



Rabble™ Product Fact Sheet

- Overview:** Inter casting's debut offering, Rabble™, is the first Location-Aware Media Networking Operator (LMNO) application for personal media devices. It is also the first carrier-grade, mobile centric blogging application for handsets and it is available on QUALCOMM's Binary Runtime Environment for Wireless™ (BREW™) platform. Rabble empowers people to create and consume media through their personal media devices, such as a mobile phone, and then share it through a community network in the form of personal mobile channels.
- The Mobile Channel:** Users can publish their own mobile channel or channels and use their content as a means to inform, entertain, interact and connect with the world around them. The channel can contain a user's profile, event-driven video and still images, text information, and location-based information related to specific locales (e.g. restaurants, bookstores, nightclubs, spas, boutiques, etc.) People can Rabble to promote themselves, events, opinions or news through community tools such as chats, rankings, stats and voting features. Users also define their own limits or rule-sets that govern who can access their channel of information, which allows them to maintain complete control over the distribution of personal content.
- The Rabble Network:** Rabble users are invited to search and browse the database of content, which is categorized by interest, vertical community, time or location. As the network expands, the channels will collectively form a user generated Rabble network that is defined and categorized by location and interests. Rabble lets people connect to others through shared ideas and experiences powered by the evolution of new mobile technology.
- Distribution:** Inter casting partners with leading mobile carriers to distribute Rabble to the carriers' customers. Rabble sits on top of the carriers' technology and grows as the user generated network expands with an increasing subscription base.
- Pricing:** Consumer pricing is set by the carriers.
- URL:** www.intercastingcorp.com

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