



Cloud Phone

Who are we?

CloudMosa is a pioneer in providing cloud computing and remote browser solutions for the consumer and enterprise sectors. For over a decade, CloudMosa has developed products with unparalleled security, speed, and efficiency for its clients. With a suite of offerings powered by its flagship product, Puffin Cloud Avatar Technology, CloudMosa is committed to reshaping the digital landscape and empowering users for a faster, more secure mobile experience. To learn more about CloudMosa's cloud-powered solutions, visit <https://www.puffin.com/cloudmosa>.

What do we do?

Inspired by the One Laptop Per Child initiative, CloudMosa developed Cloud Phone technology to bridge the digital divide. Operating on a user-friendly virtual browser platform, Cloud Phone provides seamless access to content via cloud-based widgets. The solution offers the world's underserved a transformative user experience on feature phones, with a goal for this technology to always be accessible at the \$10-15 price point. It does not aim to compete with smartphones regarding performance, functionality, or price because it was created with those on low incomes or living below the poverty line in mind. With Cloud Phone technology, there is potential to transform the delivery of entertainment, education, and more, empowering individuals and societies.

Why did we do it?

CloudMosa believes internet access is a fundamental right. To bring the next billion people online, they have landed on a critical equation: (A) connectivity + (B) affordable devices with compelling applications. While governments and tech companies have made great strides in addressing connectivity (A), the real challenge lies in bridging what they've termed the B-Gap, devices' true affordability and functionality. Through cloud computing, Cloud Phone can strongly impact the world's underserved communities.

How did we do it?

After the success of the Puffin Browser, CloudMosa developed the Cloud Phone platform, transforming basic feature phones into smart devices. Collaborating with chipset and device manufacturers, CloudMosa addressed performance limitations, enabling users to access internet services and taking significant steps toward universal digital access. With over a decade of investing in and optimizing its cloud virtualization engine, Cloud Phone technology offloads computing tasks to the cloud, minimizing the processing, memory, and storage requirements on feature phone devices. The "cloud-first" mindset represents a fundamental rethinking, and this breakthrough is what enables modern internet and app ecosystem experiences on the cheapest 4G feature phones.



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What does Cloud Phone offer?

Real-time content: Cloud Phone lets users load video streaming apps such as YouTube and YouTube Shorts, offering smooth playback – overcoming hardware limitations on traditional feature phones where delivering this type of experience was previously impossible

Cloud gaming: Users can fire up classic games like Snake, and TilesTwist (aka Tetris) and experience flawless gameplay on Cloud Phone-enabled devices as they are streamed and rendered from the cloud

Open ecosystem via the web: Cloud Phone uses web technologies as its core platform, democratizing app development and allowing creators to “write once, run everywhere” across any Cloud Phone-enabled device

Business opportunities for telecom carriers, phone manufacturers, and content

providers: Unlocks growth opportunities for telecom carriers, phone manufacturers and content providers, which all face challenges in the form of saturation and commoditization.

- For telecom carriers it's a golden opportunity to secure new subscribers, upgrade existing prepaid customers and build loyalty in the transition from 2G to 4G.
- For makers, it is a chance to dramatically expand their user base and forge new partnerships.
- For content providers, it's a platform to attract the next wave of users and subscribers.