

# JuiceCaster Makes Multimedia Social Networking Easy



Juice Wireless' JuiceCaster makes it easier for users of S60 devices to share multimedia in real time.

Social networking is about sharing the moment with those at a distance. JuiceCaster makes the process so easy that anyone can share videos and multimedia directly from an S60 3rd Edition device in very close to real time. After downloading JuiceCaster to the device, the consumer adds the JuiceCaster Player to his or her profiles on a variety of social networking sites. Rich-media content on the S60 device will instantly be posted to those sites, which include such popular destinations as MySpace, Facebook, Blogger, Google Pages, Flickr, Friendster, Xanga, TypePad, hi5, Photobucket, and BlackPlanet.com. The consumer broadcasting the multimedia can make it available to just one recipient, to a designated set of recipients, or to the public in general. Membership in the JuiceCaster community is free to recipients, while there is a small monthly charge for those doing the broadcasting. JuiceCaster broadcasters can send videos, pictures, audio, and text on their own JuiceCaster channels.

"This is the only social networking application that consumers are happy to pay to use," says Nick Desai, CEO of Juice Wireless, Inc. "The key is in how quick and easy it is for the consumer. You can record a video on your S60 device, and within 30 seconds, someone else is watching that video in a remote location. That's how fast it is, and that is how it enhances sites like MySpace and Google Pages."

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To introduce the concept, Juice Wireless launched a Java™ version of JuiceCaster for both S60 3rd Edition and S60 2nd Edition devices in the spring of 2007 in the U.S.; it already has 15,000 paying customers. Operators involved include Alltel Corporation, Inc., U.S. Cellular, and T-Mobile USA, Inc., in the U.S.; Cricket Communications, Inc. and Centennial Communications Corp. in Latin America; and Claro in Puerto Rico.

The major rollout of JuiceCaster starts in 2008, and will include France, South Africa, and India. Versions in U.S. and U.K. English, Spanish, and French will be available for that rollout.



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[www.juicewireless.com](http://www.juicewireless.com)



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## Looking ahead:

According to Desai, 2008 will be a great year for JuiceCaster, as the JuiceCaster community expands to other continents. "Besides the U.S. rollout, we will be in France in the first quarter of 2008, and in South Africa and India in the second quarter," he says. "As far as devices go, our plan is to put JuiceCaster on as many S60 devices as possible, including future devices, present devices, and S60 2nd Edition devices. This will serve to multiply the JuiceCaster community."

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### Integration into S60 3rd Edition devices

In January 2008, a native Symbian version of JuiceCaster will be made available worldwide through the Download! client resident on millions of new Nokia devices. "The S60 3rd Edition platform is great, because it allows us to directly integrate the JuiceCaster experience into the functions of the S60 device. For example, it allowed us to integrate the phone's [short message service (SMS)] capability directly into our application, so that it can be activated with a single button," says Desai. "Similarly, our application is integrated with the camera function on the phone, which is part of the near-real-time video and picture sharing process. A recipient of a video can, for example, watch a video and then easily store it locally on the device for future viewing."

### How JuiceCaster works

JuiceCaster lets users make immediate connections by sending an SMS message to another JuiceCaster. "This can be triggered either way," says Desai. "For example, one person can send an SMS message to another asking, 'What R you up 2?' and the other can respond, 'Hey, I'm at this place,' and send [a multimedia messaging service (MMS) message] containing friends and the local scenery." The user may want to have one-on-one broadcasting interactions, or send the video to a set of friends, even if those friends are spread across different social networks, such as MySpace, Facebook, and others.

For Jeeyoon Chung, vice president of design at Juice Wireless, JuiceCaster brings a special connection. "My son Tyler is 22 months old, and he does new things every day. I use JuiceCaster to share these moments with my friends and in-laws in Korea, so that they don't miss any moment in his life," she says.

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JuiceCaster broadcasters currently pay a subscription fee of \$2.99 per month for the networking privilege. "As we take this worldwide, of course, the subscription prices will vary according to local market conditions," says Desai. "In India, for example, the charge will be less, while in Europe it might even be slightly more."

### The S60 platform brings both markets and technology

Desai says that the attraction of the S60 platform for his company is in both the technical and marketing areas. "When people buy an S60 device, they want to do more than just make phone calls; they want the applications and data moving as well," he says. "The high end of it is a multimedia experience such as JuiceCaster can provide, and these high-end S60 3rd Edition devices are specifically built for that. When I demo my product, for example, it is on a Nokia N95 8GB multimedia computer. When my assistant demos it, it is on a Nokia N76, and when my [chief technology officer (CTO)] demos it, it is on a Nokia N73."

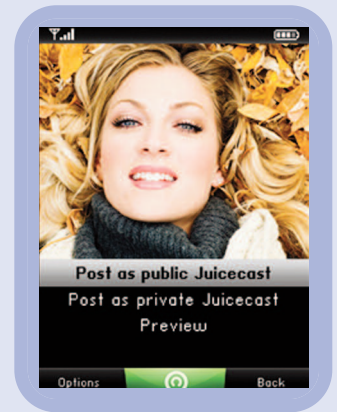
The appeal on the marketing side is obvious, he says. "The S60 device market itself is huge, and numbers in the hundreds of millions worldwide. It made the S60 the obvious choice as the platform. We make it possible for JuiceCaster users to not only connect up with those people, but also to people with other mobile devices, desktop PCs, and to the Web itself." This, he points out, gives JuiceCaster community the potential to reach hundreds of millions of people as recipients, and give tens of millions the ability to create their own broadcasting channels.

### How Forum Nokia PRO helps Juice Wireless

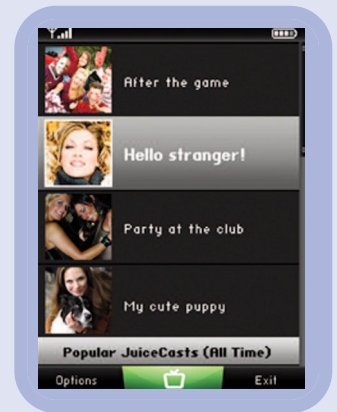
As a Forum Nokia PRO member, Juice Wireless has also received a good deal of help from Nokia itself, says Desai. "The biggest deal has clearly been the deal with the Nokia Content Discoverer group to embed our product in the Download! catalog," says Desai. "We are looking forward to seeing how that plays out. Also, Nokia let us demo the product in their booth at both the spring and fall CTIA shows this year, as well as bringing us into a number of other invitation-only events during the year. This allows us to directly meet some key people around the world, and to strengthen our future market."

For more information, go to:

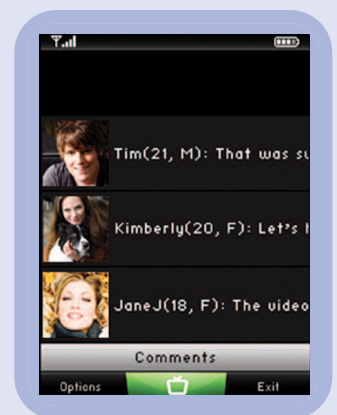
[www.nokia.com/developer](http://www.nokia.com/developer)



JuiceCaster allows users to establish multimedia communications channels that are private, public, or designated for a selected group of friends.



JuiceCaster users can store videos locally on the device for later viewing ...



... and also add commentary to the clips.



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