peer communications terminals, family organizers, clock radios and traffic/weather alert stations. To fulfill this vision, content and service providers must be freed from worrying about unique interfaces that are required by specific devices or device manufacturers. This requires the creation of "middleware" that standardizes interfaces for both content and devices. Casabi is leading the way in building the "middleware" structures that are required and promoting a vision that enables the right content to get to the right device at the right time.

Executive Leadership

Neville Street, CEO
Greg Pounds, CTO and co-founder
David Weinstein, CMO and co-founder

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