



## About TriPlay

TriPlay is a multi-faceted technology company focused on providing globally-available multi-media services. TriPlay's solutions empower users to access content anywhere in the world from any mobile phone, personal computer, tablet or web-enabled television. TriPlay is a privately held company with offices in New York and Israel. More information can be found at [www.triplay.com](http://www.triplay.com).

## Management Team:



### **Tamir Koch, Chief Executive Officer**

A serial entrepreneur from his student days, Koch co-created Orca Interactive in 1995 with his best friend, Haggai Barei. Orca Interactive went on to become the leader in Internet Protocol TV content management solutions and was named one of Oracles "top 50 solutions worldwide". Orca was later sold to Emblaze Systems and then acquired by France Telecom. Dotomi, Koch's next venture along with Yair Goldfinger, former CTO of ICQ, and Eyal Schiff, provided a single source for direct marketing solutions, including online targeting strategies, creative services, analytical tools, and data/media management.

Koch's vision for TriPlay is to create an integrated messaging system that is truly cross-platform and empowers users to send and receive media anywhere on any device in a seamless fashion.

Koch has always been fascinated by the evolution of online information sharing. Overachievers like Steve Jobs, Larry Ellison and Michael Jordan inspire him. He lives with his family in New York and constantly sends photos of his twins and his newborn daughter to his mom back home.



**Shai Buber,**  
**Executive Vice President Business Development**  
Buber, trained in commercial and corporate law, has put his legal expertise and business savvy to work leading successful mergers and acquisitions, corporate finance and venture capital transactions at Skadden, Arps, Slate, Meagher & Flom. He then moved from lawyer to client, when taking the reins of Odigo, a leader in providing ASP instant messaging solutions. In his two years at Odigo, the startup became an established firm with a myriad of international corporate clients which was later sold to Comverse. Fascinated with the VC world, Buber joined Dor Ventures and was involved in a diverse portfolio of companies.

Returning to the corporate side of things, Buber took the lead in Paradigm's business development, oversaw its global legal activities and managed the central software development site including its 100 ~ employees. Today, at TriPlay, Buber is leveraging his knowledge of Internet and mobile applications to develop opportunities and relationships in the digital media arena.



**Lior Solomon,**  
**Vice President Research & Development**  
An autodidact and professed passionate music lover, Solomon has spearheaded web and mobile companies for over 15 years. His technical prowess and management skills have been put into action leading 50-member engineering teams and serving as CTO. Two of his favorite projects include the development of e-learning tools which serve thousands of users world-wide and a VOIP TV channel, including designing and implementing a pre/post video production studio.

At TriPlay, Solomon's transforms the company's vision into the leading application for sharing, storing, synchronizing and delivering digital media. He leads the company's research and



development, quality assurance, and testing functions as well as defines the product pipeline. Solomon is the father of two children, with whom he constantly battles with for control of the XBOX 360.



**Nitsan Duvdevani,  
Chief Technology Officer**

Trained in Mathematics and Computer Science, Duvdevani has spent the last two decades building a diverse skill base that leverages his intimate know-how of Internet e-Commerce, the development and design of web-based applications, cellular and multimedia standards, Internet-to-cellular connectivity. While working in a Research Specialist capacity on the CTO team at Emblaze, he served on the 3rd Generation Partnership Project (3GPP), the international standard organization. Duvdevani has led consulting projects specializing on Internet, multimedia and standardization issues while at Compaq Computers, Digital Equipment Corporation and Standard Insider.

Duvdevani manages the development of technical solutions, meeting various Internet, cellular and multimedia challenges, such as networks and transcoding. He also participates in the definition of the multi-platform system design and architecture. Duvdevani also assists with technical presale activity, technical documentation, product management and project management.

Married with two grown children, Duvdevani spends his spare time writing about and researching the interesting topic of secular versus religious lifestyles and beliefs, as well as interesting hobbies such as music, science and astronomy.



## **About MyMusicCloud**

MyMusicCloud is a global online music service that uniquely offers users the ability to access and play their music on any computer, mobile device, or tablet anywhere in the world. Importantly, users with multiple device types can use MyMusicCloud as one seamless, cross-platform solution (e.g., Apple iPod Touch together with an Android tablet and a Blackberry phone).

MyMusicCloud is the first online music service to enable Facebook users to share CD cover views of their music listening selections with Facebook friends who in turn can choose to sample, download and purchase the music. Different from other music services, MyMusicCloud users can listen to their music both online and offline. The service offers online storage of up to 2 GB of songs for free and the ability to purchase additional storage. Users in the U.S., Canada and the U.K. can purchase and download music from the MyMusicCloud store.

Visit [www.MyMusicCloud.com](http://www.MyMusicCloud.com)



Comparison Matrix

	<b>MyMusicCloud</b>	<b>Apple iCloud</b>	<b>Google Music</b>	<b>Amazon Cloud Player</b>
<b>Cross Platform</b>	<b>Syncs across ANY PC, Mac, Mobile Phone and Tablet</b>	No	No	No
<b>Offline Mode for All Devices</b>	<b>Yes</b> Native support for ANY mobile	No	No	No
<b>Works in Any Country</b>	<b>Available Worldwide</b>	No	No	No
<b>Continuous Play</b>	<b>Yes</b> Start playing on one device; pick-up where you left on another	No	No	No
<b>Facebook Integration</b>	<b>Yes</b> Sign in with your Facebook credentials Share music taste on your page	No	No	No