

## Introducing Shodogg™

Shodogg™ is a media technology company radically transforming the way consumers access, navigate, control and share streaming video. Shodogg's patent-pending delivery system enables any smartphone to deliver any streaming media content to any connected device (TV, tablet, computer) without adding wires or boxes.

## Content Control

Shodogg's revolutionary media management system makes streaming video and content easier for consumers while preserving owners' rights and business models. Its mobile app turns smartphones into sophisticated controllers. A simple interface solves viewer frustrations in accessing, navigating and managing media through the Internet. Users have portable, quick and efficient control without complicated hardware set up, anytime, anywhere. Shodogg's architecture enhances the viewing experience through social interaction, shared playlists and co-viewing occasions.

## Fetch. Toss. Share.

Shodogg's Fetch, Toss, Share™ system reinforces existing business models. When users **Fetch** any streaming video through any smartphone, content owners retain control. When users **Toss** (direct) a stream to play on their desired device, content files still don't move, staying secure on the original source server. When users **Share** favorites, Shodogg respects intended ads and branding, and offers customized branded experiences to the second screen. For content owners, we can increase your digital footprint for a fraction of the cost and we can help consolidate your digital media activities, making your business more efficient.

## A BETTER SOLUTION

### 1 Superior Technology

Shodogg's unique architecture is platform agnostic and portable—a true innovation providing efficient, quick, smart delivery across all platforms. When Shodogg is opened on the receiving screen, content can be seamlessly switched and swapped out without opening other apps, UI or files. Not limited to LAN or DLNA networks.

### 2 Protects Ecosystem

Shodogg supports existing consumer behavior and industry business models. Our technology allows video to be streamed to the intended device; content does not get moved from the original source.

### 3 Anti-Piracy

Shodogg streamlines access for consumers and generates efficiencies for content providers, operators and advertisers by simplifying digital rights management. We prohibit password sharing by authenticating the user on their smart phone, a device that never leaves their side.

### 4 Pro-Advertising

Shodogg delivers addressable and synched ads within a branded environment, providing advanced user data and real-time trend reporting, and monetizes social media, sharing and viral campaigns.

### 5 Consumer-Friendly

Shodogg is fully portable as it's controlled through a mobile device. We support audience retention and growth, while also reducing content clutter. Shodogg's easy UI has a unique overlay function that enables sharing, co-viewing, playlist creation and other social media activities.

### 6 Scalable and Flexible

Shodogg is optimized for live events across multiple channels allowing for multiple video feeds and camera angles.



#### FETCH

locate and retrieve  
streaming videos from  
any smartphone



#### TOSS

watch on any  
connected device,  
anywhere



#### SHARE

enjoy playlists and favorite  
videos with your friends