



urbanplanetmobile

the mobile education company



GLOBAL MOBILE
AWARDS 2011



WINNER

Best Mobile Learning Innovation

Gartner | 2011
COOL VENDOR



TAG

Top 40 Innovative
Technology Company

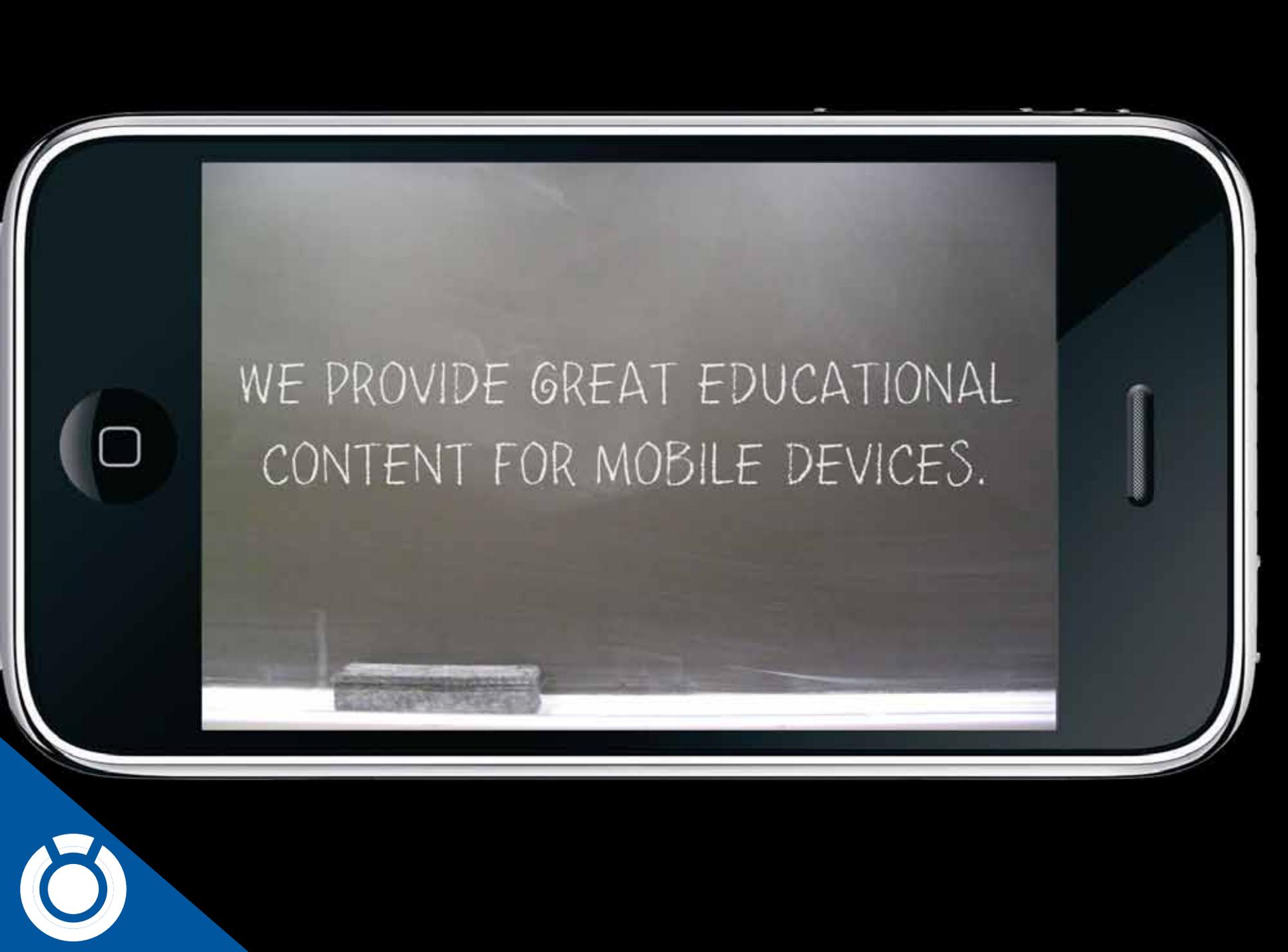
F R O S T & S U L L I V A N

Most Innovative Application Provider of the Year



What does
urbanplanetmobile do?



A silver smartphone is shown from a top-down perspective. The screen displays a chalkboard with the text "WE PROVIDE GREAT EDUCATIONAL CONTENT FOR MOBILE DEVICES." written in white chalk. A piece of chalk lies on the chalkboard ledge at the bottom. The phone's home button is visible on the left side of the screen, and a speaker grille is on the right side.

WE PROVIDE GREAT EDUCATIONAL
CONTENT FOR MOBILE DEVICES.





Our main products
are targeted toward
**English language
learners & students**
preparing for
standardized tests.

Why English?



It's the language of education, business and medicine worldwide.

In developing nations, it can triple a person's earning power.

More than **1.4 billion** people are learning it right now.



Why Test Prep?

achieve
more

SAT[®] TOEFL[®]

TOEIC[®] IELTS[™]
English for International Opportunity

GMAT[®]

GRE[®]

Worldwide college enrollment is over 150 million, with major growth in Asia and Latin America.

The test-preparation industry makes \$4 billion each year.
-Wired, 2009



Why Mobile?



There are over **5 billion** mobile phone subscribers worldwide.

They outnumber PC users **4 to 1** globally and more than **10 to 1** in developing countries.

Your mobile phone is **always** with you, so you can learn **anytime, anywhere.**



Question:

What type of media can **all 5 billion** mobile phones access?



Audio.

Cellphones have speakers and can access digital audio files over-the-air **by definition.**



Another Question:

What is the most common communication use of the mobile phone?



Hint: It's not making phone calls.



New message



T9E A

Off to class.
Later.

Text messages are far more
common than voice calls.



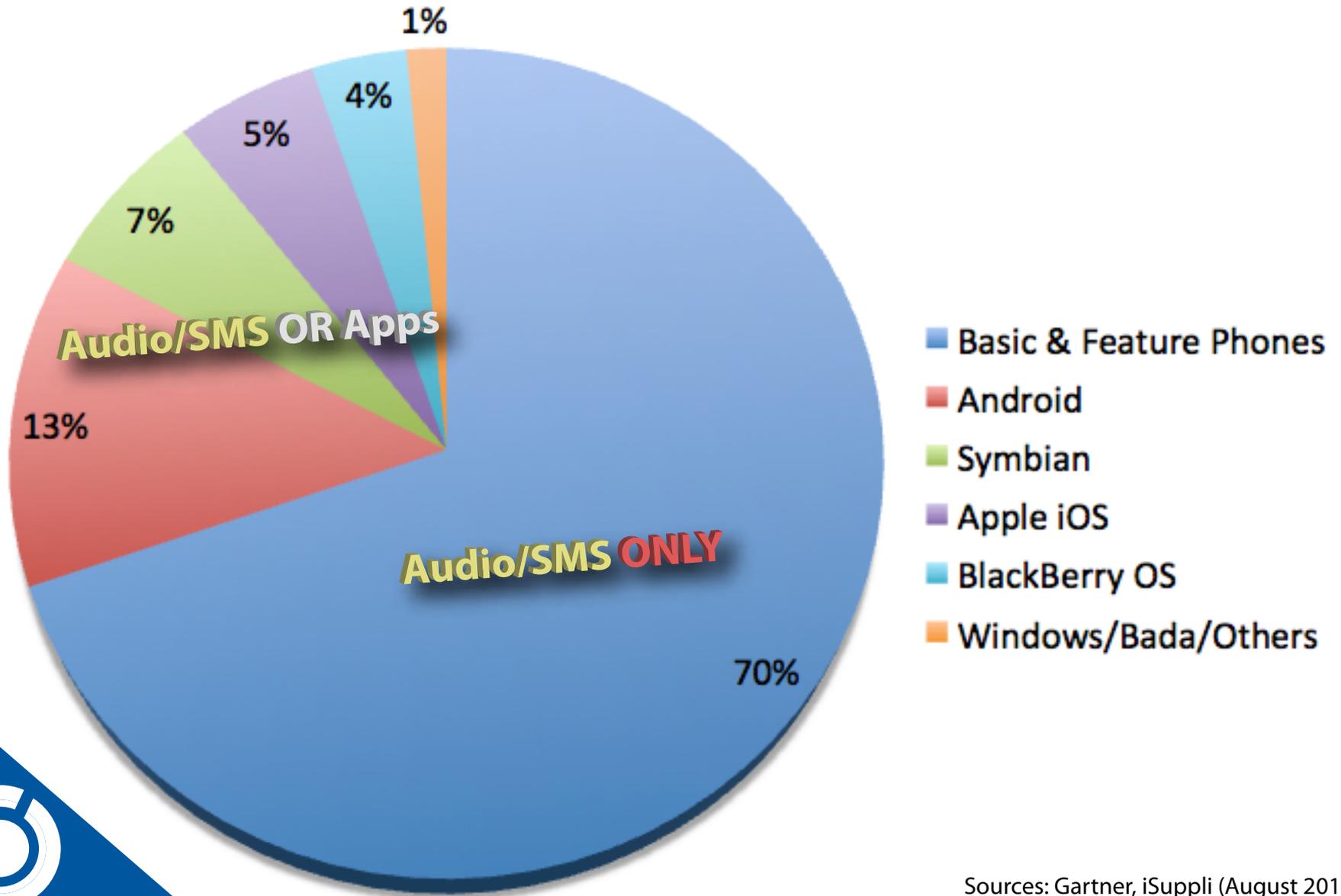
95% of text messages are read within **four minutes** of receipt (compared to **48 hours** for email).

We leverage the **immediacy of SMS** so that students to practice the materials each day.

The SMS allows the user to see and **read** the content before **hearing** it, even on less advanced devices.



Global Mobile Distribution (by OS)



We create products that reach **all** devices, as well as products that take advantage of the latest and greatest technology.

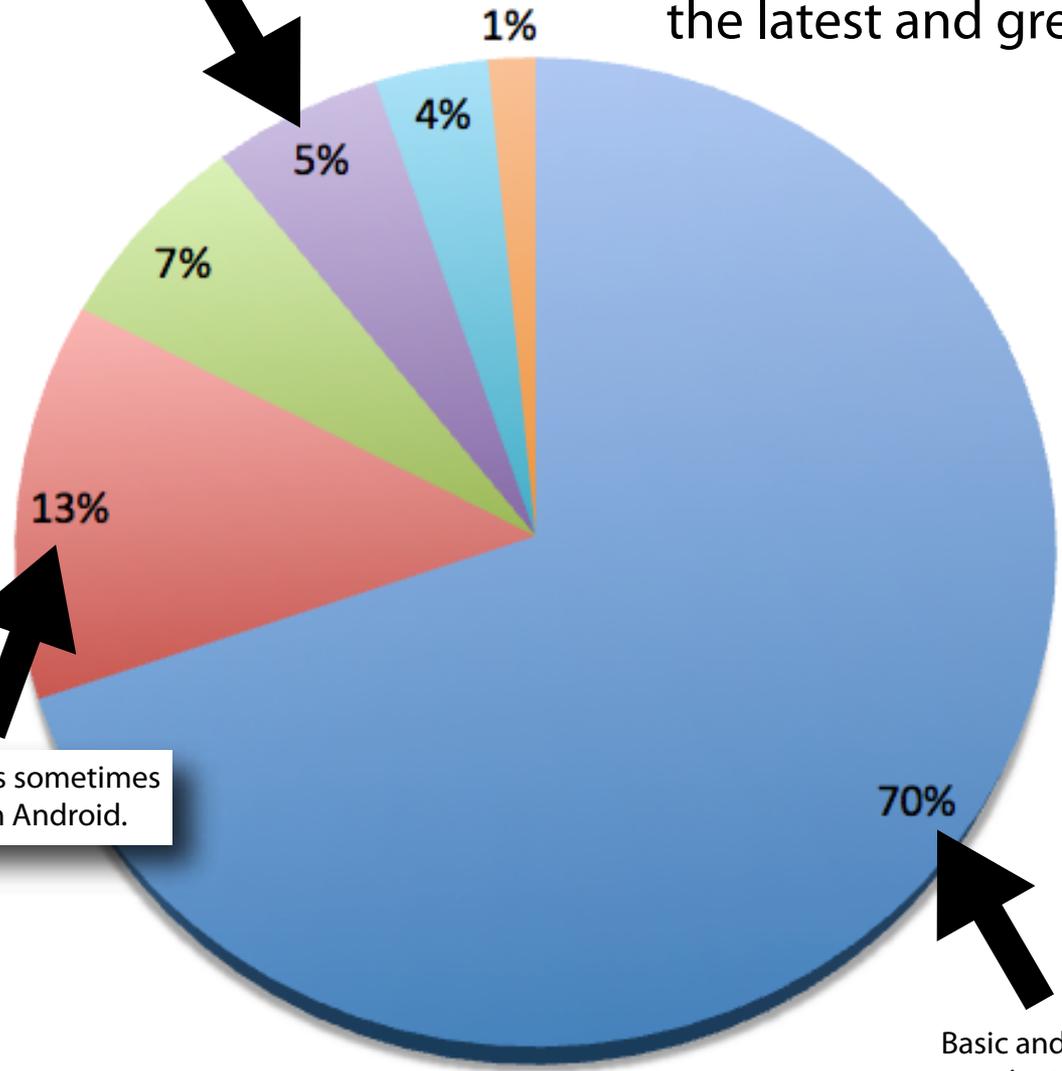
iOS is saturated with educational apps.



iOS offerings sometimes appear on Android.



Basic and Feature phones are a giant, largely untapped market for educational content.

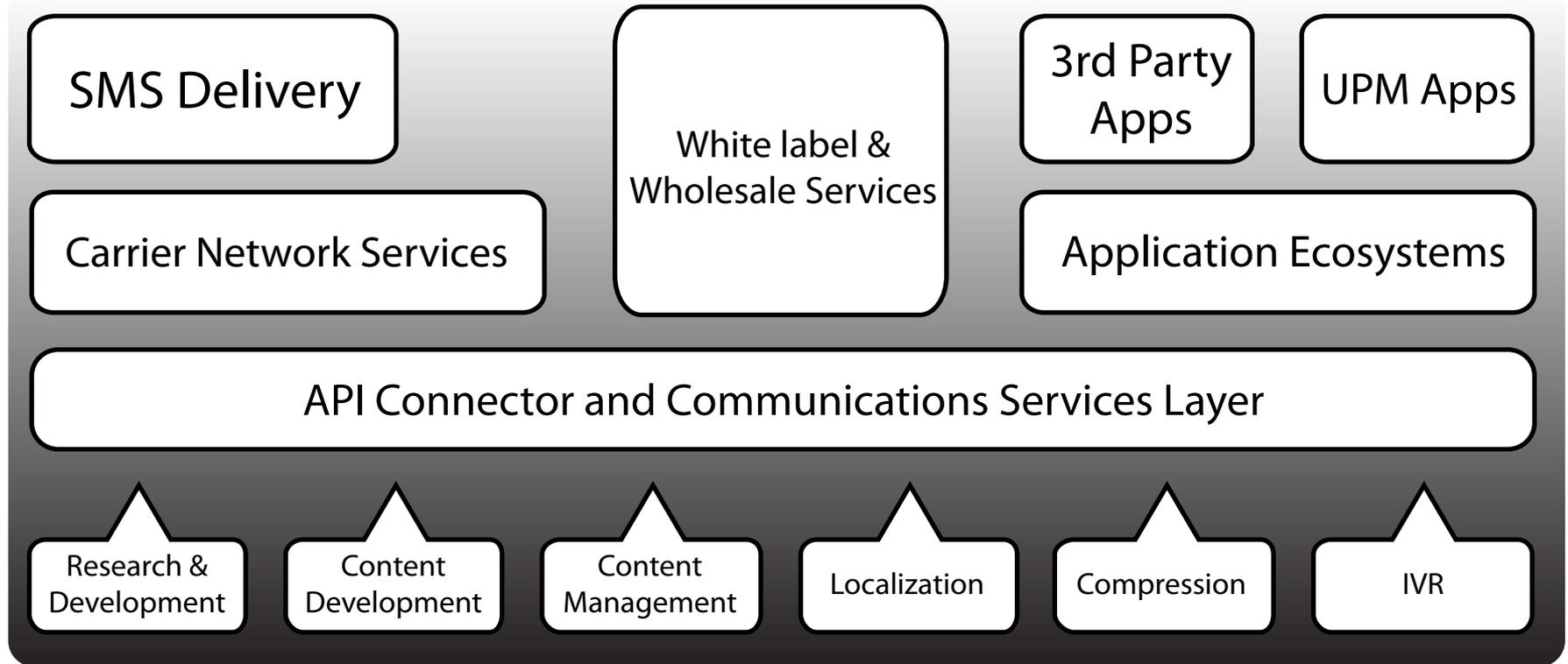


- Basic & Feature Phones
- Android
- Symbian
- Apple iOS
- BlackBerry OS
- Windows/Bada/Others



Product Platform Overview

Urban Planet provides a scalable end-to-end platform that delivers mobile learning solutions worldwide



Urban Planet Mobile Education Platform

We've built the world's largest library of educational content able to reach all phones, covering each of these seventeen languages:

Mandarin

Bengali

Vietnamese

Spanish

Hindi

Japanese

Indonesian

Arabic

Brazilian Portuguese

Turkish

Russian

Thai

Korean

Farsi

Pashto

Urdu

Mongolian

These cover more than 85% of English language learners worldwide.





Our award-winning team consists of top experts in ESL, linguistics, education, digital media, mobile technology and user experience design.

We're a an international group with offices and representation in the US, Japan, New Zealand, Singapore, Thailand and Ecuador.



Duke
UNIVERSITY

UCLA



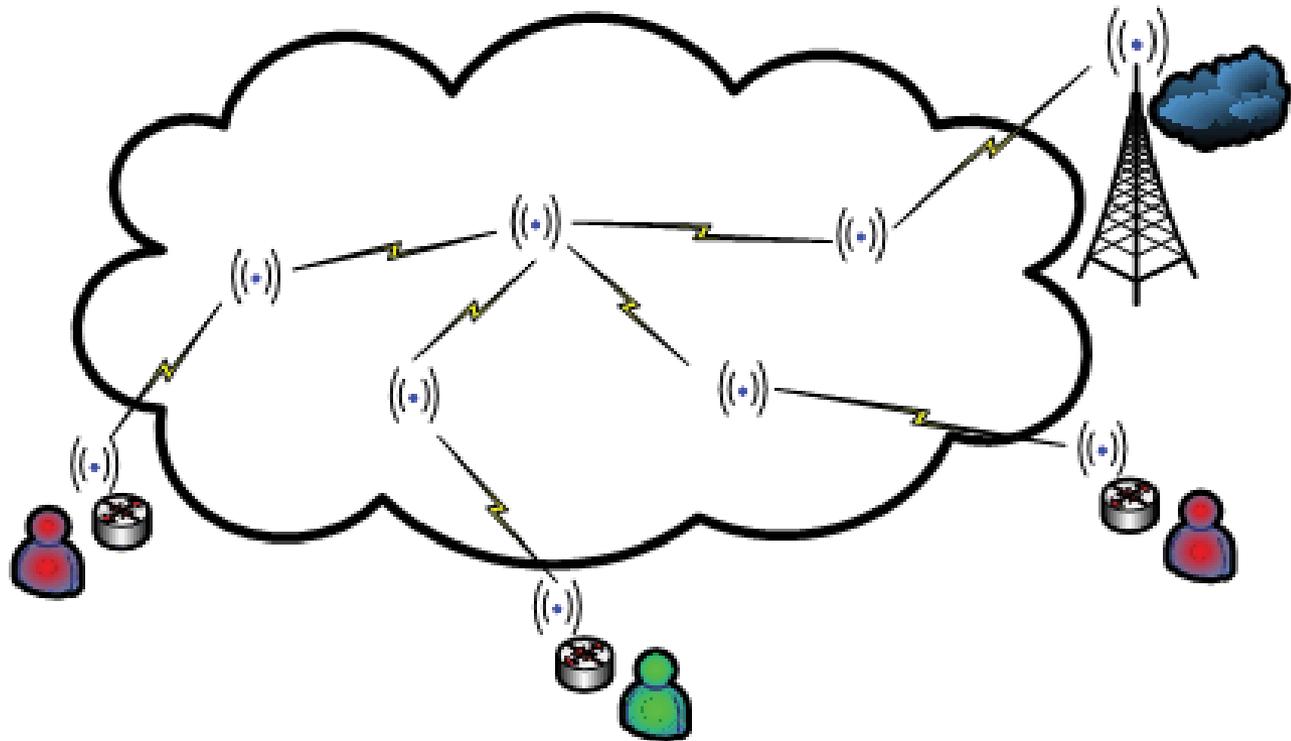
RTI
INTERNATIONAL

We've collaborated with individuals from some of the most respected educational and outreach institutions in the world.



Our audio lessons rely on established mobile technologies and delivery structures

such as **SMS, Ringtones, IVR and MP3s.**



This ensures we can deliver to the **broadest possible spectrum** of devices.



It's really important to keep the lessons
short and sweet.



Total Playtime: 60 to 90 seconds.

Allows users to learn on the go without committing lots of time



They look something like this:



Target

Native

Link

LINK refers to the method the learner uses to access the content. Such as:

- A Phone number to an IVR/Automated response server
- An external link to an MP3 file
- An internal link to a ringtone file on the carrier's network



For beginners, we offer:

Urban English Basic

Over 700 Introductory-level
English lessons





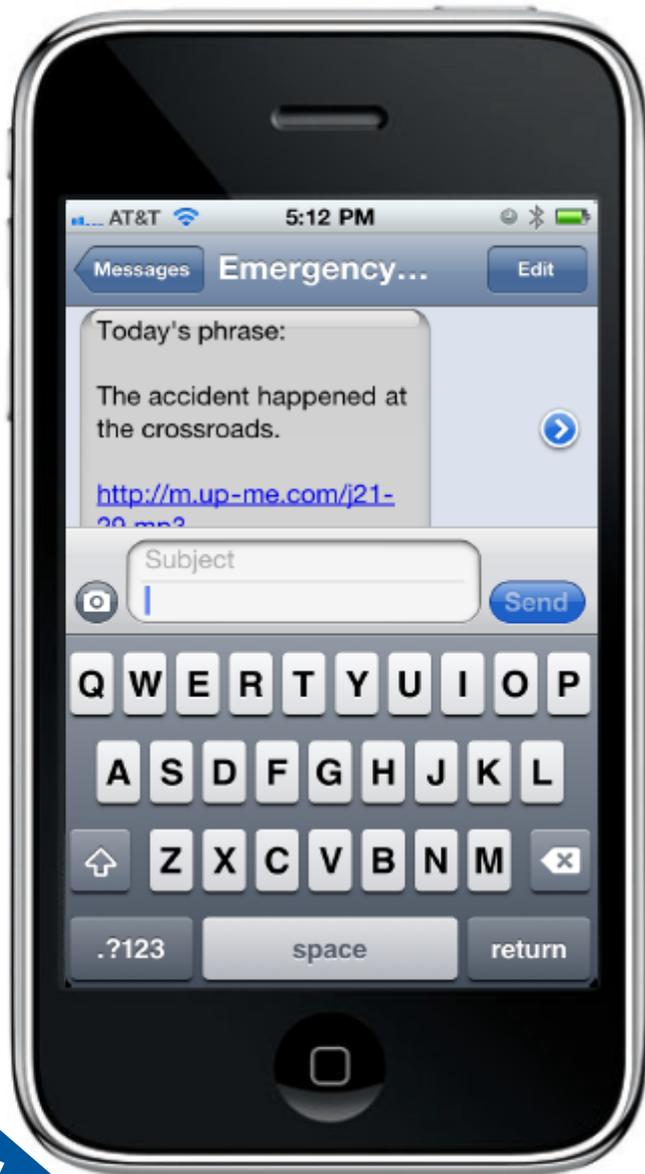
Urban English Basic
Foundations courses

English I
English II
English III
English IV

SMS, Listening and Quiz-based
course structure.

For beginners; progresses through
to a pre-intermediate level





Urban English Basic Special Purposes Courses

for Taxi Drivers
for Bar Workers
for Migrant Workers
for Hotel & Restaurant Workers
for Emergency Service Workers
for Tour Guides
Basic Health English
Basic Shopping English
Basic Travel English
Basic Business English
SMS, Listening & Quiz-based.

early-Intermediate level courses.



For intermediate learners:



Urban English Business -

idiomatic and conversational English used in common professional settings. 300 Lessons across 10 subcategories.





Urban English Business English Idioms and Phrasal Verbs

Lessons focused on introduction of idiomatic language and phrases commonly used in American business situations. Short follow-up conversations give usage context.

ex.

“Get on the Same Page”

“See Eye to Eye”



For advanced learners:

Urban English TOEFL -

Daily vocab exercises that help learners retain the most commonly misunderstood vocabulary found on TOEFL exams. Spoken at a slightly slower than natural pace.

SAT Remix -

Daily vocab exercises that help learners retain the most commonly misunderstood vocabulary found on SAT exams. Spoken at a natural pace.

The logo for TOEFL, featuring the word "TOEFL" in a bold, blue, sans-serif font with a registered trademark symbol (®) to the right.

Our innovative production and encoding techniques allow for **rapid production** and **small file sizes**.



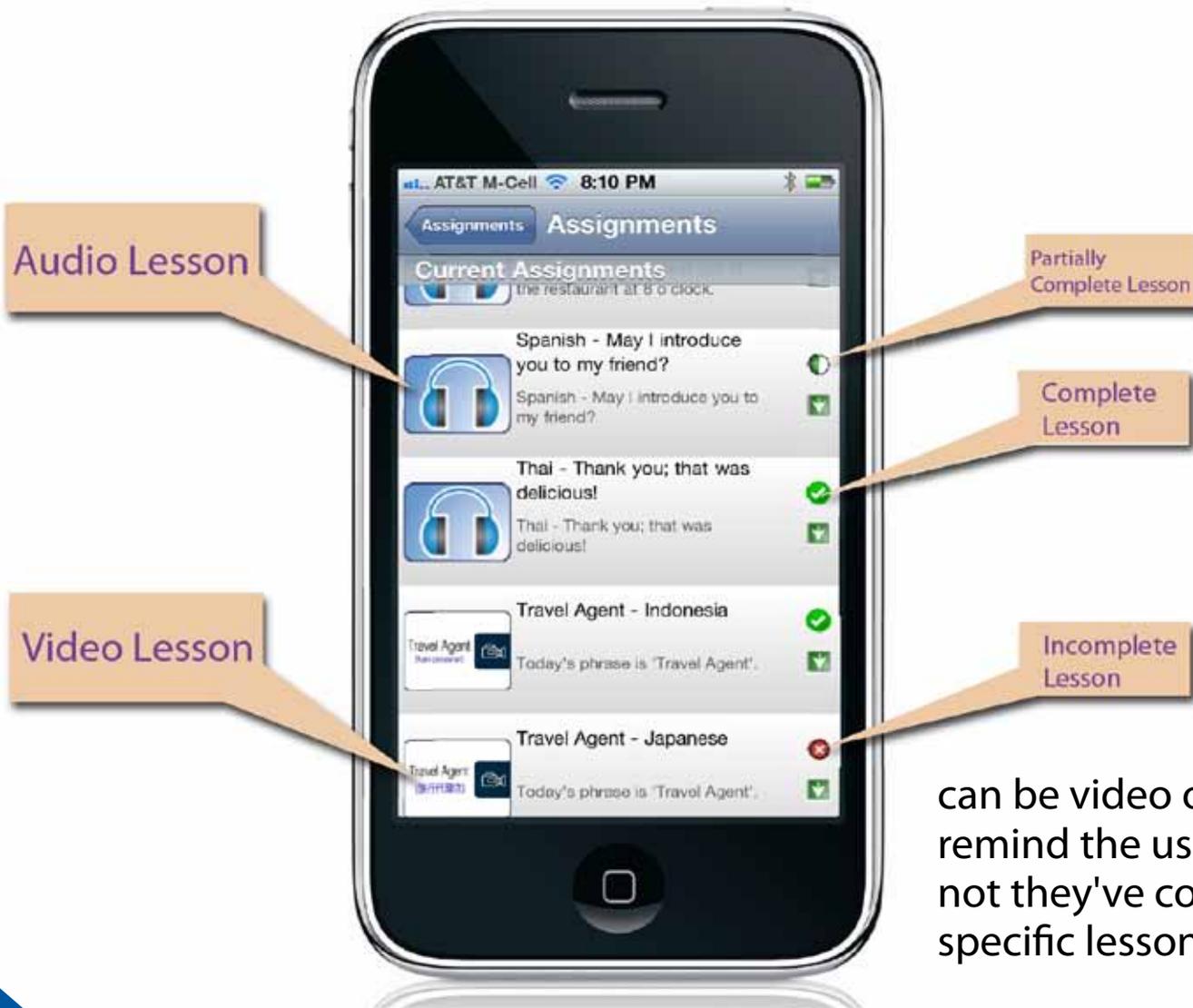
- consumers don't need 3 or 4G connectivity
- carriers are moving away from unlimited data



This isn't just another video app.
Think of it as a mobile learning and
course delivery platform.
We're calling it the **OpenSky School**.



Assignments



can be video or audio. We remind the user whether or not they've completed specific lessons.





We save the user's place in any lesson to greater facilitate learning on the go.

We group several lessons into a single course.



OpenSky School will soon be available on the leading platforms.



App Store



ANDROID



Windows
Mobile™



BlackBerry
App World™



Customer Overview

Live Carriers (total subs)



93M Subscribers



11M Subscribers (Pilot)



10M Subscribers



38M Subscribers (in transition)

Implementing / Pipeline



58M Subscribers



32M Subscribers



10M Subscribers



Let's Connect
~70 Subscribers



(DR and Peru)



~50M Subscribers



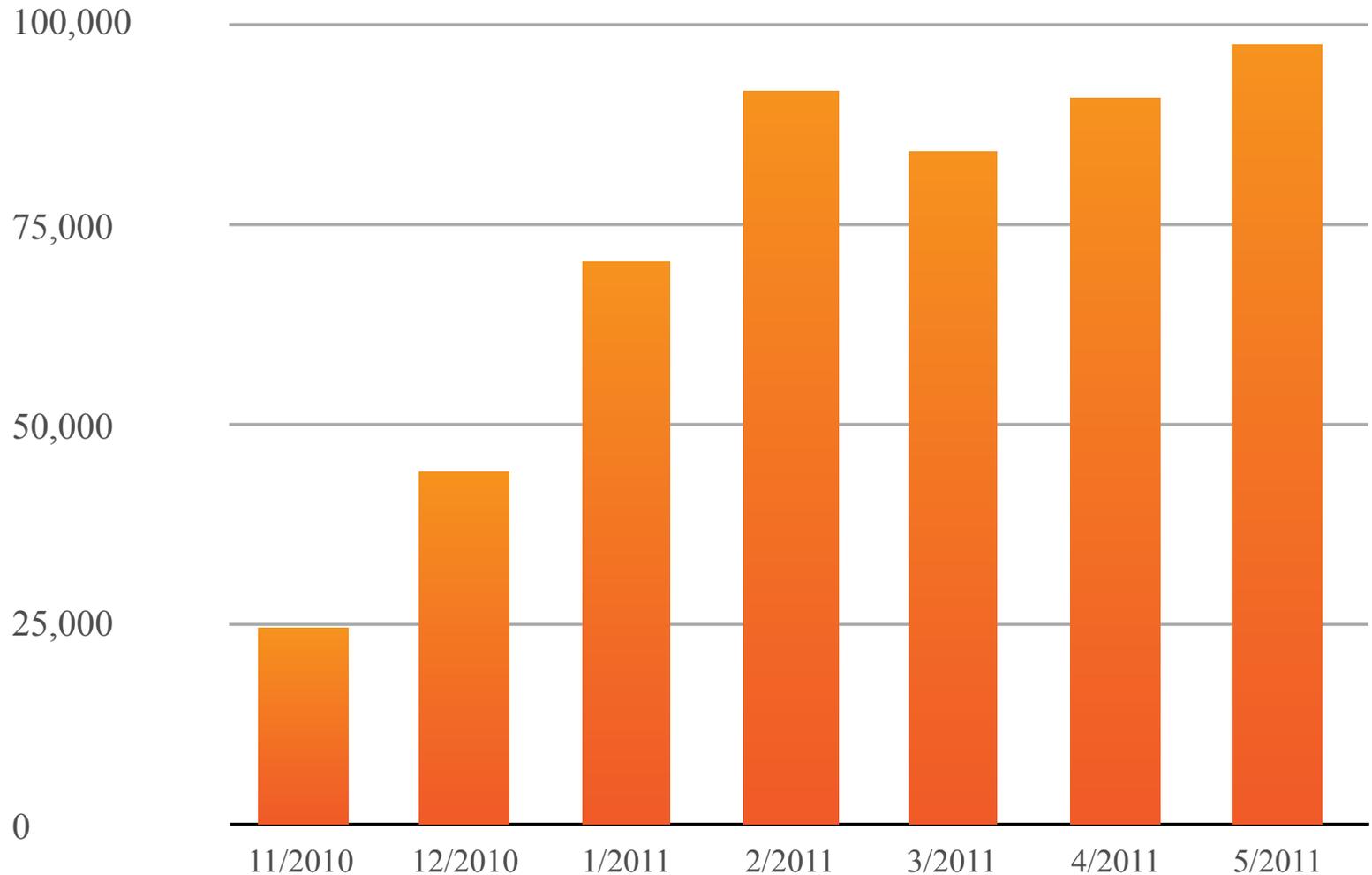
Partnerships



ENGLISH LANGUAGE LEARNING SOLUTIONS



Subscriber Activity



Product Roadmap

Urban Planet delivers products to the handset via SMS, White Label, & Application Development.

	Language Learning	Test Preparation	Child Learning*	Health Education*	Continuing Education*	Motivation*
Market	English	SAT	Reading	Weight Management	Doctors & Nurses	Business Coaching
Product	Urban English	SAT Remix	Literacy	TBD	CE Credits*	TBD
Market	Spanish*	GRE	Vocabulary	World Health Issues	CPA	Self Improvement
Product	Urban Spanish	GRE Remix	Mo'cabulary	TBD	CE Credits*	TBD
Market	Mandarin*	ACT*	Science Concepts	Fitness Management	Attorneys/Law	Faith
Product	Urban Mandarin	ACT Remix	TBD	TBD	CE Credits*	TBD

SMS Delivery

White label Services

3rd Party Apps

UPM Apps

*planned offerings

All services are delivered via the UPM platform.



Interested in participating in the next generation of education?



*Brian A. OliverSmith
President and CEO
brian@up-me.com
skype: brian.oliversmith*

Let us know.

