



OVERVIEW

ABOUT CLOVERLEAF DIGITAL

Founded in February 2003, Brooklyn-based CloverLeaf Digital specializes in the design, development, and management of interactive television services, and is the leading independent provider of interactive IPTV applications in North America.

CloverLeaf's services include the AppDaily quick-access personalized dashboard and app store, a full suite of localized news and information apps, social networking apps, and the DashDaily community publishing tools. CloverLeaf also offers the DotDaily walled garden, and Funspot games from Accedo Broadband.

CloverLeaf's well-seasoned management team brings a deep background in the unusual combination of skills required for interactive TV services—designing for the unique characteristics of remote control navigation of interactive content on TV; developing for the equally unique characteristics of embedded television display environments; building robust content management, distribution and publishing systems; identifying and licensing the interactive content TV viewers use most; managing far-flung 24-hour network operations; and responding to the requirements of large numbers of network operators.

CloverLeaf Digital is entirely self-funded, and is right-sized to meet the needs of our primary market—telephone companies, cable operators and other providers of managed television services. With over 50 deployed customers distributing our apps in over 500 cities, we are large enough to meet the operational requirements of the largest network operators in the world, and small enough to focus on the unique needs of small independent operators.

TECHNOLOGY

CloverLeaf develops and provides applications that are fully integrated with the television platform. Our apps are built on the underlying technology, and we partner closely with major television platform providers to ensure that the integration is complete and the testing is done before the service provider deploys our apps—with the result that CloverLeaf's applications are easy to launch, and easy to maintain.

Proud as we are of our apps when they leave our shop, we are equally proud of our commitment to ongoing management and support. Just as a service provider provides their subscriber with an ongoing service, we provide the service provider with a service—not a black box of code. We manage and monitor our applications and the networks and systems behind them around the clock seven days per week, so we are able to address issues before they cause problems, and we are available in the rare cases that there are problems.

CloverLeaf also recognizes that not all networks are the same, and not all service providers want the same distribution architecture. Therefore, our flexible content management and publishing system allows for either local or cloud-hosting of our apps. CloverLeaf's applications and services are available on all major middleware platforms.