



Good for You™



Customers expect more from their mobile devices today than ever before. Social messaging. Application support. Secure content. And constant connectivity. As well, service providers, device manufacturers, and operators want to bring more value to customers further up the value chain, delivering a consistent experience across platforms and operating systems, while minimizing the impact of these services on device resources and maximizing network efficiency.

Connect, Communicate, and Share

Enabling & empowering the mobile lifestyle

INTRODUCING GOOD FOR YOU

Good for You™ from Good Technology extends mobile communications beyond email through an integrated social messaging experience. Good for You is a suite of offerings for mobile devices, designed to enable customers to connect with friends, family, and colleagues in real time through email, social networking, SMS, IM, and photo sharing—all while using the least amount of device and network resources possible. With Good for You, Good Technology brings greater convenience and functionality to mobile media and worldwide social networks.

Good for You works on hundreds of popular handsets, including:

- Android
- J2ME
- Windows Mobile®
- BREW®
- Symbian
- Embedded for other device OS

GOOD FOR YOU EMAIL

Good Mobile Email™ is an easy-to-use mobile email product that syncs corporate and Internet email accounts constantly, without cables or cradles. Customers are connected to their information when they need it, communicating with the important people in their lives wherever they go, and sharing data with the ease and convenience that only mobility brings.

Good Mobile Email uses the award-winning Good ConstantSync™ technology to continuously sync customer email to their devices. And Good Mobile Email is packed full of features they can use to customize their mobile email experience.

With Good Mobile Email, customers can access multiple email accounts, including the most popular Internet email such as Gmail, Yahoo! Mail MSN/Hotmail, and MS Exchange—each with a separate mailbox on the device.

GOOD MOBILE EXCHANGE ACCESS

Help customers stay on top of all their information no matter where they are. Good Mobile Exchange Access™ provides full synchronization of email, contacts, and calendar entries with Microsoft Exchange.

Good ConstantSync provides a seamless customer experience, allowing email and personal information to be pushed to the device.

Because Good Mobile Exchange Access is easy to set up and use, there's no need to involve the IT department or install any extra software on the customer's computer.

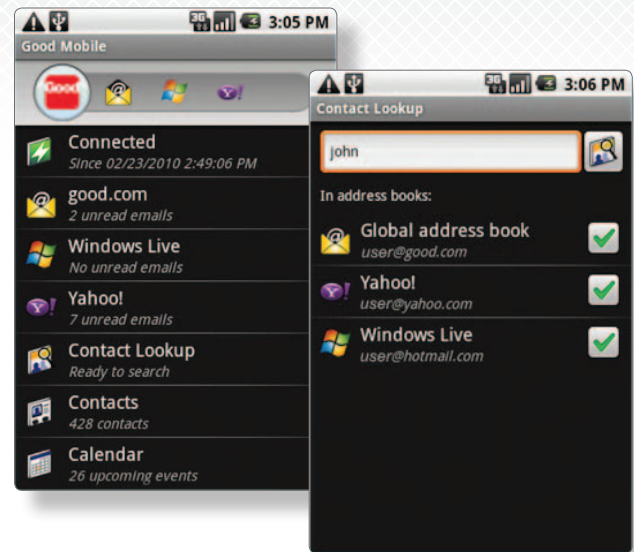
GOOD MOBILE EXCHANGE ACCESS AND GOOD FOR ENTERPRISE

Good Mobile Exchange Access complements the Good for Enterprise™ product.

- Individuals, small businesses, and hosted providers can use Good Mobile Exchange Access to quickly and easily set up mobile access to MS Exchange without installing extra software or servers.
- Larger companies that require enhanced security, device management and control, and application access can deploy Good for Enterprise and continue providing service to their employees with an even richer messaging and calendaring experience.

GOOD FOR YOU SOCIAL NETWORKING

Good Mobile Social Networking provides an integrated solution that enables real-time information and notifications across email, social networks, and contacts.



With Good Mobile Social Networking™, a customer's social network is at their fingertips even when they're away from the computer. They can turn their device into a social networking tool with Good for You —instantly connecting to friends and colleagues in a whole new way.

Good Mobile Social Networking creates a complete interactive experience involving the world's most popular social networks, including Facebook, MySpace, Twitter, Orkut and more. With a few clicks, access latest updates, browse friend lists, and upload and access photos.

Good Mobile Social Networking provides a complete interactive experience to the world's most popular social networks, including Facebook, MySpace, Twitter, Orkut and more. With a few clicks, you can access your latest updates, browse your friends, and upload and access photos.

GOOD MOBILE EMBEDDED

Good Mobile Embedded™ provides device manufacturers an embedded software component to deliver exciting new applications and customer experiences on a broad range of devices.

With Good Mobile embedded, you have access to a set of APIs, Libraries, and documentation delivering instant mobile access to personal messaging, address book, calendaring, social networking, and media sharing applications and services. Using Good Mobile Embedded, developers have access to a broad range of social messaging services and can focus on developing unique user experiences.

Good Mobile Embedded provides two levels of access:

Push

- Automates delivery of new content/events
- Provides data in the background, over a single channel to the device
- Optimizes to maximize battery life and minimize data usage

On-Demand

- Achieves access to the full range of social networking functionality inherent in the world's most popular social networks
- Maintains consistent API structure and experience, minimizing development efforts and cost

Good's customizable, brandable Good for You offering enables device manufacturers and operators to deliver targeted solutions that address the unique requirements of their customers. Today, Good offers mobile communications services through many of the world's largest mobile operators in more than 90 countries; many services have been localized into 45 languages. Just a few more reasons why **Good** is right for you.



Good for You

Enable customers to stay connected

For end users, Good for You provides a seamless, easy-to-use solution that enables them to stay connected with the people they care about in the way they choose. For device manufacturers, Good for You enables the combining of a broad array of today's social messaging sources through both unique client experiences and embedded tools and libraries. For mobile operators, Good for You provides significant opportunities for customer and revenue (ARPU) growth, not only because of its low total cost of ownership and fast time-to-market delivery, but because it enables the operator to harness the power of mobile communications including social networking and email, to provide their customers with exciting new services.

GOOD FOR YOU FOR CUSTOMERS

- **Good Easy Setup™:** End-to-end self-provisioning with pre-installed clients, enabling a customer to set up a mobile email service from their device in a matter of seconds
- **Good worklife.freedom™:** Access email from the most popular portal email providers, social networking sites, and Instant Messaging networks, including Yahoo!, AOL, Google Gmail, Hotmail, Facebook, MySpace, Flickr, and Photobucket
- **Support for multiple services:** Send and receive messages from work and personal email and social networking accounts—each with its own inbox—complete with full attachment handling

GOOD FOR DEVICE MANUFACTURERS

- Combine social messaging data with core device services, such as address book and messaging applications
- Create unique on-device experiences to differentiate from the competition
- Gain access to all major social messaging sites from a single source

GOOD FOR MOBILE OPERATORS

- Increase customer satisfaction and revenue generation with unique social messaging across a broad range of devices
- Gain new data plan subscribers using services that provide a truly mobile social networking experience
- Integrate with the browser experience to enhance your customer relationship and further monetize opportunities with social networking sites
- Lower TCO: Unified view of all social network connections means fewer on-device applications and lower sales and support costs

Learn more about Good for You at www.good.com



Good Technology
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