

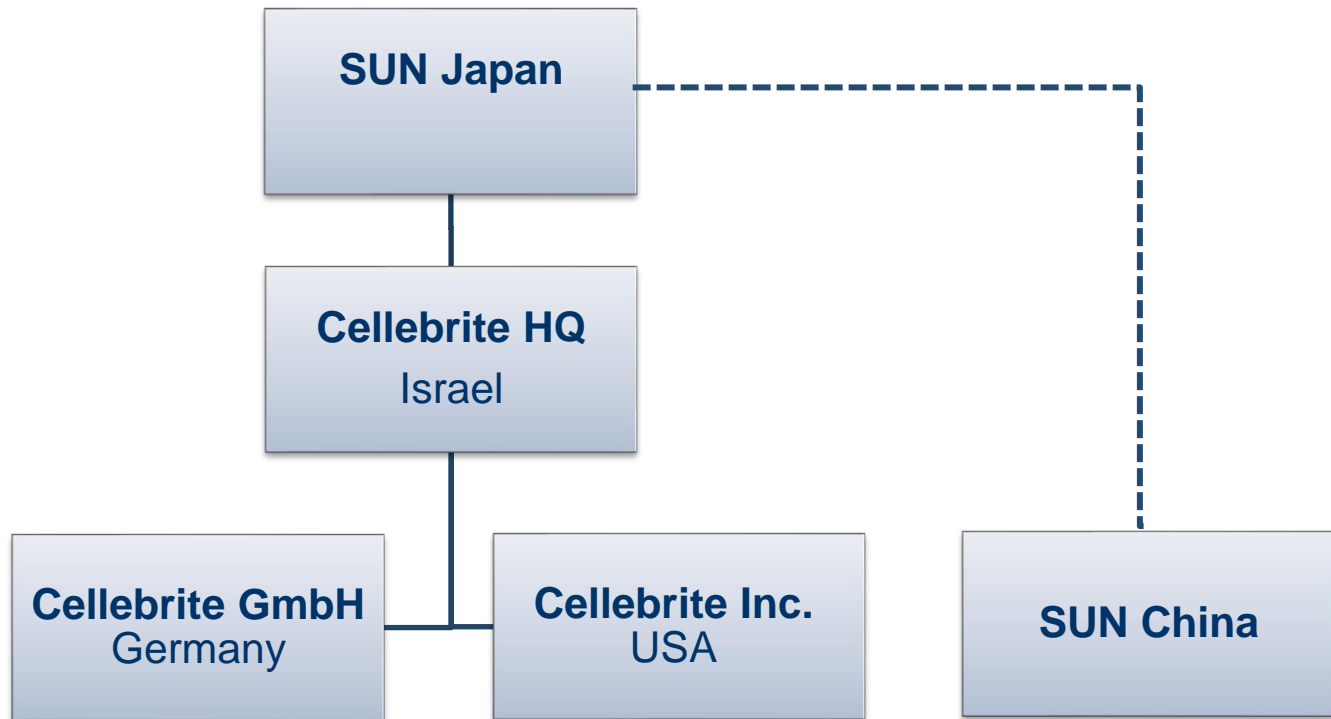


CELLEBRITE IN THE MOBILE INDUSTRY



- Established in 1999, Cellebrite Mobile Synchronization Ltd. Is a world leader in phone transfer, backup and synchronization.
- Since 2007, a fully-owned subsidiary of Sun Corporation of Japan, a publicly traded company on JASDAQ based in Nagoya, Japan
- A professional staff of more than 170, with almost 50% dedicated to R&D activity
- More than 100,000 UME products successfully deployed worldwide at more than 150 mobile operators and retail chains
- More than 11,000 UFED deployed devices

ORGANIZATION CHART



Over 150 of the worlds leading mobile operators, retailers and phone vendors



Why Cellebrite?

- Global company
- Experience of over 10 years working with Tier 1 operators
- Cellebrite gets phones prior to retail launch from different sources
- Mobile data expertise due to mobile forensics activity (UFED)
- Proprietary HW – no dependency on 3rd party manufacturers
- Our HW specially designed for operator POS – no need for external adapters such as SIM reader, specific operation area for source and target phones
- The kit contains all the needed items in order to perform the transaction (cable kit organizer, MicroSIM adapter...)

MOBILE INDUSTRY

*Data transfer, backup & Restore,
Mobile Apps and Content distribution,
and On-site phone firmware
update*



MOBILE FORENSICS

*Forensic Investigation
of mobile phones*



MOBILE INDUSTRY PRODUCTS

- **UME-36 Pro** - Universal Memory Exchanger for Retail and Repair (POS) Stations
- **Cellebrite Touch** - Data Transfer, Backup, Content delivery and On-site phone firmware update
- **CDA –Cellebrite Device Analytics** – monitor POS activity with statistics & Reports
- **Mobile Applications -**
 - Apploader** - Platform to manage mobile apps at retail POS
 - CelleSync** - Over-the-Air phone content backup & management
 - CelleGuard** - Protects personal content everywhere

MOBILE FORENSICS

UME-36PRO – UNIVERSAL MEMORY EXCHANGER

UME-36 - UNIVERSAL MEMORY EXCHANGER

Comprehensive solution for data transfer, backup,
management and synchronization at Point Of Sale



- Phone-to-phone data transfer, backup and restore
- Transfer and backup for both SIM and phone content
- Supports over 3,300 phone models, including all OSs such as iPhone, Android, Symbian, Microsoft Windows Mobile, Palm OS and BlackBerry
- Standalone device – no need for computer to operate
- Problem-free, self-intuitive transfer of data, enhancing the customer experience





- Currently more than 3200 supported handsets

CELLEBRITE TOUCH – CELLEBRITE IN A TABLET

DESIGNED FOR TOMORROW'S PHONES

Comprehensive solution for Data Transfer, Backup, Content delivery and On-site phone firmware update at the Point Of Sale

- The advantages of a standalone, self-contained device
- Designed to maximize service levels with value added services for mobile retail POS



DESIGNED FOR MOBILE RETAILERS

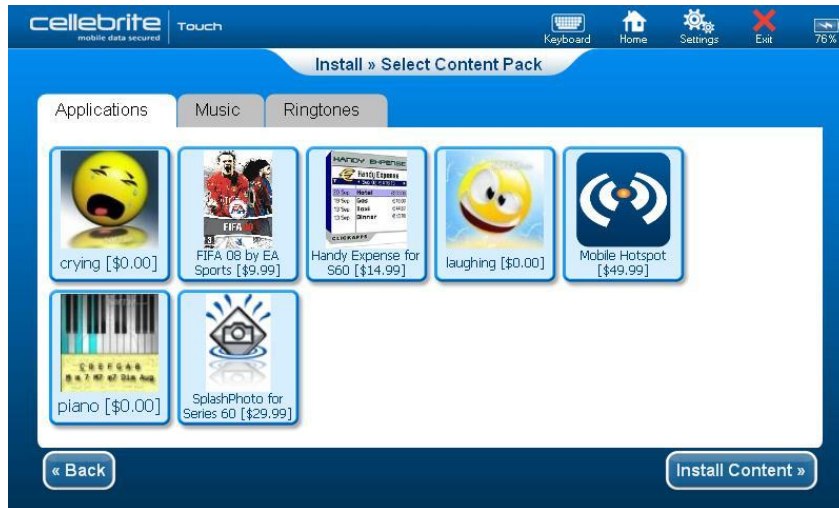
- Intuitive, touch-driven GUI with 7" touch screen LCD
- Closed environment for customer privacy, reinforced by both hardware and software security mechanisms.
- Built-in SIM socket for Read/Write capability
- Built-in SD card socket for Read/Write capability
- Integrated Wi-Fi and Bluetooth module for wireless connectivity
- Built-in Ethernet port for internet access and automatic updates
- Rechargeable battery

- Unrivalled phone coverage, supporting over 3,200 models.
- Supports all major mobile operating systems, including Windows Mobile, Symbian, iPhone, Brew, j2me, Android, and BlackBerry.
- Automatic updates to ensure pre-launch compatibility with new phones as they're introduced into the market.
- Cellebrite owned propriety Hardware

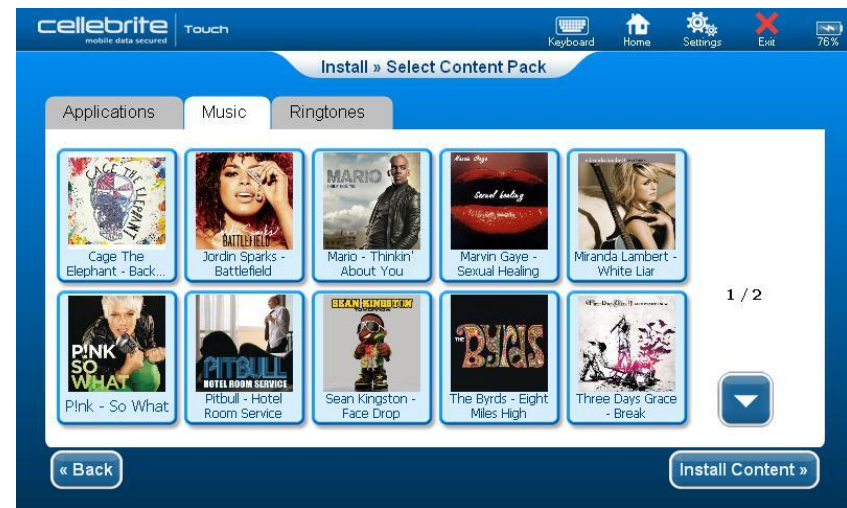
No dependency on other Hardware manufactures!!!



APPLICATION DELIVERY BY CELLEBRITE TOUCH

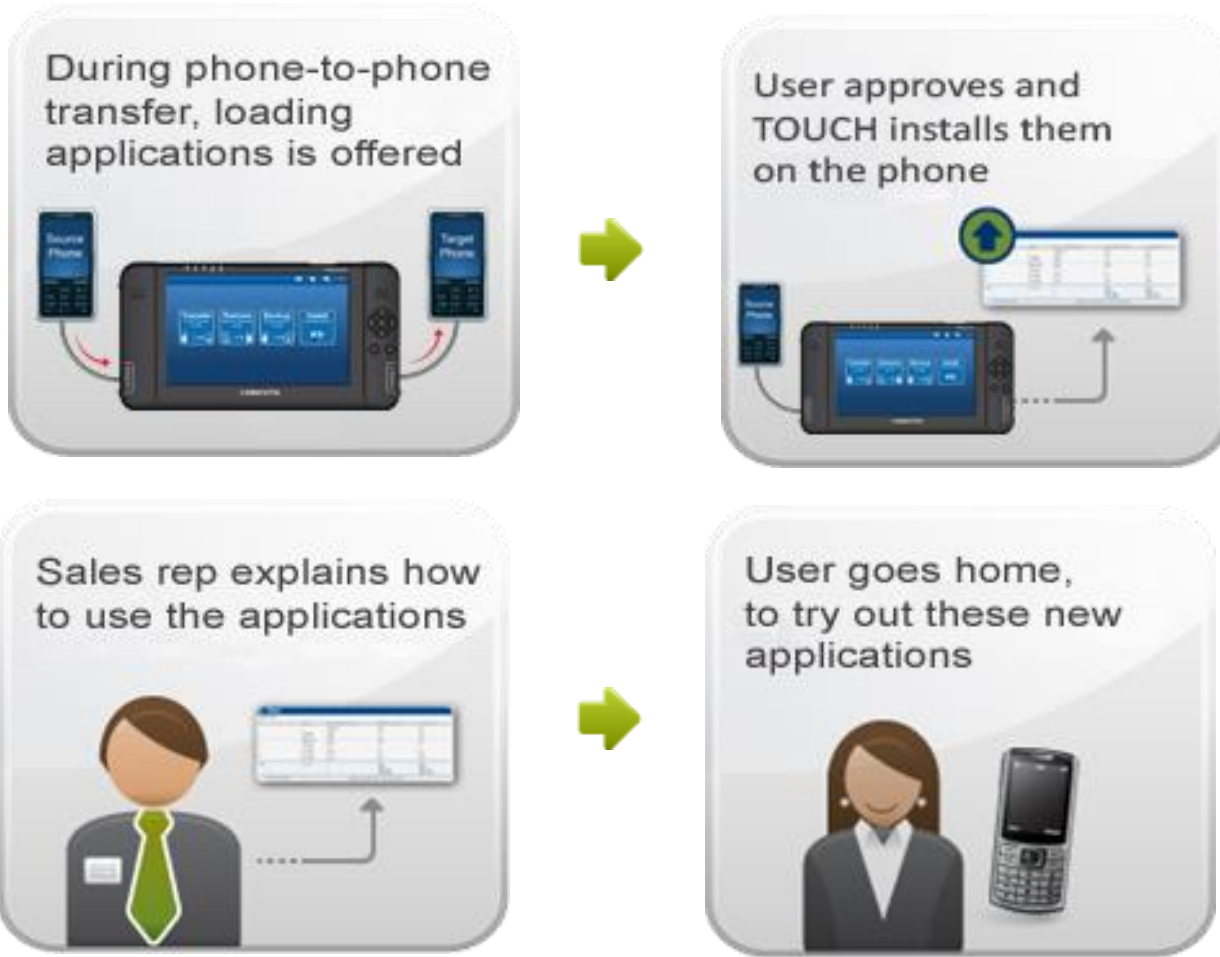


- At the end of the transfer, the Touch offers to install content/application to the target phone



- Multiple content pack/files selection

HOW DOES IT WORK?



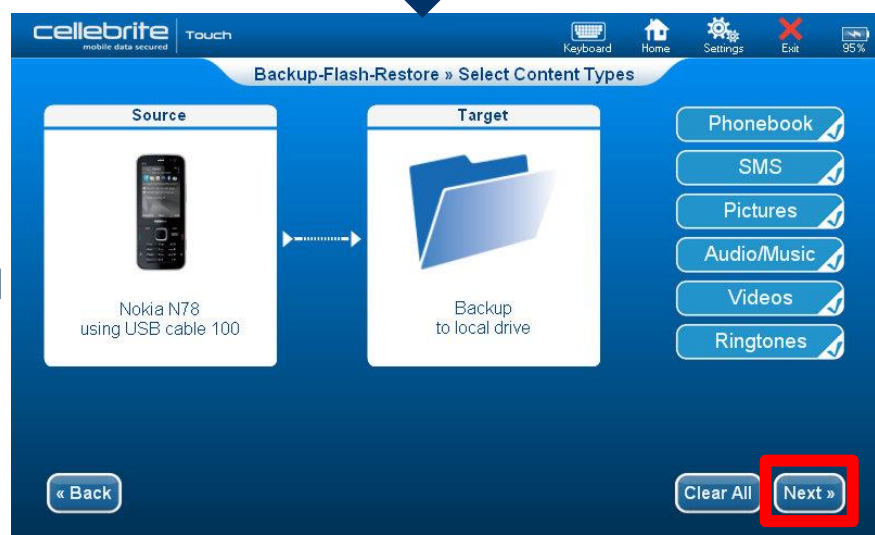
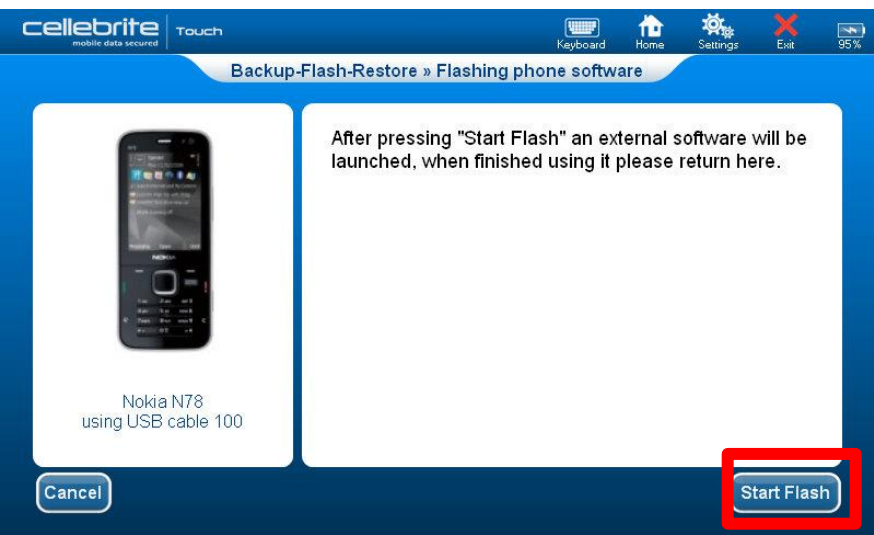
Cellebrite designs in-store phone firmware upgrade solutions per our customer's requirements:

- Currently using the Vendor's consumer tools – within the Backup/transfer flow
- Additional revenue stream at the POS from the handset vendors
- By definition, tools and SW files are always up-to-date
- A single tool covers a large portfolio of handsets
- Easy to maintain

- Facilitates the phone firmware update process using preinstalled phone vendors f/w update tools aggregated in one platform
- Provides a structured phone content Backup & Restore during the SW update process
- Contributes to service provider savings in the areas of handset returns: back-office handset updates result in escalating customer care costs
- Improves 'First Time Resolution' and reduces the number of handsets returned due to service/phone settings incorrectly configured by the subscriber
- Eliminates problems that result from "out of date" phone software

THE PROCESS

ON-SITE FIRMWARE UPDATE (PHONE FLASHING)



THE PROCESS

ON-SITE FIRMWARE UPDATE (PHONE FLASHING)

New software update available

What's new
Your new software contains:
- Contacts updated with Ovi features
- Improved USB charging
Click [here](#) to find out more about updated features and the improvements made in your new software.

Warning: Before starting the update process, you should back up all data and content in the device memory (contacts, pictures, messages etc.) either by using Nokia PC Suite or a memory card in your device. If you have encrypted or password protected your device or memory card, you may not be able to access it after the software update. Remove all memory card passwords and any encryption before starting the software update, in order to avoid possible data loss.

Update **Cancel**

Annotations: A red box highlights the 'Update' button. A blue box highlights the navigation arrows on the right side of the window.



Updating the software

Updating software, please wait...
Estimated time left: 15 minutes

During the update
It is normal for the device display to blank during the update. It is normal for some PC Suite versions to display "Nokia N85 (RM-333) disconnected" as the update begins.

Warning: Do not disconnect the cable or switch off the device. Disconnecting the cable will cause severe damage to your device and it may stop working.

Annotation: A blue box highlights the navigation arrows on the right side of the window.



Software update complete

Your device's software has been successfully updated. You can now restore any backups you made and start using your device again.

After the update
After updating, it is normal for your device to revert to its factory default language. Your device should return to your chosen operating language after you have restored your content. If it does not, please consult your User's Guide or visit www.nokia.com/support to find out how.

Get latest firmware for your device
Get notification when new software is available for your device. Click [here](#) to register through My Nokia.

Give feedback
Here's your chance to let us know what you think of the updater. Click [here](#) to answer a few questions about your experiences to help us make your next update even better.

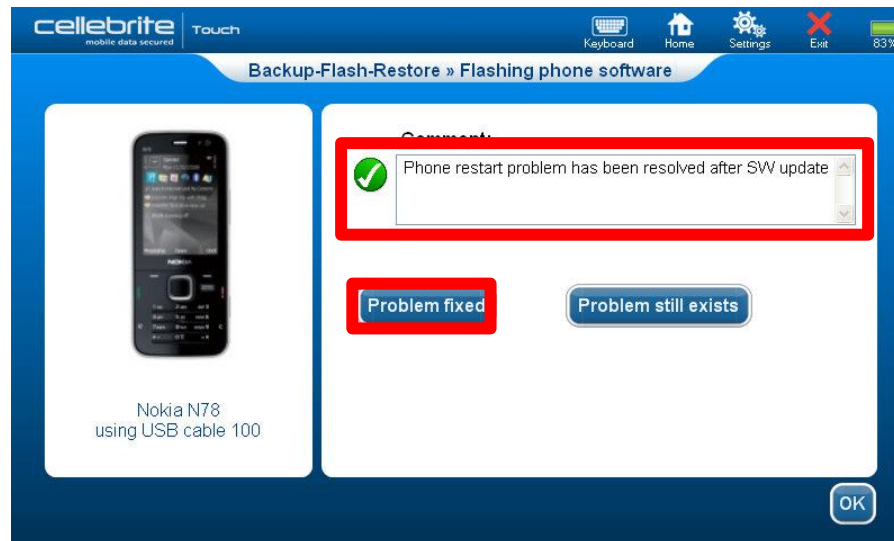
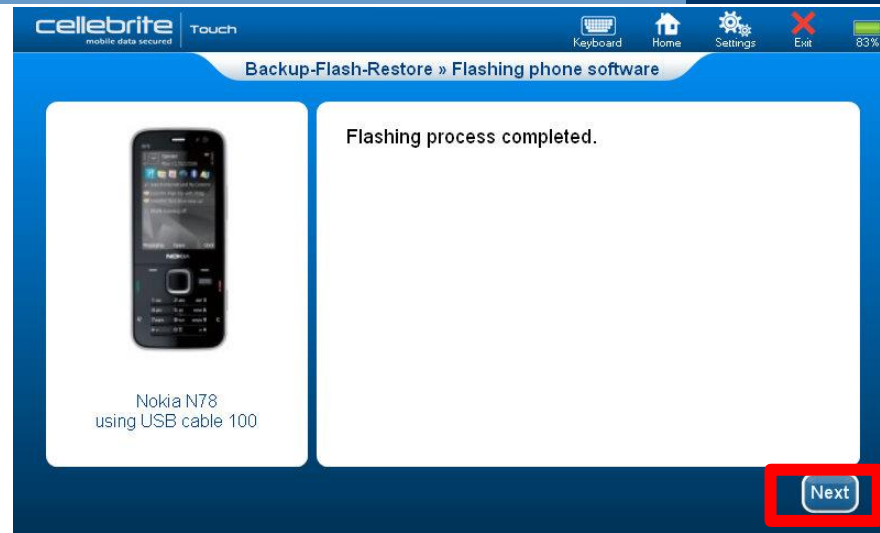
Annotation: A blue box highlights the navigation arrows on the right side of the window.



BACK TO CELLEBRITE TOUCH APPLICATION

THE PROCESS

ON-SITE FIRMWARE UPGRADE (PHONE FLASHING)



CDA- CELLEBRITE DEVICE ANALYTICS

Transactions

Actions: [Export](#)

Showing 1 to 20 of 3252 Results Per Page Filter Results

<< < 1 2 3 4 5 6 7 8 9 10 11 > >>

	Shop Code	Shop Name	Type	Starting date and time	Target Vendor	Target Model	Target IMEI	Status	Customer problem solved	SIM	Ending date and time	Source Vendor	Upload Time
details	1004120	5sur5 CHARTRE	Flash	2011-05-12 15:50:58				Backup: Success Flash: Not Performed Restore: N/A		0	2011-05-12 16:00:33	Apple	2011-05-12 16:00:05
details			Flash	2011-05-12 22:13:59				Backup: Success Flash: Not Performed Restore: N/A		0	2011-05-12 22:25:51	Nokia GSM	2011-05-12 16:27:45
details	1004107	ESPACE	Flash	2011-05-12 15:07:52				Backup: Fail Flash: Not Performed Restore: N/A		0	2011-05-12 16:05:29	Nokia GSM	2011-05-12 16:07:14
details			Flash	2011-05-12 21:48:50				Backup: Success Flash: Not Performed Restore: N/A		0	2011-05-12 22:01:34	Sony Ericsson	2011-05-12 16:03:50
details			Flash	2011-05-12 21:13:54	Nokia GSM	Nokia 5610	358952015612096	Backup: Success Flash: Performed Restore: Success	Y	0	2011-05-12 21:48:34	Nokia GSM	2011-05-12 15:50:01
details			Flash	2011-05-12 21:01:55	Nokia GSM	Nokia E72	354848045417924	Backup: Fail Flash: Performed Restore: Success	Y	0	2011-05-12 21:35:05	Nokia GSM	2011-05-12 15:38:17
details	1018779	DIFFUSELECT C	Flash	2011-05-12 12:13:44	Nokia GSM	Nokia E71	352710041298181	Backup: Success Flash: Performed Restore: Success	Y	0	2011-05-12 12:28:22	Nokia GSM	2011-05-12 12:30:53
details			Flash	2011-05-12 19:06:40	Nokia GSM	Nokia C5-00	357409040393524	Backup: Success Flash: Performed Restore: Success	Y	0	2011-05-12 19:07:07	Nokia GSM	2011-05-12 13:08:02

Showing 1 to 20 of 3252


<< < 1 2 3 4 5 6 7 8 9 10 11 > >>

STATISTICS AND REPORTING TOOL THAT PROVIDES INSIGHT INTO YOUR POINT OF SALE BUSINESS ACTIVITY

- Provides information that pinpoints strengths and weaknesses in sales activities and customer service
- Records all UME-36/Touch transactions at POS
- Delivers up-to-the-minute statistics via the report generator
- Centralizes statistics from branch shops and dealers
- Provides market details that are otherwise difficult or impossible to collect
- Shows customer and operational trends

FULL TRANSACTION CONTROL

- Generates usage reports per shop, sorting by date and time
- Agent statistics report
- Transaction type analysis
- Phone content utilization
- Upgraded phone models and new phone model purchases


Signed in as admin user | Sunday 10 April 2011 | [My Profile](#) | [Sign Out](#)

[Reports](#) [Device Reports](#) [Transactions](#) [Devices](#) [Shops](#) [Phones](#) [Users](#)

Transactions

Select Date Range: From: To: [Find](#) [Clear](#)

Showing 1 to 20 of 10036 Results Per Page [Filter Results](#) [Actions:](#) [Export](#) << 1 2 3 4 5 6 7 8 9 10 11 >>

	Shop Code	Shop Name	Type	Upload Time	Starting date and time	Ending date a
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-26 17:06:25	2012-09-2
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-26 17:06:03	2012-09-2
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-25 17:06:25	2012-09-2
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-25 17:06:03	2012-09-2
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-24 17:06:25	2012-09-2
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-24 17:06:03	2012-09-2
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-23 17:06:25	2012-09-2
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-23 17:06:03	2012-09-2
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-22 18:06:25	2012-09-2
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-22 18:06:03	2012-09-2
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-21 18:06:25	2012-09-2
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-21 18:06:03	2012-09-2
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-20 18:06:25	2012-09-2
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-20 18:06:03	2012-09-2
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-19 18:06:25	2012-09-1
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-19 18:06:03	2012-09-1
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-18 18:06:25	2012-09-1
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-18 18:06:03	2012-09-1
details	Cellebrite_QA	Test	Restore	2011-01-17 11:20:46	2012-09-17 18:06:25	2012-09-1
details	Cellebrite_QA	Test	Phone To Phone	2011-01-17 11:20:46	2012-09-17 18:06:03	2012-09-1

Showing 1 to 20 of 10036 << 1 2 3 4 5 6 7 8 9 10 11 >>

CELLEBRITE MOBILE APPLICATIONS



Mobile Application Management Platform for Wireless Retail POS

- Upload any third-party application at POS
- Immediate revenue stream
- Increase penetration by eliminating technical hassles
- Support the widest range of phone models
 - New and feature phones
 - Works with or without the data package

[Vendors](#) | [Applications](#) | [Resolutions](#) | [Handset Models](#) | [Bind builds to supported models](#) | [3G Activation](#)

Mobile App List			
Application Name	Provider Name	Supported platforms	Number of bi
test	cellebrite	J2ME	1
test1	1		0
IsCep	ISBANK	Blackberry J2ME Symbian iPhone	20
CelleSync T-Mobile	Cellebrite	Symbian J2ME	8
Calcium	Zih Software	Symbian	1
CelleSync Generic	Cellebrite	Blackberry J2ME Symbian WindowsMobile Android	21

Delete Edit Add
 Page 1 of 0 View 1 - 6 of 6



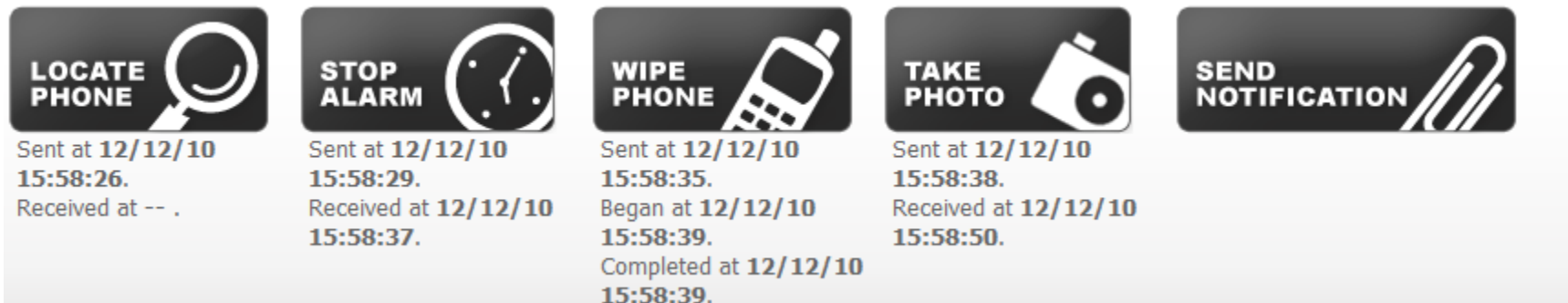
A comprehensive solution for Over-The-Air data backup, management and sharing



- Automatic backup of phone and SIM content: Phonebook, text messages, calendar, ringtones, images, audio and video
- Supports Windows Mobile, J2ME, Blackberry, Symbian and BREW , iPhone, Android...
- Web portal access for content viewing and management
- Simple content transfer – with silent mode and user initiated options

celleguard Protects personal content everywhere

- Locate a device - find a misplaced phone or track stolen one.
- Sound an alarm - initiate a loud alarm remotely
- Take photo - Take a photo and display it on the web.
- Lock the phone - The phone can be fully deactivated, until it is password reactivated.
- Wipe phone content - Delete vital content remotely to prevent unauthorized access.
- Send Notification - Send a message to the phone asking the person who found the phone to call



ROADMAP

PRODUCTS & FEATURES

- Phone Diagnostics – POS solution
- First-Aid – one click to factory default settings
- Hard reset – complete deletion of mobile content and settings
- E-mail settings to Smartphones
- Kiosk – self service corner

MOBILE FORENSICS

Investigation of Mobile Phones

UFED - Universal Forensic Extraction Device

- UFED Logical
- UFED Physical Pro (Ultimate)
- UFED Physical Analyzer
- UFED Phone Detective
- UFED Training



Our customers include a wide variety of security divisions in over 50 countries:

Intelligence services

Customs

Military

Border controls

Special forces (army)

Tax authorities

Forensic specialists

Anti-terror agencies

Private companies

Police academies

Police forces

Insurance companies



UFED – UNIVERSAL FORENSIC EXTRACTION DEVICE

THE INDUSTRY STANDARD IN MOBILE FORENSICS

- Logical & physical extraction
- Thorough extraction of mobile phone data
phonebook, text messages, photos, videos, call logs (dialed, received, missed), audio files, ESN, IMEI, ICCID, IMSI and more
- Hex dump extraction of phone physical memory
- Finds deleted data via full file system access
- Retrieves phone passwords hidden in phone memory
- Powerful analytics of phone memory hex-dump file
- Physical Analyzer 2 – The most advanced parsing tool available
- iPhone, Android and WP7 Physical extraction & decoding
- UFED Phone Detective application to identify phone types instantly
- GPS support with integration to Google Maps and Google Earth
- Google Earth support for images with Geo tags

- Support the widest range of phone models:
 - Logical extraction of over 3,300 devices
 - Physical extraction over of 1,200 devices
 - File system dump over of 1,100 devices
 - Password extraction over of 850 devices
- Clear, concise reports for intelligence, research and legal evidence
- Fast and secure mobile data extraction and analysis from mobile phones and GPS devices

UFED LOGICAL

UFED LOGICAL– UNIVERSAL FORENSIC EXTRACTION DEVICE

Professional tool to extract actionable evidence from mobile phones

The UFED system extracts vital information from 95% of all cellular phones on the market today, including smartphones and PDA devices (Palm OS, Microsoft, BlackBerry, Symbian, iPhone, and Android). Simple to use even in the field with no PC required, the UFED can easily store hundreds of phonebooks and content items onto an SD card or USB flash drive.

Comes in 2 versions:

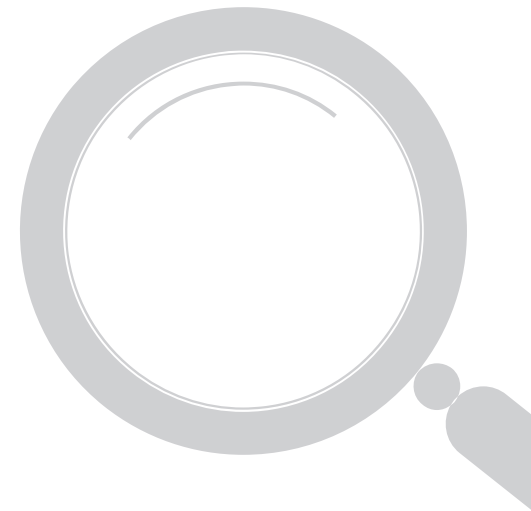
- **Standard** - the ultimate standalone mobile forensic device, ready for use out in the field or in the lab.
- **Ruggedized** - Portable, self-contained forensics kit designed for field work



UFED PHYSICAL PRO
(ULTIMATE)

UFED Physical Pro recovers hidden and deleted data from mobile phones and GPS devices

- Comes in 2 versions:
 - Standard
 - Ruggedized
- UFED Physical Pro Includes
 - UFED Physical Analyzer
 - UFED Phone Detective



UFED Physical Pro provides access to data inaccessible by logical methods:

- Hex dump extraction of phone's physical memory
- Find deleted data via full file system access
- Retrieve phone passwords hidden in phone memory
- Phone user lock code
- Deleted data including: deleted call history, text messages, images, phonebook entries and videos
- Access to internal application data
- Phone internal data including: IMSI history, past SIM cards used, past user lock code history
- GPS support with integration to Google Maps and Google Earth
- Google Earth support for images with Geo tags



UFED PHYSICAL ANALYZER

UFED PHYSICAL ANALYZER 2 – THE MOST ADVANCED PARSING TOOL IN THE MOBILE FORENSICS INDUSTRY

- Redesigned welcome screen
- Instant search
- iPhone decoding enhancements
- Advanced report generator
- Enhanced decoding
 - UFED Physical Analyzer 2 also introduces enhanced decoding, enabling support for multiple data types such as:
chat, email, web history, SIM data, cookies, MMS, locations, call logs, text messages, contacts and more.
 - The enhanced decoding allows much more data to be analyzed and displayed per mobile device.



UFED PHONE DETECTIVE

UFED PHONE DETECTIVE – IDENTIFY MOBILE PHONE DEVICES INSTANTLY

The Phone Detective is unique a application that introduces a user-friendly interface that helps the user identify a phone in a fast and easy manner.

With UFED Phone Detective, you can now:

- Search from a database of over 3,000 phones
- Identify a phone by its TAC value
- Identify mobile phones quickly and efficiently
- Search by vendor, technology, connection type, cable type, headphone, camera type and more
- Quick filter for even faster results

UFED TRAINING PROGRAM

UFED TRAINING - INDIVIDUALS & GROUPS TRAINING ON THE UFED (LOGICAL & PHYSICAL)

- The training will provide participants with the tools & knowledge required in the investigation, including: collecting evidence, recover hidden & deleted data from mobile phones & GPS devices, analyzing the extracted data, searching tools & reporting.
- We can also customize any of our training sessions and offer on-site options for groups (minimum of 8 participants)

Our Courses:

- **UFED Logical Course – one- day course**
 - Starting with the basics; Getting familiar with the UFED; How to connect a device and extract the data; Examining and analyzing the extracted data; Searching for information; Generating reports.
- **UFED Physical Pro Course – two-day course**
 - Starting with the basics of physical memory examination; Getting familiar with the UFED; How to connect a device and extract physical memory dump data; Examining and analyzing the extracted data; Searching for information; Generating reports.



THANK YOU

